



LEADERSHIP FOR LIFE



RLF IS NEEDED NOW MORE THAN EVER!

PACIFIC NORTHWEST RLF PARTICIPANTS COME OUT OF THE PROGRAM WITH INCREASED:

- Spheres of influence
- Self-awareness and self-confidence
- Ability to collaborate and to connect with others in genuine, inspiring ways
- Communication techniques and strategies
- Facilitation skills
- Understanding of business models and global partnership strategies
- Skills in working across boundaries

Enroll Your Top Talent In The 2022 PACIFIC NORTHWEST RLF

Held In Seattle, WA and Portland, OR

The Pacific Northwest RLF isn't just a set of quick workshops, lectures or seminars. The program is:

- A rigorous and highly-experiential "learning lab" fostering long term leadership development via six 2-day in-person sessions unfolding over eight months.
- The cross-fertilization of ideas, experiences and practices to help participants pull from within themselves and each other to blossom in an environment of deep learning.

L

LEARNING

Deep knowledge is continually cultivated through reading and discussing 25+ books to **analyze and absorb a broad spectrum of important leadership principles.**

E

EXPERIENTIAL

Participants are immersed in a rich, highly engaging team environment to practice, network and grow, **reaping the benefits of the experiences of everyone in the room.**

A

ADAPTABILITY

Over 8 months, RLF participants become more **adept at embracing and adapting to change, as a launching point to innovation, creativity and inspiration.**

D

DISCOVERY

RLF is about discovering one's self and a sense of mission — **to assess and adjust one's own performance and vulnerabilities to best lead other people and new situations.**

THE PACIFIC NORTHWEST RLF DELIVERS POWERFUL LEADERSHIP "DEVELOPMENT" INSTEAD OF "TRAINING"



TRAINING...	DEVELOPMENT...
<input type="checkbox"/> Blends to a norm	<input checked="" type="checkbox"/> Encourages reaching beyond the norm
<input type="checkbox"/> Focuses on technique/content/curriculum	<input checked="" type="checkbox"/> Focuses on self-awareness/self-development
<input type="checkbox"/> Inherently focuses on the present	<input checked="" type="checkbox"/> Inherently focuses on the future
<input type="checkbox"/> Adheres to standards	<input checked="" type="checkbox"/> Focuses on maximizing potential
<input type="checkbox"/> Emphasizes process transactions	<input checked="" type="checkbox"/> Emphasizes professional transformation
<input type="checkbox"/> Focuses on the role	<input checked="" type="checkbox"/> Focuses on the person
<input type="checkbox"/> Maintains status quo	<input checked="" type="checkbox"/> Catalyzes innovation and growth
<input type="checkbox"/> Encourages compliance	<input checked="" type="checkbox"/> Encourages distinctiveness
<input type="checkbox"/> Emphasizes lines of reporting	<input checked="" type="checkbox"/> Expands spheres of influence
<input type="checkbox"/> Focuses on the knowns	<input checked="" type="checkbox"/> Explores the unknowns
<input type="checkbox"/> Places people in a comfort zone	<input checked="" type="checkbox"/> Moves people beyond comfort zones
<input type="checkbox"/> Is finite	<input checked="" type="checkbox"/> Is infinite



Recent Sponsors Of The Pacific Northwest RLF Include:

- Aramark Uniform Company
- Columbia Sportswear
- CVS / Aetna
- Genoa Health
- Greenbrier
- Kaiser Permanente
- King County
- Multnomah County
- Nintendo of America Inc.
- Northwest Natural
- Portland General Electric
- Snohomish County PUD
- Standard Insurance
- Tideworks Technology / SSA Marine
- Travelers Insurance

In-person sessions alternate between Seattle

(session 1, session 3 and session 5)



and Portland

(session 2, session 4 and session 6)



The RLF fee includes:

- All meetings, materials and activities throughout the eight-month Pacific Northwest RLF program
- All breakfasts, lunches and refreshments
- Inclusion in a national program learning event for all 2022 RLF graduates
- Individual national SIM membership for each graduate during the 2023 calendar year

The RLF fee is \$8,850 for SIM members

or

\$9,350 for non-SIM members

An additional \$500 Early Registration Discount is also available

if paid by January 21, 2022

Please contact:

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- Butch Leonardson (butch.leonardson@gmail.com)
- Lisa Harper (lisadspezza@gmail.com)

EXPERT FACILITATORS LEAD THE PACIFIC NORTHWEST RLF PROGRAM

The number of facilitators will depend upon the size of the 2022 class. Scheduled facilitators include:



Fred Pond has more than 40 years of experience in business and technology in the Pacific Northwest, with 25 years managing teams and technology as CIO for SSA Marine/Tideworks Technology, The Schnitzer Group of Companies, North Pacific Group and Columbia Sportswear. He has also participated and led advisory boards including the Portland SIM chapter, the CIO Forum of the Technology Association of Oregon (TAO), Quest JD Edwards Global User Group, and the Operations and Technology major at the Pamplin School of Business at the University of Portland. He continues to be actively involved with business and technology through his work on advisory boards and consulting.



Butch Leonardson has 30 years of experience in IT, ranging from strategic consulting and large-scale systems implementation to senior leadership positions at Accenture, Seattle's Children's Hospital and Regional Medical Center, and BECU – where for 15 years he was SVP and CIO. He has served as Chair of the Board of Regents for his alma mater – Seattle University – and has been involved with the Albers School of Business and the Center for Leadership Formation Advisory Board. He is a past Board Member at Franciscan Highline Medical Center and the Technology Advisory Council for the Seattle Foundation. He is also an appointed member of the Washington State Governor's Technology Services Board.

2022 PACIFIC NORTHWEST CURRICULUM

SESSION 1: March 21-22, 2022 In Seattle

Getting to know each other
Introduction to leadership
RLF learning model
Journaling and its value
Mars surface rover
Personal coat of arms

SESSION 2: May 2-3, 2022 In Portland

Who am I
Personal values
Discovering personal leadership style
The "why" behind you and leading
Values workshop
Color blind
Myers Briggs

SESSION 3: June 13-14, 2022 In Seattle

Creativity
Storytelling
Use of humor
Motivating and influencing
The mysteries of Harris Burdick
"I would follow you as a leader..."

SESSION 4: August 8-9, 2022 In Portland

Globalization, cultural awareness
Communication
Personal and business ethics
Lead out
Management communications
Business snapshots

SESSION 5: Sept. 19-20, 2022 In Seattle

Dealing with change
Learning styles workshop
Understanding teams
Dealing with risk
The value of all individuals
Civil War case study

SESSION 6: November 7-8, 2022 In Portland

Personal networks
Looking back ... looking forward
Managing your career
Beads of significance
Strike fighter
Conscious careers
Graduation dinner

