



## PACIFIC NW RLF PARTICIPANTS:

→ Achieve a greater sphere of influence

→ Increase self-awareness and self-confidence

→ Discover how to collaborate / connect with others in genuine, inspiring ways

→ Take on and solve more challenges and complex issues, to create more value for the organization

→ Gain talent in working across boundaries



**THE  
PACIFIC NW RLF  
DELIVERS POWERFUL  
LEADERSHIP  
“DEVELOPMENT”  
INSTEAD OF “TRAINING”**

## Enroll today's rising talent in the 2024 PACIFIC NORTHWEST RLF HELD IN SEATTLE & PORTLAND

RLF is a rigorous highly-experiential in-person “learning lab” ... fostering sustained long-term leadership development throughout six 2-day sessions over a 7-8 month time frame.

### → RLF CREATES LEADERS WHO SUCCEED THROUGH UNCERTAINTY

RLF graduates perform better amid volatility and change, while more adeptly leveraging new personal leadership skills and highly-developed critical thinking skills.

### → RLF PRODUCES DISTINCTIVE LEADERS WHO GUIDE TEAMS AND THE ORGANIZATION IN NEW WAYS

RLF grads collaborate and innovate with colleagues throughout the enterprise, mentoring others and cultivating high-powered teams.

### → RLF DEVELOPS LEADERS WHO BUILD PURPOSE & INCLUSION

RLF graduates more clearly know their values and instinctively do the right thing at all times, pulling from themselves and others on a journey of lifelong learning.

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

# EXPERT FACILITATORS LEAD THE PACIFIC NORTHWEST RLF PROGRAM

The number of facilitators will depend upon the size of the 2024 class. Scheduled facilitators include:



**Fred Pond** has over 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's also 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 active involvement with business/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.

Less than  
**\$780**  
per day

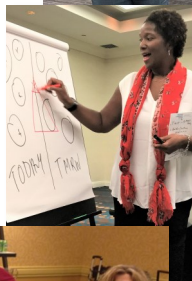
## The RLF Fee Includes:

- All books, materials, speakers and activities throughout the 2-day sessions of the 7-8 month program
- All breakfasts, lunches and refreshments
- Individual national SIM membership for each graduate in the SIM Chapter of their choice for 18 months ... from July 2024 through December 2025

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 **February 11, 2024**

Rising Leader Forums have been producing quality leaders since 1993



## SESSION 3: June 10-11, 2024 In Seattle

How do I impact others and my organization  
Storytelling  
Use of humor  
Motivating and influencing  
The mysteries of Harris Burdick  
"I would follow you as a leader..."

## SESSION 4: August 5-6, 2024 In Portland

What is happening in my role and organization  
Communication  
Personal and business ethics  
Lead out  
Management communications  
Business snapshots

## SESSION 5: Sept. 16-17, 2024 In Seattle

Making a difference and accepting / promoting change  
Learning styles workshop  
Understanding teams  
Dealing with risk  
The value of all individuals

## SESSION 6: October 28-29, 2024 In Portland

What do you want for yourself and your legacy at your organization and career  
Personal networks  
Looking back ... looking forward  
Beads of significance  
Strike fighter  
Graduation dinner

## Recent Sponsors Include:

- Constellis
- Daimler Trucks North America
- Greenbrier Companies
- Kaiser Permanente
- King County
- Mattel
- Multnomah County
- Nicholas Companies
- Nintendo of America Inc.
- Northwest Natural
- Oregon PERS
- Portland General Electric
- Seattle Housing Authority
- Snohomish County PUD
- Standard Insurance
- State of Oregon
- Tideworks Technology / SSA Marine
- TruGrocer Credit Union

## The 6 sessions alternate between Seattle

(session 1, session 3 and session 5)



## and Portland

(session 2, session 4 and session 6)



# 2024 PACIFIC NORTHWEST RLF CURRICULUM

## SESSION 1: March 11-12, 2024 In Seattle

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

## SESSION 2: April 29-30, 2024 In Portland

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

VISIT OUR WEBSITE: [rlfleadership.com/pacific-northwest-rlf](http://rlfleadership.com/pacific-northwest-rlf)

PLEASE CONTACT: Fred Pond (fred.pond@frontier.com) ... Butch Leonardson (butch.leonardson@gmail.com) ... Lisa Harper (lisadspezza@gmail.com)