

Today's rising talent can now enroll in the 2025

PACIFIC NORTHWEST RLF

HELD IN SEATTLE & PORTLAND



LEADERSHIP FOR LIFE

RLF is "development" – not training.

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PACIFIC NORTHWEST RLF PARTICIPANTS:

- 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
- Achieve a greater sphere of influence
- Sharpen their self-awareness and self-confidence
- Gain talent in working across boundaries



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

RLF is a rigorous highly-experiential in-person "learning lab" ... fostering long-term, lasting leadership development throughout six 2-day sessions over an eight-month time frame.

Recent Sponsors Include:

- AutoDesk, Inc.
- ConocoPhillips
- Daimler Trucks North America
- Greenbrier Companies
- Kaiser Permanente
- King County
- M Financial Group
- Mattel
- Multnomah County
- Nintendo of America Inc.
- Northwest Natural
- Oregon PERS
- Snohomish County PUD
- Standard Insurance
- State of Oregon
- Tideworks Technology/ SSA Marine

The RLF Fee Includes:

- All books, materials, speakers and activities throughout the 2-day sessions of the 8-month program
 - All breakfasts, lunches and refreshments
- Individual national SIM chapter membership for each graduate in the SIM Chapter of their choice for 18 months ... from July 2025 through December 2026

The RLF fee is \$9,400 for SIM members
or
\$9,900 for non-SIM members

Plus, an additional \$500 Early Registration Discount is also available if paid by February 10, 2025

The 6 sessions alternate between
Seattle

(session 1, session 3 and session 5)



and **Portland**

(session 2, session 4 and session 6)



LEADERSHIP FOR LIFE

EXPERT FACILITATORS LEAD THE PACIFIC NW RLF PROGRAM

The number of facilitators will depend on the size of the 2025 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.



Steve McDowell ... is an experienced IT manager, who has served as a CIO or IT department head for several different organizations for 35+ years. He's worked in industries including Property Management, Healthcare, Hospitality, Transportation and Government. As a thought leader, Steve combines strong business acumen with a deep understanding of advancing organizations through appropriate technology. He is recognized for his focus on mission, strengthening an organization's financial foundation, fostering loyalty among staff members through a positive, diverse corporate culture—and driving a service-oriented team that delivers exemplary customer education, troubleshooting, and issue resolution.



PACIFIC NORTHWEST RLF CURRICULUM

SESSION 1:

March 10-11, 2025

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 21-22, 2025

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

SESSION 3:

June 2-3, 2025

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 4-5, 2025

In Portland

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

SESSION 5:

September 22-23, 2025

In Seattle

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

SESSION 6:

November 3-4, 2025

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

VISIT OUR WEBSITE: rlfleadership.com/pacific-northwest-rlf

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