

Are leaders born or made?

The answer? Both. Naturally, they are born, and every day they are made. And, they can be made better. That's because leadership is an observable set of skills and abilities that can be measured and learned. In fact, leadership development is really self-development. It is a lifelong learning journey.





The Leadership Challenge program is available in several formats:

- One-day Introduction to the Five Practices of Exemplary Leadership®

You will learn the fundamental concepts of leadership and review next steps in developing your leadership journey.

Cost: \$3,000 (total for up to 10-in-person)

- Two-Day Workshop

This deeper dive allows participants to explore the Five Practices of Exemplary Leadership® in a workshop format. Interactive sharing of experiences, exploring your LPI360 assessment results, and developing a plan for individual leadership growth.

Cost \$6,000 (total for up to 10, plus \$250/ea-in-person)

- Comprehensive Cohort Model delivered in 8 sessions over five months

This comprehensive cohort model allows participants to engage each other in their leadership journey. Each participant will also select and execute a company improvement project approved by their manager, exploring the Leadership Skills necessary to effectively deliver on the vision of their project. The cohort will grow together, develop an appreciation for each other, and apply what they learn to being better team members.

Cost \$9,500 (total for 6-8, plus \$250/ea-5 Virtual, 3 In-person))

The Two-Day and the Comprehensive Cohort courses include all the following resources as part of the journey.

- The Leadership Practice Inventory® Online Assessment Tool
- Participants Workbook
- Facilitated Discussions
- Experiential Exercises
- Video Case Studies



Putting Leadership into Practice

THE FIVE PRACTICES OF EXEMPLARY LEADERSHIP: AN EVIDENCE-BASED MODEL

Leaders at their personal best. This is what the authors focused on to better understand the characteristics common to extraordinary leadership achievements. After conducting hundreds of interviews, analyzing thousands of case histories, and reviewing hundreds of thousands of survey questions, they discovered that leaders at all levels have similar patterns of behavior. In fact, they found that leadership is not at all about personality: it's about practice. When getting extraordinary things done in organizations, leaders engage in *The Five Practices of Exemplary Leadership*[®], and these Five Practices are available to anyone, in any organization, who accepts the leadership challenge.

MEASURING THE FIVE PRACTICES

Kouzes and Posner believe that those best at leading are the best at learning, and one important way to learn is by receiving regular feedback. That's why they created *The Leadership Practices Inventory* (LPI): to enable your leaders to be the best they can be and continually improve their leadership skills. Used by more than 3 million people worldwide, this 360-degree assessment tool is part of the pre-work that participants complete before *The Leadership Challenge*[®] *Workshop*—or it can be used as part of an existing leadership development program. It approaches leadership as a measurable, learnable, and teachable set of behaviors, and helps individuals and organizations like yours measure leadership competencies, while guiding you through the process of applying *The Five Practices of Exemplary Leadership*[®] model to real-life organizational challenges.

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The Five Practices of Exemplary Leadership

1

MODEL
THE WAY



1. Clarify values by finding your voice and affirming shared ideals.

2. Set the example by aligning actions with shared values.

2

INSPIRE
A SHARED VISION

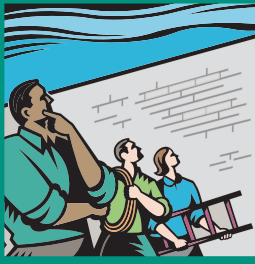


3. Envision the future by imagining exciting and ennobling possibilities.

4. Enlist others in a common vision by appealing to shared aspirations.

3

**CHALLENGE
THE PROCESS**



5. Search for opportunities by seizing the initiative and by looking outward for innovative ways to improve.

6. Experiment and take risks by constantly generating small wins and learning from experience.

4

**ENABLE
OTHERS TO ACT**



7. Foster collaboration by building trust and facilitating relationships.

8. Strengthen others by increasing self-determination and developing competence.

5

**ENCOURAGE
THE HEART**



9. Recognize contributions by showing appreciation for individual excellence.

10. Celebrate the values and victories by creating a spirit of community.