

|| ENDURING **LEADER**<sup>®</sup> ||

Enhancing Tomorrow's Leaders.  
Advancing Today's Corporations.



# THE ENDURING LEADER® WORKSHOP

Today, perhaps the greatest long-term threat facing successful companies lies within their own offices. The culprit? The failure rate of leaders, from middle managers to CEOs, is at an all-time high despite the fact that corporations are spending more money than ever on leadership development.

So how can businesses tackle this threat? Through the proven, highly successful Enduring Leader course created by the founders of Bristlecone Learning, Jim Morris and Betsey Upchurch. Designed to address and accommodate the unique requirements of accomplished, high-level business leaders you will experience:

- || Cutting-edge, challenging, thought-provoking content
- || Rigorous, focused, experiential coursework
- || Dynamic peer interaction and engagement
- || Active skills development exercises and integrated learning
- || Compelling, immediately applicable ideas and information
- || Highly retained learning based on a visceral, lasting experience

>80%  
of large companies  
surveyed feel they have  
an ineffective leadership  
succession process.<sup>[1]</sup>

The intensive 5-day Enduring Leader program will help you fully assess your current leadership capabilities, as well as the challenges you routinely face. Effective leadership development is about building core character-based competencies, not merely teaching simple skills and theories. Thanks to Enduring Leader, that's precisely what you'll achieve.

[1] 2004 Corporate Leadership Council survey of 276 large companies.



# BENEFITS



## LEADING THE WAY TO MAXIMUM PERSONAL PERFORMANCE

The Enduring Leader® development process was born from more than a decade studying profitable companies and the successful leaders who built them. From this examination, it was discovered that the most successful individuals benefited from five universal traits, or “insights.” By helping you focus on the following traits-based competencies, you will become more effective and efficient leader, as well as experience more success in your personal life:

- || Connection - Self-awareness and personal mastery
- || Courage - The confidence to make a difference
- || Faith and Agility - Comfort with complexity and change
- || Perspective - Seeing and influencing systems
- || Motivation - Passion and timing

## BENEFITS THAT TRANSCEND THE INDIVIDUAL

Despite there being more than 5 million aspiring leaders in the workplace today, virtually all industries report their single greatest threat is a scarcity of qualified, capable leaders. For that reason, now more than ever before, the Enduring Leader workshop is critical to today’s and tomorrow’s business leaders, as well as to the organizations they lead. As a result of the Enduring Leader program, organizations have reported the following measureable benefits:

- || Leadership’s increased ability to direct projects, conceptualize and implement value-added initiatives through delegation, inspiration, and execution
- || Leadership’s improved ability to foresee and impact systemic change
- || Higher departmental, team, or group effectiveness
- || Leadership’s enhanced ability to connect with, lead, and develop top talent
- || Leadership’s increased effectiveness as coaches and mentors

“ This leadership approach has made a tremendous positive difference for me personally and for our company, enabling us to continually increase our bench strength because we are becoming better developmental leaders. ”

— Tom Willis  
CEO Conestoga Energy Partners

# THE ULTIMATE EXECUTIVE LEADERSHIP TRAINING COURSE

Specifically created for driven executives like you, the Enduring Leader® development process is an experiential, intensive 40-hour program that is taught over 5 days. Our staff members are experts in the use of experiential learning, which stems from more than 30 years of leadership in the field of experience-based training and development.

In addition to the following, supplementary out-of-class coursework, 4 hours of webinars, and 2 hours of personal coaching will also be included.

In an effort to maximize effectiveness, participants are expected to come prepared to engage, reflect, apply, and act.



“ We want senior leaders who are intelligent, engaged, knowledgeable. But, we also look for a strong personality and charisma that is projected through others and impacts down the line.”

— Senior Vice President of a Global Biotech Company

## DAY 1

- || The Paradigm Shift from Doing to Leading
- || Establish Cohorts
- || Self-Awareness — Personality Assessment Review
- || The Constructs of “Socially Responsible Leadership”

- >> 30% Experiential and simulation learning
- >> 40% Cohort discussion and learning
- >> 30% Presentation of content

## DAY 2

- || Advancing best practices from The Five Insights of Enduring Leaders
- || Managing complexity
- || Sustainable Problem Solving — Moving from Complicated Problems to Practical Solutions

- >> 20% Experiential and simulation learning
- >> 25% Sharing best practices/feedback
- >> 30% Cohort discussion and learning
- >> 25% Presentation of content

## DAY 3

- || Simulation
- || Encouraging change through leadership
- || Developing a broad view and a personal vision
- || Integrating work and life
- || Coaching — Grooming the best and brightest successors
- || Developing Communities of Practice

- >> 70% Experiential and simulation learning
- >> 20% Sharing best practices/feedback
- >> 10% Cohort discussion and learning

## DAY 4

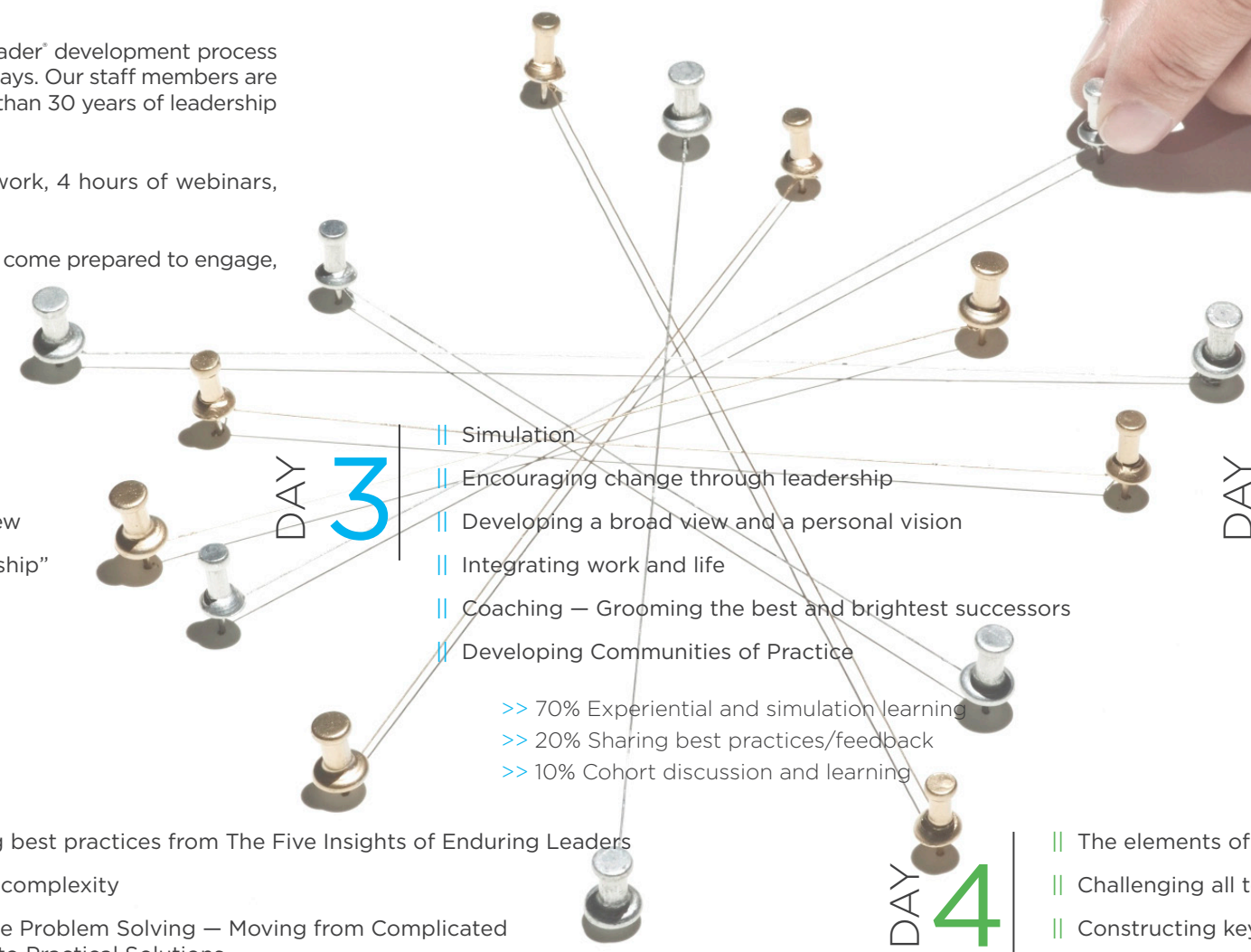
- || The elements of culture
- || Challenging all to do well by doing good
- || Constructing key elements for a sustainable future

- >> 30% Presentation of content
- >> 30% Cohort discussion and learning
- >> 40% Individual action planning and sharing best practices

## DAY 5

- || Synthesizing the Five Insights into action
- || Creating a “Fear-Less” Culture
- || “Leading for the Future” accountability exercise
- || Project presentations

- >> 25% Reflection and Action Planning
- >> 40% Sharing best practices/feedback
- >> 30% Cohort discussion and learning
- >> 5% Presentation of content





**Call now to schedule a course.**

877.663.3148

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Bristlecone Learning is a global consulting and leadership development company that teaches aspiring, emerging, and enduring leaders how to reach their full potential and bring out the best in the organizations they lead.