

# BEING A LEADER AND THE EFFECTIVE EXERCISE OF LEADERSHIP

## THE BEING A LEADER AND THE EFFECTIVE EXERCISE OF LEADERSHIP

program unleashes your authentic way of being a leader. You will leave the program exercising leadership effectively as your natural expression in any situation, no matter the circumstances, whenever you choose.

### IS THIS PROGRAM FOR YOU?

- Are you a leader with major accountabilities?
- Do you have an audacious vision for your organization (and/or the world)?
- Do you need to take your leadership to the next level to make that vision happen?
- And do you want to lead naturally, effortlessly, and effectively along the way?

If you answered “yes” to any of these questions,

**BEING A LEADER AND THE EFFECTIVE EXERCISE OF LEADERSHIP** is designed for you.

### OUR APPROACH

We can't know exactly what's going to make you a more impactful leader. In this program, you will discover for yourself how to authentically and effectively handle any circumstances. Instead of accumulating more knowledge about leadership, you'll develop a greater capacity to lead in all facets of your life and work, on purpose, at any time.

What you can expect are breakthroughs in your leadership performance that will last a lifetime.



*What a leader does isn't the sum total of what makes a leader great. It's who they're being that we remember and admire later: how we felt in their presence, how they moved us, how they held themselves, what they inspired in us.*

*To learn more, contact:*

**Ginny Brien, 704-343-9092 ext 204,**

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## COURSE REQUIREMENTS

The **BEING A LEADER** program requires an investment of time and attention, including:

- Preliminary interview and three or four hours of reading before the program begins;
- In-program assignments;
- Attendance at all sessions;
- Full presence at all sessions without interruption (barring emergencies);
- Coaching conversations between sessions.

At the beginning of the program you will design a leadership initiative that will make a significant contribution to something that matters to you. This initiative becomes a real-time laboratory for applying what you discover about your leadership throughout the course and beyond.

## PROGRAM STRUCTURE AND SCHEDULE

All main program sessions will be held in person.

*fee:* \$8,500

*location:* **Raleigh, NC** 9/18-19, 10/16-17, 11/13, 12/11

- Four Sessions, approximately a month apart, from 8:30 to 6 each day. The first two sessions are two days long.
- Small group coaching sessions between in-person days
- Private web portal for assignments, reading, and forum discussions

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***The most salient characteristic of life is its urgency, 'here and now' without any possible postponement. Life is fired at us point-blank.***

~ Jose Ortega y Gasset

Leadership development remains the #1 concern of the more than 500 CEOs McKinsey interviewed about human capital.<sup>1</sup> That concern will not likely diminish if we continue to develop leaders in the usual ways.

Most leadership development involves understanding concepts and theories from the past, while true leadership requires being effective in the present and with an eye on the future. The key word is *being*. *Being a leader and being effective. Now.*

Since life, as Ortega y Gasset said, is “a series of collisions with the future,” *knowing based on the past has limited value*. The past is unlikely to be repeated. In the fierce pace of today’s business environment, being a less than effective leader *now* exacts a human as well as a financial cost.

**Being a Leader and the Effective Exercise of Leadership** is based on a new science of leadership that leaves you actually *being* a leader and exercising leadership effectively *as your natural self-expression*. This means you will naturally act as a leader WITHOUT having to remember what strategies or techniques to apply. Rather, you will be left *being a leader* and exercising leadership effectively as your *natural self-expression* in any situation and no matter the circumstance.

Pioneered by Michael Jensen<sup>2</sup> and Werner Erhard<sup>3</sup>, **Being a Leader and the Effective Exercise of Leadership** has been conducted at universities around the world, as well as the US Air Force Academy. The program is for exceptional leaders who are up to accomplishing something extraordinary and who see the need to take their leadership to a new level to make that happen.

*Harvard is not about leadership; it is only about management. It is a good management education school. We never even went close to looking at anything like a “created future” - only more, better, and different versions of the predictable future from within the current paradigm.*

~ Harvard graduate on the difference between  
**Being a Leader** and the Harvard MBA program

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<sup>1</sup> Pierre Gurdjian, Thomas Halbeisen, and Kevin Lane, “Why Leadership Development Programs Fail,” McKinsey.com, *McKinsey Quarterly*, January 2014.

<sup>2</sup> Michael C. Jensen, Jesse Isidor Straus Professor of Business Administration, Emeritus

<sup>3</sup> Werner Erhard, co-author of “Putting Integrity Into Finance: A Purely Positive Approach,” published by The Center on Capitalism and Society in *Capitalism and Society*, Volume 12, Issue 1, May 2017.



Where Vision meets Velocity™

## Testimonials

*Unlike other courses that teach concepts only to be later forgotten, Being A Leader fundamentally changes the way you think about the world, leaving a lasting impression on how you interact with it. The course far exceeded my expectations and I rate it among the top 2 or 3 most valuable courses I have ever taken.*

~ Haroon Mokhtarzada, CEO, Co-Founder of Webs  
Harvard Law Graduate

*Our 25 year old company is producing unprecedented results as a direct result of the leadership course... I found a new level of vitality and came away with a set of "tools" that have shifted me professional and personally. To an observer, my work would look a lot like it did before the course, but my experience is completely different. As I reflect on our days together, the course was the stretch I had been waiting a lifetime for.*

~ Fred Shoemaker, CEO  
Extraordinary Golf

*I've been a CEO for 13 years, went to Harvard Business School, and have taken many leadership courses in my career. The Being a Leader course approached leadership from an entirely different angle -- the angle of purpose and motivation. The course looks at why we do what we do as human beings and provides us access as leaders to aligning ourselves and our teams with deeply moving missions that are bigger than ourselves. I tell my friends it's the best leadership course I've ever been part of.*

~ Ryan Allis, Chairman, Co-Founder of Connect  
Co-Founder, former CEO of iContact  
Harvard Business School

*I thought I had the practice of leadership mastered. After just two days of the leadership program I had two insights: that my skill level as a leader was woefully inadequate for what I wanted to accomplish in the next phase of my life, and that what I was experiencing in the program was exactly what I needed, and more than I could have hoped for.*

~ Paul Dolan, Dolan Family Ranches  
Former CEO, Fetzer Vineyards  
Author of *True to Our Roots*