

# BEING A LEADER AND THE EFFECTIVE EXERCISE OF LEADERSHIP

MOST LEADERSHIP development focuses on understanding concepts and theories from the past. True leadership requires being effective in the present, with an eye on the future. The key word is *being*. Being a leader and being effective *now*.



*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, Chair, Co-Founder of Connect  
Co-Founder, former CEO of iContact

**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 strategies, theories, or techniques. Rather, you will be left being a leader and exercising leadership effectively as your natural self-expression, no matter the circumstances.

## IS THIS PROGRAM FOR YOU?

- Are you a leader with major accountabilities?
- Do you have a bold vision for your organization or the world?
- do you need to take your leadership to the next level to fulfill your vision?
- Do you want to lead naturally, effortlessly, and effectively?

If you answer yes to any of these questions, keep reading! At the beginning of the program you will design a leadership initiative that will make a significant contribution to something that matters to you. Your initiative will become a real time laboratory for applying what you discover about your leadership during the course. You can expect the breakthroughs in your leadership performance to last a lifetime.

*To learn more, contact:*

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

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BEING A LEADER AND THE EFFECTIVE EXERCISE OF LEADERSHIP is graduate level work that requires a concentrated investment of time and attention. The course has been conducted at universities around the world and at the U.S. Air Force Academy. The program is for exceptional leaders who are up to accomplishing something extraordinary and see the need to take their leadership to a new level to make that happen.



*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. I rate it among the top two or three most valuable courses I have ever taken.*

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

## COURSE REQUIREMENTS

1. Preliminary interview
2. Several hours of reading prior to the first session
3. In-program assignments
4. Attendance at all sessions
5. Your full presence at all sessions without interruption (barring emergencies)
6. Coaching conversations between sessions

## PROGRAM STRUCTURE

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

All main program sessions are held in person.

*fee:* \$7,500

*location:* North Carolina

*program dates:* January 28 and 29, 2020  
February 25 and 26, 2020  
March 24 and 25, 2020

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