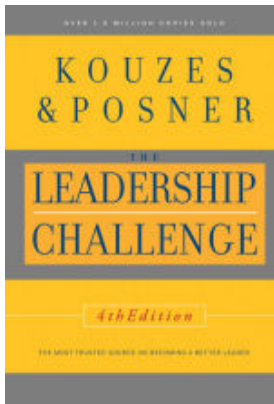


THE LEADERSHIP CHALLENGE WORKSHOP

Proven leadership

that will create vision,
attract and keep the best talent,
and consistently get the best financial results



BACKED BY BOOK SALES IN EXCESS OF 1.5 MILLION COPIES

The Leadership Challenge® has served as a catalyst for profound leadership transformations in organizations of all sizes and in all industries — organizations striving to stay ahead. Organizations like yours.

The "challenging" work of leaders is to attract and engage talented people, invest in and coach their development and unleash them to innovate and solve tough problems. This is the only path to sustainable organizational growth and success. For over 20 years, Kouzes and Posner's Five Practices of Exemplary Leadership®, the most scientifically researched leadership model in the world, has been the most recognized standard and definition of what leaders must do:

- Model the Way
- Inspire a Shared Vision
- Challenge the Process
- Enable Others to Act
- Encourage the Heart

Organizational success and vitality will likely be elusive this year, given the tough economic climate. Strong performance is essential. Your top performers will be looking to see if a focus on talent development remains or is lost in another round of cost cutting. If you want the highest quality, cost effective training for your people, consider GreenLeaf Consulting's 2 day evidence-based Leadership Challenge offering in your leadership development initiative.

THE LEADERSHIP CHALLENGE WORKSHOP

- The Leadership Challenge Model has been adopted and widely embraced by companies of all shapes and sizes, with results that have been validated time and again over the past two decades. Hundreds of major corporations, hospitals, government organizations, schools, and universities have used the Leadership Challenge make a difference to their organizations.
- Participants receive personal and confidential feedback from The Leadership Practices Inventory®, one of the most widely used and valid leadership instruments in the world today. More than 350 doctoral dissertations and academic research projects have been based on The Leadership Challenge model - more doctoral dissertations on leadership than any other model on the planet.
- These practices are based on learnable behaviors, not just some complicated theory or set of unreachable ideals. It's proven - Leadership Challenge® Workshop participants can measurably improve their effectiveness as leaders!
- Much of the learning takes place through experiences that have a strong impact. Participants learn in ways that ensure that the information will stick, and can be realistically applied back in the workplace.

Leadership does make a real difference. In fact, it is often the only difference between ordinary and great performance - between a tolerable and an extraordinary workplace.

Leadership development is a process, not one training session or even a series of independent events.

A primary responsibility of leaders is to develop more leaders. Therefore, leadership is everyone's business.

Good people deserve good leadership. Organizations are made up of many good people, who deserve good leaders.



In a two-day time frame, this renowned program facilitated by Cynthia Radford covers the Five Practices of Exemplary Leadership®, developed by authors and researchers Jim Kouzes and Barry Posner. In a highly interactive, experience-based approach, participants learn how to Model the Way, Inspire a Shared Vision, Challenge the Process, Enable Others to Act, and Encourage the Heart.

Leadership Challenge® Workshop participants return to work with:

- the capability and willingness to provide inspirational leadership for their team / organization
- proven techniques to equip their people to achieve better results
- a much better understanding of themselves, and their impact
- a clear and simple model for creating healthy teams and organizations
- more courage (and commitment) to innovate
- a clearer vision about their team's work
- more trust and understanding among the attending managers
- increased credibility as a leader

Participants receive:

- A highly engaging and relevant workshop that focuses on The Five Practices of Exemplary Leadership®, developed from the original and proven research of best selling authors Jim Kouzes and Barry Posner
- Experienced facilitator: Cynthia Radford, GreenLeaf Consulting International (Please see Cynthia's bio on the last page)
- Participant Notebook
- The Leadership Challenge (4th Edition) textbook
- The Leadership Practices Inventory® (web-based) including all processing, scoring and confidential feedback report for one Self and up to ten "Observer" respondents (direct reports, manager, co-workers, etc.)
- Other program materials and take-aways
- Experiential activities
- A truly memorable experience, with lessons that stick
- Follow-up articles

More than an Event...

According to research from the *Center for Creative Leadership*, the best developmental leadership processes provide 1) assessment, 2) challenge, and 3) support. These elements motivate leaders to focus their attention and exert effort toward learning, growth, and change.

Linking Leadership Challenge® workshop insights and new behaviors back to the workplace is the ultimate goal, so real personal growth occurs and organizational results really improve. Cynthia will work with your team to plan ways of integrating workshop learning into your organization's leadership culture. Popular approaches often include:

Follow-up individual coaching

- Optional post-workshop coaching plans help leaders build on their LPI feedback and convert their Leadership Challenge® experience to increased effectiveness.
- One-on-one coaching with Cynthia provides encouragement and feedback in a risk-free setting. Leaders can review their progress, discuss what is working and what isn't and maintain the high energy and momentum of the seminar experience.

Re-administration of the LPI

- Completing the Leadership Practices Inventory® 9 to 12 months post-Leadership Challenge measures progress toward leadership development goals. Many organizations find a half or full-day refresher workshop for their leaders extremely valuable at this milestone in the development journey.

GreenLeaf Client Feedback

Having worked for twenty years in "Big Pharma" I have had the opportunity to attend a number of development programs... this was one of the best sessions I've had on Leadership Development. You provided tangible and actionable concepts to us. I look forward to implementing many of them with my sales team. ~ Oxford, England (Bausch & Lomb leader)

The survey feedback was incredibly valuable in giving me a high degree of self awareness. A significant career point. ~ Kilmore, Australia (Unisys leader)

You gave us all a gift of yourself with every little thing and effort you have put into the Asia Leadership Program, and I am most grateful...I hope I will be able to do justice to your gift by growing every day to become the leader that Sun Life envisions me to be. ~ Manila, Philippines (Sun Life Financial leader)



Introducing Cynthia Radford..

Cynthia believes people, like all things in nature, are unique and grow in many directions... and that effective leaders are more like gardeners than mechanics. Her consulting practice, GreenLeaf Consulting International, helps leaders around the world create enriching environments where people and organizations can thrive.

Cynthia's services include leadership training and executive retreats, teambuilding workshops, intercultural effectiveness training, and innovation & creativity seminars. She has designed, developed and facilitated major leadership development initiatives for global-facing organizations in North and South America, Europe, Asia and the Pacific Rim.



Cynthia brings a global perspective to her clients. She's worked throughout the United States and in Argentina, Canada, Brazil, China, Hong Kong, England, Germany, Thailand, Switzerland, Colombia, Malaysia, and Australia with business leaders from over 25 countries. Some GreenLeaf clients are BMW, Bausch & Lomb, Netflix, CNA Insurance, The St. Paul Travelers Companies, Limited Too, Düsseldorf University, Unisys, Blue Cross Blue Shield, Johnson & Johnson, Sun Life Financial, The Biltmore Estate, Schneider Electric, *ScanSource*, Molex, and Coca Cola.

Prior to launching GreenLeaf Consulting International in 1998, Cynthia worked as Manager of Organization Development, Instructional Designer, Training Specialist and Performance Consultant with Arthur Andersen, Walgreens, and Unisys.

Cynthia's educational background includes an MS in Instructional Design and a BS in Nutrition from Purdue University. She also holds certifications in a number of highly regarded psychometric instruments, simulations and methodologies that she's used around the world. She's a member of the International Organization Development Association and International Leadership Association and serves on the International Center of the Upstate Board of Directors. (With more than 235 international firms, South Carolina's Upstate region hosts the highest international investment per capita in the US.) She's also a member of the adjunct faculty at Furman University, South Carolina, where her subjects include Global Leadership, Leading Change, Creativity, and Building Effective Teams.

A native of Asheville, North Carolina, Cynthia enjoys hiking in the Blue Ridge Mountains, and is an avid gardener, scuba diver, world traveler, and photographer. Cynthia now lives in aptly named Travelers Rest, South Carolina and expands her horizons through active exploration. Recent adventures took her to Nepal, Papua New Guinea, Fiji, Dominica, Honduras, Peru, Russia, South Africa and Zambia. Visit www.greenleafconsulting.com to learn more about GreenLeaf services and to see photos from Cynthia's travels.

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