

LEADERSHIP MASTERY:

8 Steps to Less Chaos and More Command of your Success

This Master Program is a transformation program, not an information program.

You don't need another inconsumable program where you have to search for a needle of insight in a haystack of pdfs, videos, audio files, and documents.

You can't afford to spend hours each day reading impenetrable prose, taking mind-numbing assessments, or nodding off as videos drone on and on.

You certainly don't need more white-washed case-studies that require you to solve someone else's problems, you need to be solving yours.

You need a program that gives you exactly what you need so you get the results you want.

You will work in this program – efficient, practical work that solves your problems, overcomes your obstacles, and develops action steps that boosts your team's performance.

Leadership Mastery is for you if you are a CEO, Executive Director, Senior Leader who wants to shorten your path to greater success.



Founder of the Strategic Leaders Academy, Chris has helped small business and nonprofit CEOs grow by over \$25 million and counting. He is a West Point graduate, internationally renowned combat leader, retired Army Colonel, business leader and author of the critically acclaimed book, *Leadership: The Warrior's Art* -- which has sold over 50,000 copies. Chris draws from a storied military career and extensive practice and scholarship, to help leaders and teams solve problems, overcome obstacles and win sustainably. He has appeared on CNN, MSNBC, BBC, NPR, The Wall Street Journal, The Economist, The New York Times, and The Washington Post. He's also been featured in several books, including Jake Tapper's bestseller *The Outpost*.

"We faced major problems. Revenues were in free-fall. Employees were pulling in different directions. There was little integration and no progress. Thanks to Chris's support our management and governance are highly integrated. We now have very high degrees of engagement, accountability, and ownership. His experience, knowledge, and sensitivity led to a strategy that created \$2 million annually in new revenues."

Jim Thaden,
Executive Director,
Central Asia Institute



HERE ARE SOME OF THE OUTCOMES YOU CAN EXPECT:

- Boost your confidence and energy by leading with authenticity. Get past imposter syndrome and stop allowing the red cape at work to make you comatose at home.
- Avoid expensive mistakes and unforced errors. Shorten your path to success by multiplying your experiences.
- Slash workplace incivility. Make sure your most vulnerable employees feel safe enough to contribute their best and most authentic selves to your team's success.
- Plug the drain on employee turnover by putting the right people in the right roles on the right teams.
- Practice empathy so you can anticipate rather than being pin-balled by blindsides.
- Stop wasting time and energy prodding and cajoling. Get people solving tough problems because they know you've got their backs.
- Regain the peace of mind to focus on strategy and growth because you know your team is committed to your common good.

8 - WEEK A G E N D A



Week 1: Smart Start – set your goals and deal with some self-limiting beliefs.

Week 2: Lead with Authenticity: Begin with Your Servant-Leader Archetype [without those annoying personality tests]. *Common Mistakes: oversharing, copycatting others, cloning yourself.*

Week 3: Boost your Leadership Arsenal by Multiplying your Experiences [without becoming a bookworm]. *Common Mistakes: Relying on personal experience alone - it's your short-cut to expensive mistakes and failure.*

Week 4: Get Great Results the Right Way: Trustworthiness, Respect, and Stewardship. *Common Mistakes: 1) Do as I say, not as I do. 2) Failing to ensure your most vulnerable employees feel safe enough to bring their best and most authentic selves to work. 3) Seeing professional development as nice-to-do rather than must-do for success.*

Week 5: Improve Teamwork by Practicing Empathy - your Fast Track to Cooperation [don't worry, empathy is not about sharing your feelings]. *Common Mistakes: Seeing things only from your point of view, equating empathy with sympathy.*

Week 6: Boost Innovation in your Team through Responsibility and Accountability [how to create accountability without blame] *Common Mistakes: Playing favorites, hogging credit, and finger-pointing.*

Week 7: Connect the WHY so you can build commitment to your company's success. *Getting angry or annoyed when someone asks you why, rather than seeing it as an indication that someone cares.*

Week 8: Apply your Top Lessons: Priorities and Accountability.

Questions: please email me at chris@strategicleadersacademy.com

DURING THE 8-WEEK PROGRAM, YOU WILL:

- Have a live 1-hour zoom session once a week, where we discuss your assignments, exchange best practices, remove obstacles, and plan action steps that get immediate results.
- Step-by-step training modules that show you exactly how to implement our six Servant Leader Habits so you can achieve lasting success and impact.
- Weekly mentor clinic hours where you can ask questions, vet ideas, and solve problems.
- Unlimited email access to me.
- 24/7 lifetime access to the modules.
- Confidential peer group of high-performing leaders to exchange ideas, lessons, and best practices.



"SLA's leader archetypes gave us a framework to discuss the ways that people lead differently and how we celebrate that diversity as we build commitment to a common culture. This is already benefiting our retention, engagement and morale."

Michèle A. Flourney, Chief Executive Officer, West Exec



"Having different voices convey the same message can be very powerful. Chris's inspiring presentation to the team is helping us create a culture of winning."

Gregg Williams, Interim Head Coach, Cleveland Browns



"I have a new and richer set of experiences to draw from when making decisions under stress and uncertainty. The stakes, of course, are totally different, but the discussions were highly relevant when it comes to issues like making sound risk-reward decisions that affect people's lives; the importance of planning and preparation; and gaining and maintaining the flexibility to react to the unexpected. SLA's Normandy strategic leadership experience is great for people who have to make consequential decisions."

Douglas Silverman,
Managing Partner and Co-Chief Investment Officer,
Senator Investment Group

What's the price? I don't like to discuss cost until we discuss value. You should expect this program to pay for itself several times over, and I won't let you into the program unless I'm convinced you will see that pay off.

ARE YOU A GOOD FIT FOR THIS PROGRAM?

APPLY HERE