

Welcome to **LEADERSHIP USA®**



Laura Stack, MBA, CSP, CPAE
Founder & CEO
LEADERSHIP USA, INC.



ABOUT OUR FOUNDER & CEO LAURA STACK



- Started career at TRW (Northrup Grumman), University of Colorado, CareerTrack
- President & CEO of The Productivity Pro, Inc. celebrating 26+ years in leadership development
- Certified Speaking Professional CSP (2000)
- President, National Speakers Association (2011-2012)
- Member, Speaker Hall of Fame (2015)
- Founder & CEO of LEADERSHIP USA® Inc. (2017)



JOHN STACK

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Chief Operating Officer
LEADERSHIP USA® INC.

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WHAT IS LEADERSHIP USA®?

LEADERSHIP USA® is a membership organization that offers high-quality leadership education. We hold a one-day, monthly learning event with world-class instructors, filmed live in Denver, streamed to our member locations around the U.S., and recorded for those around the globe.

Since it can be cost prohibitive and time consuming for companies to bring instructors in-house, we bring them to our member community. As a member organization, your buying power is pooled along with other companies to allow you to take advantage of exceptional training on a curated basis.



WHAT ARE THE MEMBERSHIP BENEFITS?

1. **Reduced registration fee.** Leaders from member companies pay \$299 (regularly \$499) to attend our monthly leadership development seminars live OR virtual (virtual attendance \$249);
2. **Quarterly webinar included.** Webinar with our faculty is FREE to ALL employees in your organization! Anyone may register. These are recorded and available in our learning library.
3. **24/7 access to our Learning Library.** Resources provided by our faculty (videos, ebooks, articles, guides) are posted to our portal to keep the momentum going after the seminar. Any employee can access the portal for individualized learning opportunities or internal meetings.
4. **Participation in our Women in Leadership program.** Our first annual WIL Summit will be held in October 2019. We also partner with you on your internal women's leadership programs.
5. **Sustainability program.** When there are multiple people attending a learning event from your organization, they use our LD Planner and Discussion Guides back at the office or online following the event to keep the momentum going and seek behavior change.



WHAT ARE THE MEMBERSHIP BENEFITS?

6. **Leadership Advisory Council (LAC).** One senior representative from each member company will sit on the LAC, which meets quarterly and guides the curriculum for the following year. You will develop relationships on the LAC with your talent leaders from the best companies in Colorado.
7. **High Potential Programs.** LEADERSHIP USA runs three HiPo groups of different leadership levels with 360 assessments, executive coaching, education, and peer mentoring.
8. **FREE meeting attendance for the LAC member; and**
9. **Networking events.** In addition to the regular monthly learning events, Denver LAC members may attend LEADERSHIP USA sponsored “mix ‘n’ mingle” monthly networking events.
10. **Full program administration.** We handle the logistics, venue, recordings, live stream coordination, instructors, technology, marketing, registration, billing, and reminders.

Non-members may pay \$499 to attend the monthly seminars as a guest only, but they do not receive other benefits, such as webinars and access to the learning portal.



MEMBERSHIP BENEFITS



1. Reduced registration fee for seminars



2. Quarterly webinar for all employees included



3. Access to self-study learning library



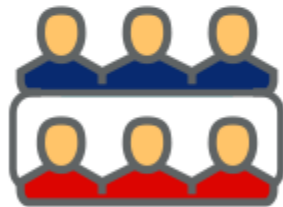
4. Women in Leadership program



5. Continuity program to support behavior change



6. Leadership Advisor Council (LAC) selects curriculum



7. Quarterly LAC meetings at member facilities



8. FREE meeting attendance for LAC member



9. Networking Events



10. Full Program Administration

The LEADERSHIP USA® Value Proposition

1. The Leadership Advisory Council (LAC) votes on their most pressing leadership development needs.
2. LEADERSHIP USA matches the faculty with these topics and develops the annual schedule.
3. Your selected leaders receive monthly emails announcing the upcoming learning events and inviting registration.
4. Individual leaders and teams self-select topics of interest and pay \$299 with credit card or receive an invoice.
5. The system automatically sends tickets, logistics, and reminders to participants.
6. Your leaders attend the learning event in Denver and watch the live stream remotely – and give rave reviews!
7. Attendees from your company use the Discussion Guides to reinforce and execute on their learning back at the office.
8. Their self-learning continues with unlimited access to our learning library of educational resources.
9. Quarterly free webinars for all employees keep learners engaged in the process.
10. The LAC meets quarterly to determine future needs and discuss best practices in leadership development.



WHO HAS JOINED?

Large Corporations

- with internal training departments who want to supplement their existing leadership development programs to “fill in the blanks” on performance improvement needs

Larger Organizations

- that don't have internal training departments or an established leadership development program (who need an outsourced L&D function)

Small-to-Medium Size Firms

- who need a consistent leadership development strategy for the senior leaders and managers in their organizations



THANKS TO OUR FOUNDING MEMBERS (EST. 2017)



LEADERSHIP USA NOW HAS 21 MEMBERS!



HOLLAND & HART



Introducing our Leadership Advisory Council



George Norris
Denver Water



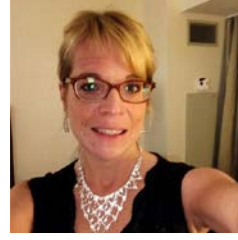
Matt Schupp
Sherwin Williams



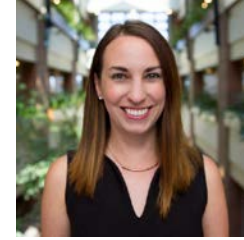
Andi Malter
OmniTRAX



Myla Lyons
SM Energy



Robin Jost
Planet Fitness



Megan Casados
Dish Network



Erika Wojtaszek
Great-West



Tres Shoemaker
Graebel



Alysse Neill
Bozarth Chevrolet



Rebecca Jivan
GH Phipps



Mark Hermanson
Haynes Mechanical



Andy Lawrence
SCL Health



Lisa Rice
Holland & Hart



Erica Wyatt
Intrepid Potash



Brandy Grundy
Epsilon



Marian Bronstetter
Applied Control



Todd Moir
Coldwell Banker



John Freer
Red Robin



Meghan Loendorf
Charles Schwab



Cathy Sonderman
Pulte Mortgage

**Thank you for investing your time
and energy into LEADERSHIP USA!**

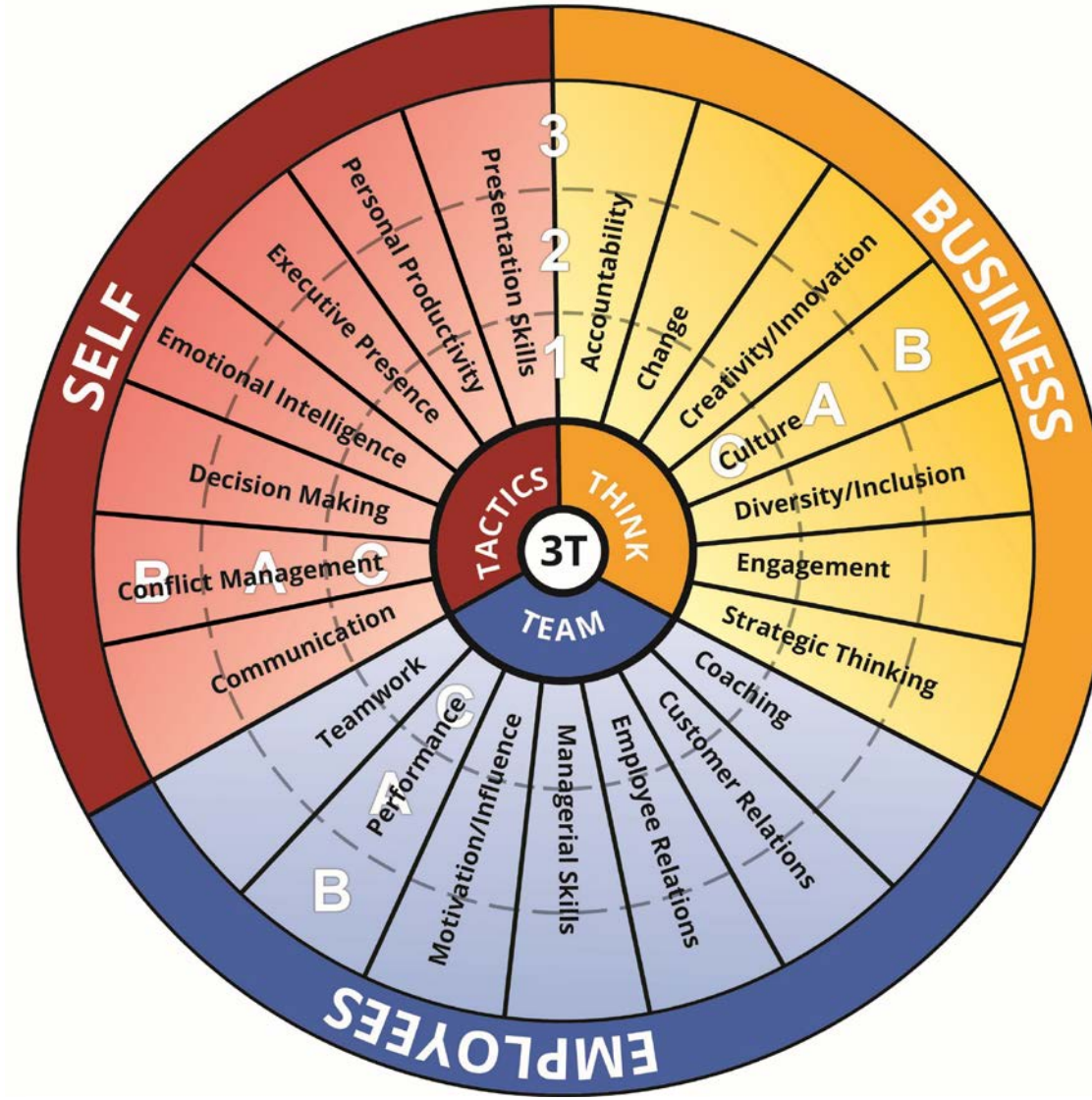
How the Leadership Advisory Council Selects Topics

- LEADERSHIP USA® is truly a collaborative leadership development effort of our member organizations. Each company will appoint one senior leader of HR/talent/development to sit on the Leadership Advisory Council (LAC). Membership is also available without an LAC seat.
- The Leadership Advisory Council (LAC) members will meet quarterly at a member location in Denver to discuss LEADERSHIP USA business and learn best practices from the host organization.
- LAC members bring the key leadership challenges their organizations are facing to the table, and the council votes on what topics will be covered, based on the most pressing needs. This collective process will guide us in hiring instructors for the following year.
- Being a part of this unique community will provide a great networking opportunity with the best HR, L&D, TM, and OD professionals in Denver.
- **All LAC members attend the monthly learning events at no charge (no substitutions please)**



3T LEADERSHIP COMPETENCY MODEL EXAMPLE

1. Leader of Leaders
2. Leader of Others
3. Leader of Self



A = Most Appropriate
B = Next Appropriate
C = Least Appropriate

WHO ARE THE INSTRUCTORS?

The monthly seminars will feature one of our expert educators on a variety of topics. At this time, instructors must be:

A Certified Speaking Professional (CSP) AND

A Ph.D. or other terminal degree such as a JD OR

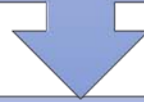
A member of the Speaker Hall of Fame (CPAE) OR

A bestselling author OR

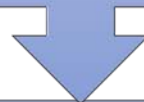
An educator a member has personally seen and recommends

Three Ways to Participate in Learning Events

1. Live Learning Event in Denver



2. Simulcast Live Feed to Remote Locations



3. Recording for Those Unavailable That Day

Where Are Monthly Seminars Held?

The Curtis Ballroom at the Landmark in Greenwood Village



*Curtis*SM
BALLROOM
AT THE LANDMARK





In Action at the Curtis Ballroom

WHAT IS THE SEMINAR SCHEDULE?

8:30 to 9:00 Registration, networking, and breakfast

9:00 to 2:30 Program (three 90-minute segments with 45-minute lunch
4.5 HRCI and SHRM credit hours)

2:30 to 3:00 Networking and visiting with instructor

This schedule allows leaders to get some work done at the end of the day, check email, beat traffic, or just get home earlier.



WHAT DOES THE \$299 FEE INCLUDE?

Your \$299 registration fee includes:

The seminar

All materials

Breakfast & lunch

All-day beverages

Parking

Wifi access

Supplementary learning resources



WHO SHOULD ATTEND THE SEMINARS?

Any leader at any level who works at one of our member companies may attend the monthly educational seminar at discounted rates.

- Executive Leaders (CXO, Partner, Owner, President)
- Vice President/SVP
- Directors
- Manager of Others
- New Leaders
- High Potentials

All you need is wired internet, a browser, and a computer connected to a projector! You can train everyone at one time with no travel involved!

Recorded in Denver



Feed

We live stream the Denver learning events to your remote locations



Media Encoder



Live Video Stream

DaCast

Your Offices



A young man with short brown hair is holding a professional video camera. He is looking through the viewfinder, which is obscured by a black rectangular box. The camera's LCD screen is visible in the foreground, showing a close-up of the lens. A semi-transparent American flag is overlaid on the right side of the image, with the stars and stripes clearly visible. The background is a bright, cloudy sky.

FILMING

Every session is recorded
for international office
and those who can't
attend the live event.



HOW MUCH DOES MEMBERSHIP COST?

Member organizations receive these benefits for an investment of **\$6,000 per year dues** (equivalent to \$500/month waived for LAC member).

Then the learning events are **\$299 per person live and \$199 per person virtual (live stream or recording)**. Bulk discounts and annual subscriptions are available.

The webinars, learning library, and monthly LAC member attendance are included!

(If you're going to send one leader to one seminar once a month at the \$499 guest registration fee, you may as well join and get all the other benefits!)



Pricing Options - LIVE Learning Events

\$299

1 person per event (prices remain unchanged in 2019!)

\$249

8 people
(NEW monthly table option = \$1999)

\$208

8 people
(NEW annual table subscription = \$19,999)

\$199

9+ people
(additional seats with an annual subscription)

Table subscriptions are available by emailing names/emails to Nadine, who will send you an invoice to pay via CC or check. All 8 names must be received before the 72-hour cancel window per usual for food guarantees.

Pricing Options for Recordings

\$199

1-9 people per event
(unchanged)

\$1,999

10+ people per event
(Unlimited monthly license)

\$19,999

Unlimited people
(Annual license – unlimited timeframe while your LUSA membership is active)

New Pricing Options for Live Streaming

\$199

Per person

\$999

Single site per
event

\$1999

Up to FIVE
locations/sites
(connections)
per event

\$19,999

Annual
subscription
for five sites
INCLUDES
recording**

** With the annual subscription, if you only have 10 people in each of 5 locations, it's \$33 per person.

Answers to “WHY DID YOU JOIN LEADERSHIP USA?”

- Access to world-class speakers/content; fits our curated strategy for leadership development based on the unique needs of individual leaders in our organization
- Had been looking for a new leadership training resource and was able to help steer the topics focused on in 2018.
- I needed executive-level, high-quality learning options, and the speakers and topics fit well. In addition, it's essential that this offering was run by well-organized, responsive owners---and I knew this was that kind of company.
- The networking and ability to see what like-minded leaders are focused on.



Answers to, “HOW ARE YOU USING THE LEADERSHIP USA OFFERING?”

- We are engaging our HR Business Partners, who are closest to the development needs of our high potentials.
- This program provides diverse offerings to a diverse target audience, so we hand select attendees based on the varying talent development plans we have in place.
- Currently we are offering this resource to veteran leaders, who have already gone through our internal offerings.
- We offer these events to our exec team, as we don't have many internal offerings for this population.
- Simply creating access to this type of training creates a shift in culture that can really create greater employee engagement.
- This helps our middle managers increase their leadership capacity.
- Technical managers who never got “real” leadership training
- Women in Leadership partnership



“WITHOUT QUESTION, LEADERSHIP USA OFFERS A

- **Curated** approach to leadership and executive development, permitting organizations to offer educational opportunities to individual leaders, or leverage the power of group learning by sending multiple leaders.
- **Collaborative** curriculum design, where member organizations have a voice in selecting the workshop topics, based on our most pressing leadership development needs.
- **Competency-based** approach to content, which is well-grounded in contemporary research and leverages the best in instructional design and inspiring delivery from world-class authorities.
- **Community** of practice, where thought leaders and practitioners alike can come together and learn from each other in a unique atmosphere, where learning and personal growth flourish.
- **Cost-effective** offering that pools member buying power to access exceptional training by top-notch presenters, at a fraction of the cost to bring them onsite.
- **Continuity** of skill application and execution after the event; the possibilities of ‘hard-wiring’ the learning post-session are endless.”

-- Andy Lawrence, VP, Enterprise Learning & Personal Development, SCL Health, Denver, CO



THIS IS *YOUR* ORGANIZATION!

We are VERY excited to start this new partnership with you and trust LEADERSHIP USA will be a valuable addition to your educational offerings!

Please email me at Laura@LeadershipUSA.biz
or call my office at 303-471-7401 or text 720-334-1856
and tell me you're interested in joining
LEADERSHIP USA®!

THANK YOU!

