

A large, waving American flag serves as the background for the top half of the page.

LEADERSHIP USA[®]

DEVELOPING YOUR EXTRAORDINARY LEADERS

2020 Catalog of Faculty and Learning Experiences



LEADERSHIP USA[®]

**DEVELOPING YOUR
EXTRAORDINARY LEADERS**

2020 LEADERSHIP USA®

Event Attendee Roadmap - Levels of Leadership

Date	Instructor	Competencies	A = MOST approp	B = NEXT approp
Friday 1/24	Peter Sheahan	Leading Growth and Transformation: How Leaders Accelerate Their Organizations' Progress to the Future	1	2
Thursday 2/11	Marcia Reynolds	Emotional Intelligence for Leaders: Build Stronger Relationships with Team Members	2	3
Wednesday 3/11	Mandi Stanley	Write It So They Read It: Executive-Level Business Writing in Just One Day	3	2
Tuesday 4/7	Bob Wendover	DecisioNinjas: Building Tomorrow's Generation of Workplace Problem Solvers	2	1
Wednesday 5/13	Dennis Gilbert	The Inside Track on Money and Capital: Leveraging all of Your Resources into Powerful and Profitable Outcomes	3	2
Tuesday 6/9	Michelle Anne	The Master Key to Managing Stress: The Art & Science of Stress Reduction in Times of Change	3	2
Wednesday 7/8	Michael Canic	Ruthless Consistency: Refocus, Realign and Recommit for Results!	1	2
Thursday 8/13	Holly Green	Using Your Brain to Win in Today's Hyper Paced World: Living & Thriving at the Pace of Change	2	1
Tuesday 9/15	Karl Mecklenburg	Teamwork and Leadership in a Changing World: Key Lessons from the Linebacker	3	2
Tuesday 10/13	Sarah Michel	Delivering Engaging Presentations in the New Hybrid World	2	1
Thursday 11/12	Clint Swindall	Engaged Leadership: Building a Culture to Overcome Employee Disengagement	2	1
Wednesday 12/9	Michelle Tillis Lederman	Connected Leadership: Fostering and Retaining an Engaged Team	2	3

Pricing

\$299 per person "live" event or \$199 per person live stream

\$1999 per table of 8 for the "live" event or \$1999 for five locations to live stream

\$19,999 per annual table subscription or live stream subscription to five locations

Level 1 (Leader of Leaders) = Senior leaders, executives, large span of control

Level 2 (Leader of Others) = Middle managers, people leaders, frontline supervisors

Level 3 (Leader of Self) = High potentials, emerging leaders, 1st time managers

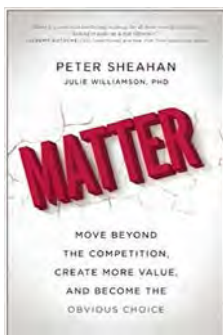


LEADERSHIP USA®

FEATURED FACULTY

MONTHLY MEMBERSHIP SEMINAR

Leading Growth and Transformation: How Leaders Accelerate Their Organizations' Progress to the Future



As the pace of commoditization accelerates and the emergence of technological disruption threatens our existing business models, we must transform our teams at a faster rate than the external environment is changing. This engaging, case-study rich session will unlock the keys to accelerating growth in your team and your organization. Peter will encourage you to have vision and create a setting for your team to thrive because organizations don't transform – leaders do.

Peter Sheahan, CPAE

After decades of standing in the fire with leaders of high-performing organizations, Peter Sheahan has come to believe that an organization will only go commercially where its leaders first go personally. Having grown his own companies by accelerating growth and transformation for Apple, Chick-fil-A, DeBeers, and AT&T -- Peter will provoke you to get bigger, by getting better! When leaders are true to their purpose, they gravitate towards doing work that matters and solving higher-order problems. In being true to his own ambitions and relentless pursuit of growth, Peter has published seven books, built three global companies and delivered more than 2,500 presentations in 40+ countries. Today he and his team at Karrikins Group are focused exclusively on inspiring leaders to do the hard work required to enable growth and transformation.



½ day - Friday, January 24, 2020

Registration: 8:30 AM | Session: 9:00 AM - 12 PM

The Curtis Ballroom at the Landmark

5345 Landmark Place, Greenwood Village, CO 80111

Competencies:

Strategy/Execution, Change Management/Agility, Accountability/Results

Most Appropriate: Level 1

Next Appropriate: Level 2

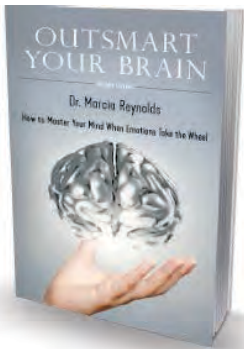


LEADERSHIP USA®

FEATURED FACULTY

MONTHLY MEMBERSHIP SEMINAR

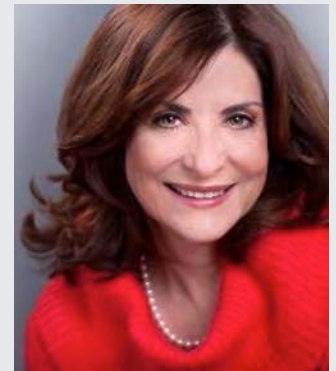
Emotional Intelligence for Leaders: Build Stronger Relationships with Team Members



No matter how smart you are, your brain still seems to get the best of you when you are under pressure, worried about change, or just too busy. Your brain has a mind of its own. Yet you can outsmart your brain and make more powerful choices if you know what emotional triggers drive your behavior. You can ease your tension, adapt to changing scenarios, and create better alignment in your conversations with a foundational skills and knowledge in emotional intelligence. This program will help you understand and sometimes laugh at how your brain works so you can consciously choose how to best use your time, your mind, and your skills in unpredictable situations. You can become the master, not the victim of your brain.

Marcia Reynolds, PsyD, CSP

Dr. Marcia Reynolds, CSP is fascinated by the brain, especially what triggers feelings of connection, commitment, and possibility. She draws on her research to teach and coach leaders to get positive results from difficult situations. She has presented in 35 countries for corporations, government agencies, associations, and universities including Harvard Kennedy School, Cornell University, and schools in Canada, Russia, and Kazakhstan. Marcia's doctoral degree is in organizational psychology. She continues to research workplace behaviors, leadership effectiveness, and the science of motivation and engagement. She also holds two master's degrees in education and communications.



Thursday, February 13, 2020

Registration: 8:30 AM | Session: 9:00 AM - 2:30 PM

The Curtis Ballroom at the Landmark

5345 Landmark Place, Greenwood Village, CO 80111

Competencies:

Emotional Intelligence,
Interpersonal Communications,
People Management

Most Appropriate: Level 2

Next Appropriate: Level 3

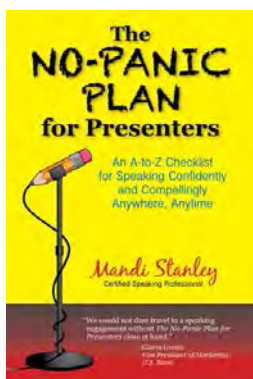


LEADERSHIP USA®

FEATURED FACULTY

MONTHLY MEMBERSHIP SEMINAR

Write It So They Read It: Leadership-Level Business Writing in Just One Day



You're drafting proposals and sending emails—and no one's reading them. You're emailing important updates and attaching notes from prospect meetings, but when everyone shows up, it's quickly evident no one has read the email or opened the attachment. They received it, but they didn't read it. That's a problem—and a huge time waster. Any emailed correspondence bearing your organization's name must be absolutely error free. Even a careless typo can damage your reputation and make an entire work group look bad. Solutions lie in this fast-moving interactive course designed to eliminate wasted words, highlight credibility-robbing habits with email, and equip you to produce error-free correspondence without spending tedious hours on your written messages at work.

Mandi Stanley, CSP

Mandi Stanley works primarily with business and governmental leaders who want to boost their professional image by becoming better speakers and writers. A summa cum laude graduate with concentrations in English and communication, she parlayed her early experience as a newspaper editor to serve as a five-year faculty member of the AMA, where she wrote and designed two professional writing seminars. She travels throughout North America working with executives to get their messages across with the results they want. In 2003, Mandi was designated a Certified Speaking Professional, becoming the first Mississippian to receive this honor. Audiences appreciate her platform enthusiasm, interactive style, and content-rich messages.



Wednesday, March 11, 2020

Registration: 8:30 AM | Session: 9:00 AM - 2:30 PM

The Curtis Ballroom at the Landmark

5345 Landmark Place, Greenwood Village, CO 80111

Competencies:

Executive presence, Influence/
Persuasion, Interpersonal
Communication

Most Appropriate: Level 3

Next Appropriate: Level 2

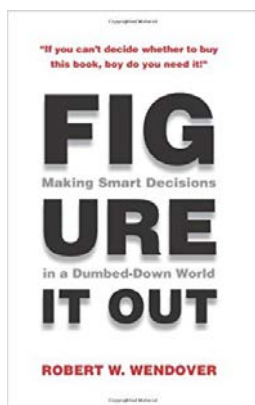


LEADERSHIP USA®

FEATURED FACULTY

MONTHLY MEMBERSHIP SEMINAR

DecisioNinjas: **Building Tomorrow's Generation of** **Workplace Problem Solvers**



Is today's critical thinking gap impacting profits and aggravating your heartburn? According to the Council for Aid to Education, 40% of college seniors lack the complex reasoning skills to manage white-collar work. DecisioNinjas! Building Tomorrow's Generation of Workplace Problem Solvers teaches you how to turn those you supervise into contributors who think fast, act decisively and inspire others to do the same. This session reveals the eight attributes top-notch decision-makers share in every workplace. Learn how to compel those around you to embrace these attributes in their daily problem solving.

Bob Wendover, CSP

Bob Wendover is the author of ten books and has been writing about workforce trends for more than 30 years. He has written or contributed to more than 300 articles for a variety of national publications. Since 1988, he has conducted more than 1500 speaking engagements from the towers of Wall Street to the bush of Alaska. His clients have included Citigroup, Deutsche Bank, IBM, KPMG, Discover Card, Kaiser Permanente, Chevron, CITGO, Searle Pharmaceuticals, Ace Hardware, Major League Baseball, and a host of other household names, associations, and government agencies.



½ day - Tuesday, April 7, 2020
Session: 9:00 AM - 12:00 PM

LIVESTREAM and RECORDING AVAILABLE

Competencies:

Decision Making/Problem Solving, Time Management/Productivity, Goals/Performance

Most Appropriate: Level 2
Next Appropriate: Level 1



LEADERSHIP USA®

FEATURED FACULTY

MONTHLY MEMBERSHIP SEMINAR

Leading Across the Generations: How Leadership Builds Cross-Generational Culture

FORGOTTEN RESPECT



NAVIGATING A MULTIGENERATIONAL
WORKFORCE

Unlock the code for building and retaining
teams working across five generations.

Dennis E. Gilbert

Many organizations report problems managing and effectively retaining a diverse multigenerational team. They also often report that the problem is created by generational differences. It's important to consider generational diversity is a symptom of the problem, not the cause. The root cause is likely related to communication, leadership, and organizational culture. In this webinar, you will learn more about the framework that shapes the generations, impacts of communication, and the importance of leadership role modeling.

Dennis Gilbert, CSP

Dennis is a proven leadership, generations, and customer service expert who has helped hundreds of organizations and thousands of individuals and teams transition forward to achieve higher levels of business and organizational success. He is a five-time author and has contributed to eight other books published by Pfeiffer. He has obtained the highly coveted status of Certified Speaking Professional (CSPTM) with the National Speaker Association.



Wednesday, May 13, 2020

Session: 9:00 AM - 10:30 am Mountain PM

90-MINUTE WEBINAR and RECORDING AVAILABLE

Competencies:

Culture/Engagement
Relationship Building
Interpersonal Communication

Most Appropriate: Level 3

Next Appropriate: Level 2

MONTHLY MEMBERSHIP SEMINAR

The Master Key to Managing Stress: The Art & Science of Stress Reduction in Times of Change



What few of us realize is that daily stress, left unmanaged, affects our mental health and our emotional and physical well-being. Yet, we as individuals or corporations, do very little to address the impacts of stress. Studies show stress being a major factor in morale, productivity, inflation of capital costs, safety issues, interoffice conflict (EEO Complaints), and the bottom-line. The ROI on a stress reduction program in the workforce can equate up to a 200% increase in performance and reduction of sunk costs. This course offers a powerful solution to managing stress.

Michelle Anne, MBSR, PCC, Acharya, WOSB

Michelle (Shakti) Anne, is a Master Executive Neuro Coach, Brain Trainer, and National Speaker in the fields of Stress Mastery, NeuroLeadership, and Conflict Management. Her clients include: FEMA, Bureau of Prisons, and some of the largest Fortune 100 consulting firms. Michelle has studied Neuroscience at Harvard University, Business Leadership at Miami University, and Creativity & Innovation at Parsons School of Design. She is part of a think-tank with leaders at the United Nations, Harvard, and Pepperdine, developing new methodologies around evolving leadership adaptability, innovation, and enlightenment.



½ day - Tuesday, June 9, 2020
Session: 9:00 AM - 12:00 PM

LIVESTREAM and RECORDING AVAILABLE

Competencies:

Emotional Intelligence
Goals & Performance
Culture / Engagement

Most Appropriate: Level 3
Next Appropriate: Level 2



LEADERSHIP USA®

FEATURED FACULTY

MONTHLY MEMBERSHIP SEMINAR

Ruthless Consistency: **Refocus, Realign and Recommit for Results!**



Your strategic plan is now suspect, your organization is misaligned with the new reality, and your people are anxious and confused. What do you do? It starts with refocusing. Yet how do you refocus when the landscape is changing? Scenario planning. Michael will explain the core elements of scenario planning and participants will have the opportunity to begin to flesh out scenarios, triggers and actions. Next up: realigning. A revised focus and a changing landscape mean that leaders have to realign the organizational environment to make sure everyone and everything is pointed in the right direction.

Michael Canic, CSP, Ph.D.

Michael Canic has one focus in business: helping committed leaders make strategy happen. He is President of Bridgeway Leadership, a strategy + execution consulting firm with offices in Denver and Vancouver. Applying his proprietary Strategic Management System, Michael has helped hundreds of leaders turn their ambitions into strategy, and strategy into reality. Clients say it's the most effective strategic process they've experienced. Michael has delivered hundreds of presentations on four continents and is known as a dynamic speaker who leaves audiences with a wealth of original, ready-to-apply concepts, models and tools.



½ day – Wednesday, July 8, 2020
Session: 9:00 AM - 12:00 PM

LIVESTREAM and RECORDING AVAILABLE

Competencies:

Strategy/Execution, Change
Management/Agility,
Accountability/Results

Most Appropriate: Level 1
Next Appropriate: Level 2



LEADERSHIP USA®

FEATURED FACULTY

MONTHLY MEMBERSHIP SEMINAR

Using Your Brain to Win in Today's Hyper Paced World: Living & Thriving at the Pace of Change



Your brain is your most powerful competitive weapon –if you know how to use it properly. Unfortunately, the human brain was not set up to work effectively at the pace we are expected to move today. This causes interesting and sometimes harmful behaviors at work. To become more effective leaders, we need a much deeper understanding of how our brain works at work and how it often gets in the way of winning. Leveraging the latest in neuroscience, you'll get tools, techniques and tips for increasing your effectiveness as a leader and rebuilding resilience in yourself and others.

Holly Green

Holly is an experienced business leader and behavioral scientist. She has extensive academic training and in-the-trenches experience working in and leading organizations. She has worked with Navy SEALs, Olympic athletes, and two United States Presidents. Holly is the former president of The Ken Blanchard Company, and co-founder of a biotech firm. She has worked in senior leadership roles with The Coca Cola Company, Dell Computer, and Bass Hotels & Resorts. Holly has degrees in behavioral sciences and organization development. Her postgraduate studies are in neurophysiology. She is a best-selling author of numerous books including *Using Your Brain to Win*.



½ day – Thursday, August 13, 2020
Session: 9:00 AM - 12:00 PM

LIVESTREAM and RECORDING AVAILABLE

Competencies:

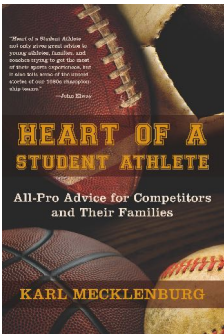
Change Management/Agility,
Strategy/Execution,
Goals/Performance

Most Appropriate: Level 2

Next Appropriate: Level 1

MONTHLY MEMBERSHIP SEMINAR

Teamwork and Leadership in a Changing World: Key Lessons from the Linebacker



Clarity and consistency are always important for leaders. As we deal with the emotional, physical, and financial effects of COVID-19, your team's need for clarity and consistency grows even greater. Karl's experience with teamwork and leadership in his 12-year NFL career translates well to the workplace, relationships, and community. Karl will give you his Six Keys to Success and his Five C's of Leadership. Join Leadership USA and Karl Mecklenburg as he shares stories and leadership concepts he learned as a Broncos team captain.

Karl Mecklenburg, CSP

Karl Mecklenburg rose from a college walk-on and twelfth round draft choice to an NFL career that included three Super Bowl and six Pro Bowl appearances. This former Broncos' captain was arguably the most versatile player in the NFL, playing all seven defensive front positions, often in single game. Karl was named AFC Player of the Year, and he has been enshrined in the Denver Broncos Ring of Fame and the Colorado Sports Hall of Fame. Today, Karl is an award-winning author and speaker inspiring long-term positive change for teams and individuals. He approaches his speaking in the same way he approached football in the NFL: with effort, intelligence, and passion!



Karl will have a book signing after the event!

½ day - Tuesday, Sept. 15, 2020

Session: 9:00 AM - 12 PM

Comedy Works South (in the Landmark)

5345 Landmark Place, Greenwood Village, CO 80111

Competencies:

People Management
Teamwork/Collaboration
Influence/Persuasion

Most Appropriate: Level 3
Next Appropriate: Level 2

MONTHLY MEMBERSHIP SEMINAR

Delivering Engaging Presentations in the New Hybrid World



Our world has been altered by COVID-19, which has impacted the future of face-to-face meetings. Company gatherings, sales presentations, and team meetings will need to be delivered to two audiences simultaneously: virtual and in-person. Join LEADERSHIP USA and Sarah Michel, an expert in virtual conferences, for this deep-dive workshop to help you think about your LXD (Learning Experience Design) to assure you deliver a transformational experience for both types of attendees.

Sarah Michel, CSP

Sarah Michel is an Experience Architect who has worked in the meetings industry to create dynamic audience experiences for over 20 years. Sarah is Vice President of Professional Connexity for Velvet Chainsaw Consulting, which helps deliver on the networking promise at face-to-face meetings and virtual events. Sarah's vast knowledge of next-generation learning, along with her outstanding facilitation skills, will help you design dynamic meetings with increased participation, opportunities for networking, and peer-to-peer interactions. She is a nationally recognized expert on networking and creator of the NetWORTHing® process, as well as the author of Perfecting Connecting®, A Guide to Mastering Networking in the Workplace and the co-author of the e-book Conference Connexity.



½ day - Tuesday, October 13, 2020
Session: 9:00 AM - 12 PM

Comedy Works South (in the Landmark)
5345 Landmark Place, Greenwood Village, CO 80111

Competencies:

Group Communication
Executive Presence
Relationship Building

Most Appropriate: Level 2
Next Appropriate: Level 3

MONTHLY MEMBERSHIP SEMINAR

Engaged Leadership: Building a Culture to Overcome Employee Disengagement



Research indicates that less than one-third of employees are truly engaged. The vast majority of employees simply show up to work each day prepared to do the minimum to get by. This problem of employee disengagement is a source of ongoing frustration for leaders of any organization. The solution for overcoming employee disengagement is *Engaged Leadership* . . . a proactive approach to leadership that involves building consensus for the vision, inspiring employees to pursue the vision, and developing the team to realize the vision.

Clint Swindall, CSP

Clint is the president and CEO of Verbalocity, Inc., a personal development company with a focus on leadership enhancement. As a professional speaker, he travels the world delivering speeches and training in an entertaining and inspirational style to Fortune 500 companies, government agencies, and trade associations. His programs are based on his books entitled *Engaged Leadership: Building a Culture to Overcome Employee Disengagement* and *Living for the Weekday: What Every Employee and Boss Needs to Know about Enjoying Work and Life*. He is the recipient of the Certified Speaking Professional designation, the speaking profession's international measure of professional platform competence.



½ day - Thursday, November 12, 2020
Session: 9:00 AM - 12 PM

Comedy Works South (in the Landmark)
5345 Landmark Place, Greenwood Village, CO 80111

Competencies:

Culture/Engagement,
People Management,
Motivation/Inspiration

Most Appropriate: Level 2
Next Appropriate: Level 1



LEADERSHIP USA®

FEATURED FACULTY

MONTHLY MEMBERSHIP SEMINAR

Connected Leadership: Create a Trusted and Influential Leadership Brand



Are you a leader people want to work for? Creating a strong, engaged team translates into a more positive work environment, lower turnover, and greater productivity and collaboration. It also has a direct effect on your organization's bottom line. Connected Leadership will help you develop the skills you need to connect with your employees. Through this dynamic, highly interactive workshop, you will learn how to build stronger relationships that increase your value, influence, and impact. You will leave with increased clarity on your leadership brand, new tools and skills, and greater confidence to engage your team and expand your influence.

Michelle Tillis Lederman, CSP

Michelle Tillis Lederman, CSP, MBA, CPA named one of Forbes Top 25 Networking Experts, is the author of four books including the internationally known, The 11 Laws of Likability, and The Connectors Advantage. Accomplished speaker, trainer and coach, Michelle is the founder and CEO of Executive Essentials, which provides customized communications and leadership programs. A former finance executive and NYU Professor, Michelle is a regular in the media appearing on NBC, CBS, Fox, NPR, the Wall Street Journal, NY Times, CNBC, and others. She holds degrees from Lehigh University and Columbia Business School.



½ day - Wednesday, December 9, 2020
Session: 9:00 AM - 12 PM

LIVESTREAM and RECORDING AVAILABLE

Competencies:

Relationship Building,
Executive Presence,
Interpersonal Communication

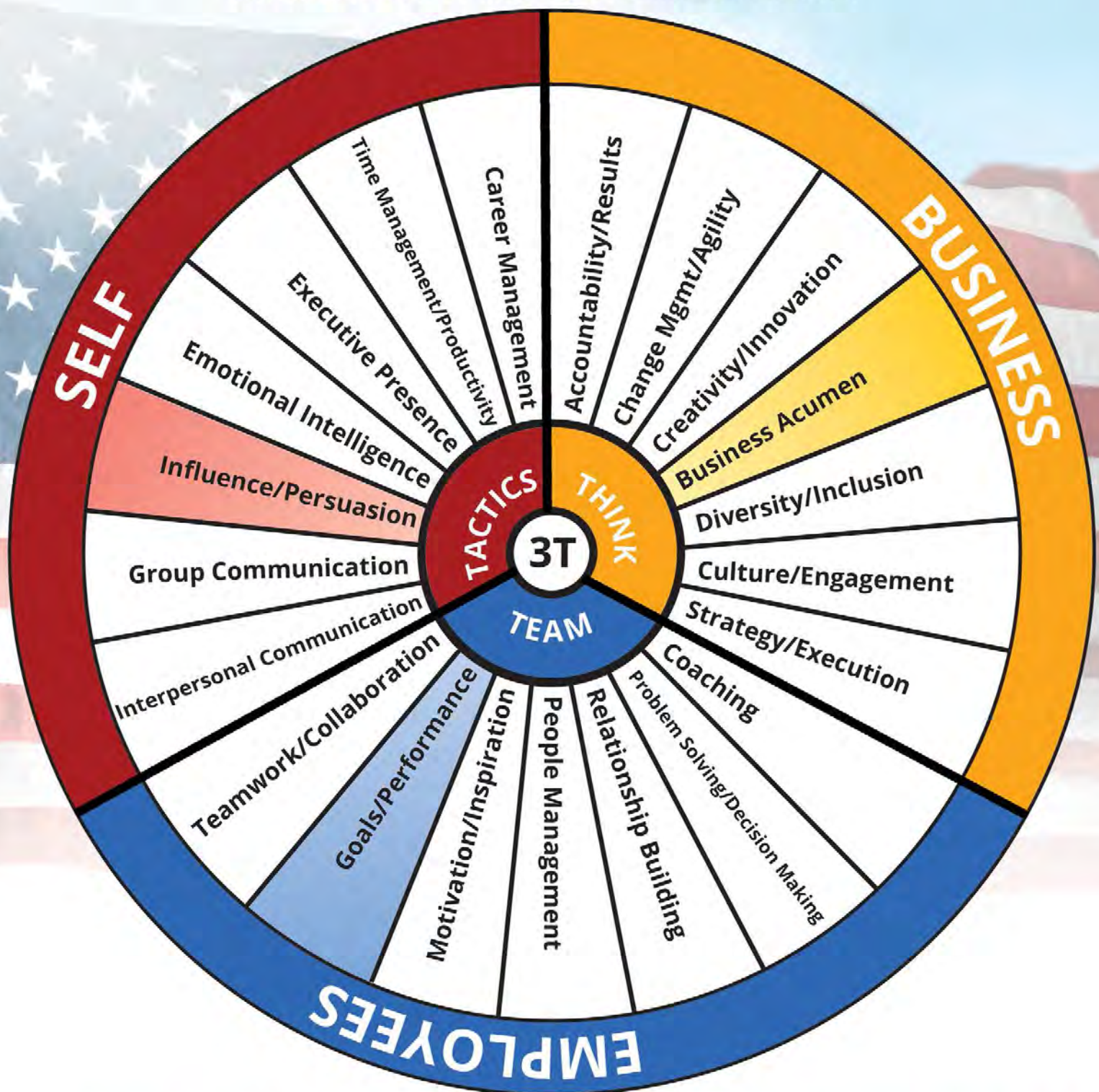
Most Appropriate: Level 2

Next Appropriate: Level 3

LEADERSHIP USA®

Sample 3T Leadership Competency Model

Each learning event covers three different competencies
and has its own 3T Model plot similar to this one.



1 = Leader of Leaders 2 = Leader of Others 3 = Leader of Self
A = MOST appropriate B = NEXT appropriate C = LEAST appropriate

THE LEADERSHIP USA®

3T LEADERSHIP COMPETENCIES MODEL

To be competent as a leader, you must possess certain skills, knowledge, and capacities. At LEADERSHIP USA, we define 21 leadership competencies, grouped into three categories we call the “3T Leadership Competencies” in a wheel:

THINK (Managing the Business)

Acting as the organizational strategist who focuses on business goals. The executive monitors the big picture and makes sure the team efforts reinforce the company's goals.

TEAM (Managing Others)

Serving as the conscientious leader who focuses on employee productivity. The executive builds and maintains an effective, productive team as the first step toward high performance.

TACTICS (Managing Self)

Being the productive performer who focuses on task completion. The executive completes his or her individual duties and carries out any day-to-day, operational activities.

Our 21 competencies help you develop your leadership abilities in these areas:

THINK

- 1. Accountability/Results**—Answer to organizational stakeholders for actions and results
- 2. Change Mgmt/Agility**—Guide the organization, teams, and individuals through transitions
- 3. Creativity/Innovation**—Introduce creative and innovate solutions
- 4. Business Acumen**—See the big picture and understand financial metrics
- 5. Diversity/Inclusion**—Recognize the need for and champion diversity and inclusivity
- 6. Culture/Engagement**—Shape a culture that engages employees and reflects core values
- 7. Strategy/Execution**—Create and carry out a strategy for future success

TEAM

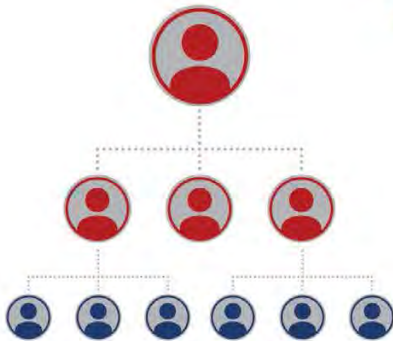
- 8. Coaching**—Coach others to promote their growth and development
- 9. Problem Solving/Decision Making**—Work with others on a common goal or specific problem
- 10. Relationship Building**—Connect and bond with others to create mutually supportive partnerships
- 11. People Management**—Possess effective managerial skills, such as delegating and mentoring
- 12. Motivation/Inspiration**—Motivate and inspire employees to give their best
- 13. Goals/Performance**—Plan, monitor, and review an employee's objectives and contributions
- 14. Teamwork/Collaboration**—Promote cooperation to complete tasks in the most effective and efficient way

TACTICS

- 15. Interpersonal Communication**—Listen actively, give feedback, resolve conflict one-on-one
- 16. Group Communication**—Facilitate meetings, give presentations, and make decisions with groups
- 17. Influence/Persuasion**—Impact the attitude and behavior of others to achieve a specific result
- 18. Emotional Intelligence**—Display an emotional awareness of yourself and others
- 19. Executive Presence**—Convey confidence and authority through your demeanor and behavior
- 20. Time Management/Productivity**—Maintain organized workflow and effective time management
- 21. Career Management**—Plan and actively manage one's own professional career

To determine which learning events to attend, review the course descriptions at www.LeadershipUSA.biz. The instructor has identified which competencies are covered in the course as well as the appropriate leadership level, so you can determine the best fit for your development needs.

Audience Role Definitions for LEADERSHIP USA® Learning Events



Level 1 – Leader of Leaders

- Experienced, senior leaders with a large span of control
- Direct reports are other leaders
- Focuses on strategic issues
- Can directly affect change within the organization
- Also appropriate for Level 2 leaders as a “stretch” assignment



Level 2 – Leader of Others

- Mid-level managers and director
- Leads a team of individual contributors (or other managers with few direct reports)
- Creates strategic objectives for their teams based upon the organizational strategy
- Also appropriate for Level 1 leaders who need to “backfill” certain skill areas
- Also appropriate for Level 3 leaders as a “stretch” assignment



Level 3 – Leader of Self

- Emerging leaders, high potentials, and individual contributors
- Have the potential for leading others but have no direct reports
- Focuses more on tactical execution of goals and projects
- Also appropriate for new Level 2 managers or frontline supervisors who are still getting up to speed.

Thank You for Your
Partnership!

