

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 28+ 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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★ WHAT IS LEADERSHIP USA®?

Since 2017, LEADERSHIP USA has provided monthly world-class leadership education to all your leaders, in all locations, all at once, through hybrid monthly learning events filmed in Denver and livestreamed to remote attendees in their homes and offices. These are NOT your standard, boring webinars or Zoom meetings! LEADERSHIP USA livestreams are *full-production, live-on-stage* virtual learning events with attendee interactions.



WHAT ARE THE MEMBERSHIP BENEFITS?

1. **Low registration fees.** Leaders from member companies pay \$249 to attend our monthly leadership development seminars live OR attend the livestream for \$129.
2. **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.
3. **Sustainability program.** When there are multiple people attending a learning event from your organization, they use our Planner and Discussion Guides back at the office or online following the event to keep the momentum going and seek behavior change.
4. **Full program administration.** We handle the logistics, venue, recordings, live stream coordination, instructors, technology, marketing, registration, billing, and reminders.



The LEADERSHIP USA® Business Model

1. LEADERSHIP USA matches faculty with most needed leadership development topics and develops the annual schedule.
2. Your leaders receive monthly emails announcing the upcoming learning events and inviting registration.
3. Individual leaders and teams self-select topics of interest and pay \$249 (or \$129 for livestream) with credit card or receive an invoice.
4. The system automatically sends tickets, logistics, and reminders to participants.
5. Your leaders receive a 3P Learning Guide to prepare for the event.
6. Your leaders attend the learning event in Denver or watch the live stream remotely – and give rave reviews!
7. Attendees from your company use the 3P Learning 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.



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



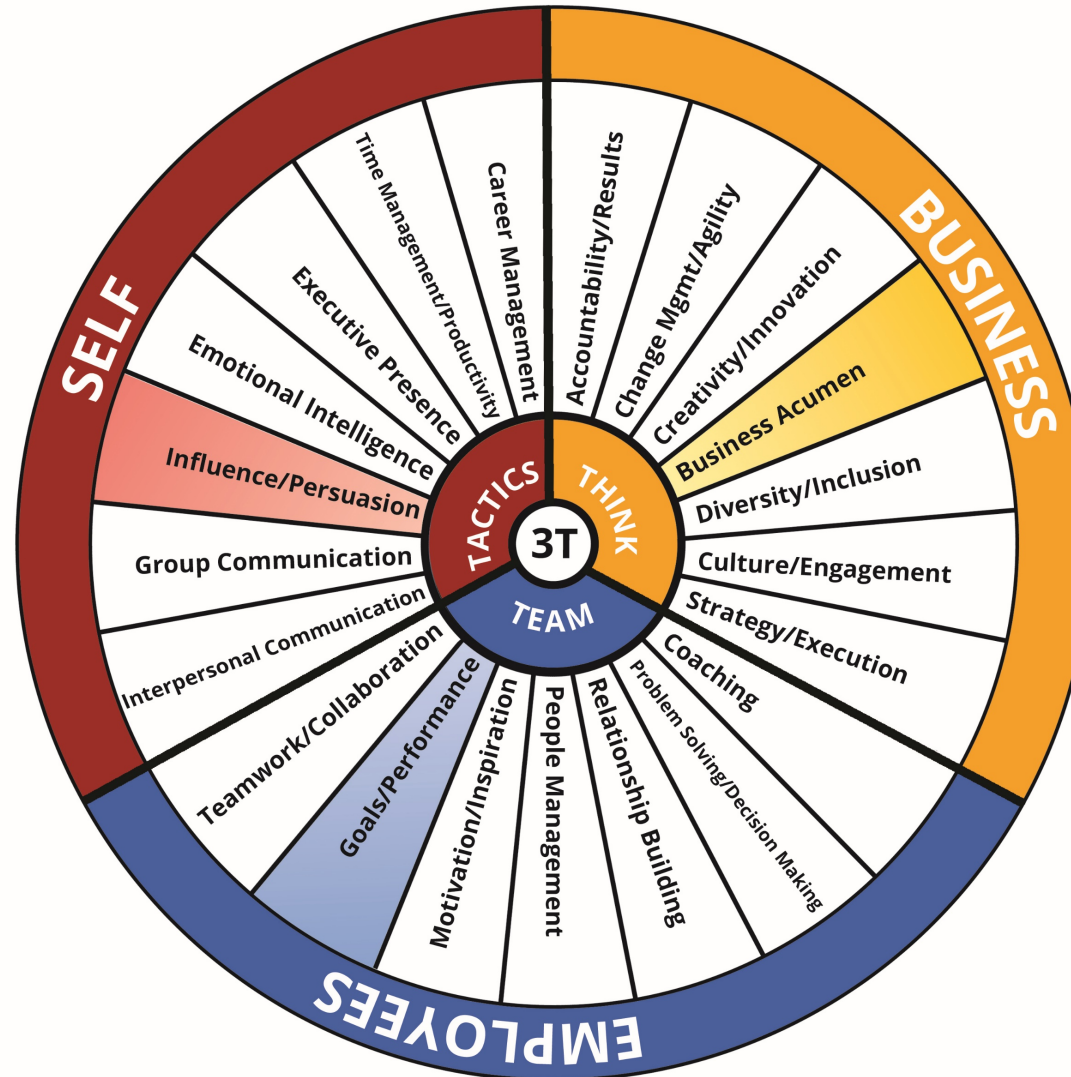
Some of Our Participating Organizations



3T LEADERSHIP COMPETENCY MODEL CLASS EXAMPLE

Each course is identified by the most appropriate audience:

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



Each course is identified by the top three competencies covered

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

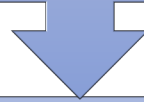
A member of the Speaker Hall of Fame (CPAE) OR

A bestselling author OR

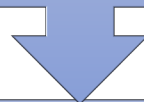
An educator a member has personally seen and recommends

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 12:00 Program (two segments with 15-minute break)

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 \$249 FEE INCLUDE?

Your \$299 registration fee includes:

The seminar

All materials

Breakfast

Beverages

Parking

Wifi access

Supplementary learning resources



WHO SHOULD ATTEND THE SEMINARS?

Any leader at any level may attend the monthly educational seminar.

- Directors
- Manager of Others
- New Leaders
- High Potentials

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

Recorded in Denver



Feed

We livestream the Denver learning events to remote locations

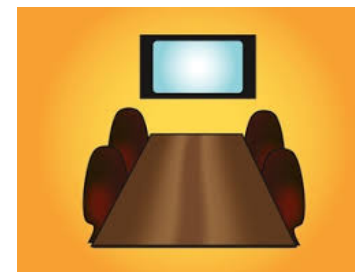


Media Encoder



Live Video Stream

 **livestream**



Your Offices





FILMING

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



HOW MUCH DOES IT COST?

The learning events are:

- \$249 per person live
- \$129 per person virtual (live stream or recording).

Bulk discounts and annual subscriptions are available.

The learning library is included for all attendees!



Pricing Options for Live Events (incl. recording)

\$249

1 person per
event (ala carte
only available
for LIVE
events)

LEADERSHIP
USA registers

\$199

Monthly table
ala carte =
\$1,999
10 people
(used to be 8)
– two people
free

\$166

Annual table
subscription for
10 people
\$19,999
Available
through mid-
January only

\$149

With an annual
table
subscription
10+ people

Pricing Bundles Per Livestream (includes a recording)

\$1249/mo

25 people = \$49 per
person (same)

Annual subscription
= \$12,999 = \$43 per
person

\$1,999/mo

125 people = \$16 per
person

Annual subscription
= \$19,999 = \$13 per
person

\$2,999/mo

250 people = \$12 per
person

Annual subscription
= \$29,999 = \$9.99
per person

Licensing Recordings for Your Entire Organization

Per event based on company size

\$999	1-500 employees
\$1,999	501-2500
\$2,999	2500-10,000
\$3,999	10,000+

Annual Subscription

Unlimited Use of ALL Past Events

\$9,999	1-500
\$19,999	501-2500
\$29,999	2500-10,000
\$39,999	10,000+

Answers to "WHY DO YOU PARTICIPATE IN LEADERSHIP USA OFFERINGS?"

- 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."



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Follow
LEADERSHIP USA® on LinkedIn:
www.linkedin.com/company/leadershipusa/



Your learning partners
John and Laura Stack

THIS IS *YOUR* ORGANIZATION!

Please let us know how we can support you and provide maximum value for your LEADERSHIP USA membership!

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