

The background of the top half of the page is a large, waving American flag. The stars are in the upper left, and the stripes flow across the top.

LEADERSHIP USA®

DEVELOPING YOUR EXTRAORDINARY LEADERS

2021 Catalog of Faculty and Learning Experiences



LEADERSHIP USA®

**DEVELOPING YOUR
EXTRAORDINARY LEADERS**

2021 LEADERSHIP USA®

Event Attendee Roadmap - Levels of Leadership

Date	Instructor	Competencies	A = MOST approp	B = NEXT approp
Wednesday 1/27	Mark Sanborn	You Don't Need a Title to be a Leader: How to Create Leaders at Every Level	2	3
Wednesday 2/24	Lori Pace	The Diversity Difference: Leading By What You Do, NOT By What You Say	2	3
Wednesday 3/24	Martin VanDerSchouw	Practical Project Management: The Art & Science of Delivering Business Value	2	3
Wednesday 4/21	Debra Fine	The Fine Art of Building Business Relationships: One Conversation at a Time	3	2
Wednesday 5/19	Jason O. Harris	Cultivating Trust and Commitment Through Chaos: Does Your Team Have the Right C.A.R.G.O?	3	2
Wednesday 6/23	Colleen Stanley	Emotional Intelligence for Leaders: How to Influence Others	3	2
Wednesday 7/21	Dean Savoca	Lead Like a Coach: How to Develop and Lead a Rock Star Team	2	3
Wednesday 8/18	Heather Younger	Showing More Heart at Work: Attract and Retain Top Talent By Putting your People First	2	3
Wednesday 9/15	Thomas Crouser, Jr.	Develop Leaders Now: How Emerging Leaders Can Create Massive Success!	3	2
Wednesday 10/13	Amanda "Jo" Erven	CPA in a Day: The Business Acumen You Actually Need	3	2
Wednesday 11/10	John Register	Hurdle Adversity: Amputate Fear and Embrace the New Normal Mindset	2	3
Wednesday 12/8	Jan Dwyer Bang	Stepping up to Supervision: How to Increase your Influence with Others	3	2

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

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

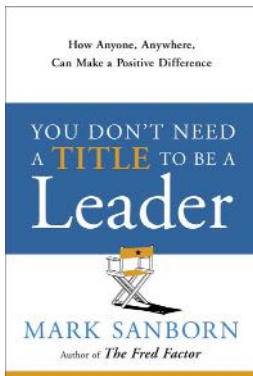
Level 3 (Leader of Self) = High potentials, emerging leaders, 1st time managers



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

You Don't Need a Title to be a Leader: How to Create Leaders at Every Level



The best organizations are those where every employee knows how and when to lead. Leadership at the top is important, but just as important is leadership throughout. Titles can confirm leadership abilities, but they can't bestow them. Leadership is about who the leader is, what she does and what she achieves, not her position on the org chart. *You Don't Need A Title to Be A Leader*: opens your eyes to the potential of leadership and teaches you how to intentionally develop leadership in teammates.

Mark Sanborn, CSP, CPAE

Mark is the president of Sanborn & Associates, Inc., an idea lab for leadership development and turning the ordinary into the extraordinary. GlobalGurus.org lists Mark as one of the top five leadership experts in the world. Mark has given over 2600 presentations in every state and 14 countries. He has authored eight books and more than two dozen videos and audio training programs. His programs are taught by Crestcom International in 90 countries and is the Leadership Expert in Residence at High Point University. He recently completed a national study: 2020 Research on Leadership During a Crisis and Beyond: Unexpected Insights and Strategies During Covid 19.



Wednesday, January 27, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

Relationship Building
Interpersonal Communication
People Management

Most Appropriate: Level 2

Next Appropriate: Level 3



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

The Diversity Difference: **Leading By What You Do, NOT By What You Say**



If you want to thrive and influence others in today's global economy, you must acquire a multicultural, multigenerational mindset. Your success and your team's successes are a reflection of how you embrace and celebrate differences. It is essential to build a comfortable environment for people to be themselves and shine, so you need tools and resources to change your pace as a leader. Leaders can make a difference in how they respond when someone is uncomfortable and how they lead by example. Capitalizing on your biases and beliefs is the catalyst for effective and productive change.

Lori Pace

Lori Pace is the Architect of the Diversity Difference program, which is designed to inspire leaders to develop a Multicultural and Multigenerational Mindset. Her diverse background in Business, Architecture, Urban Planning, Real Estate, and Philanthropy is her winning formula for developing a sustainable difference in the workplace. Her clients are both in the public and private sectors ranging from many different demographics. She is a national Keynote and TEDx Speaker, as well as a speaker on behalf of the American Heart association. She engages audiences to help them feel comfortable in potentially uncomfortable situations around equity and inclusion.



Wednesday, February 24, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

Diversity/Inclusion
Culture/Engagement
Creativity Innovation

Most Appropriate: Level 2

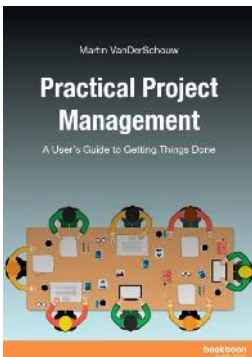
Next Appropriate: Level 3



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

Practical Project Management: The Art & Science of Delivering Business Value



In our rapidly changing world, every organization must somehow deliver change through new processes, products, and/or services. Some organizations do this well, while others do not. This fast-paced, dynamic presentation will examine the latest tools and techniques for successfully delivering business value using the discipline of professional project management. Agile, waterfall, spiral - we will examine the performance differences of various methods, the most effective tools, and give practical advice for how to deliver better, faster, and cheaper all while keeping your people energized and engaged.

Martin VanDerSchouw

With over 30 years of experience as a leader, corporate executive, and coach Martin VanDerSchouw is the author of *Practical Project Management, A User's Guide to Getting Things Done* and *Flavor of the Month, A Leadership Fable*. He has appeared or authored over 40 articles in the Investors' Business Daily, Wall Street Journal, Forbes Magazine, Interactive Week, Virtual Finance, Fortune Magazine and many others. His message is practical, insightful, and immediately actionable.



Wednesday, March 24, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

Time Management/Productivity
Creativity/Innovation
Business Acumen

Most Appropriate: Level 2

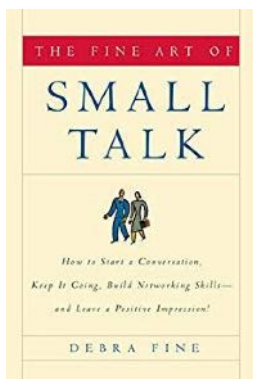
Next Appropriate: Level 3



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

The Fine Art of Building Business Relationships: One Conversation at a Time



Join conversation and networking guru and bestselling author Debra Fine for her fast paced, informative and interactive program. Together we'll laugh, learn and leave with tools to develop and cultivate outstanding conversation skills and business networking techniques, build rapport and increase visibility. Fine's program focuses on rapport building techniques, virtual interactions, conversation skills, gaining referrals, increasing visibility, making a positive impression and networking tips that initiate and cultivate business relationships.

Debra Fine

Keynote speaker, corporate trainer and bestselling author Debra Fine began her career as an engineer. She designs her programs to teach conversation skills and business networking techniques that help in building business relationships, gaining referrals and enhancing visibility. Debra is a 25+ year member of the National Speakers Association presenting to hundreds of audiences around the world to clients that include JP Morgan Chase, Google, and the National Electrical Contractors Association. Her bestselling first book *The Fine Art of Small Talk* (Hachette) has been translated and published in over two dozen countries.



Wednesday, April 21, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

Group Communication
Interpersonal Communication
Executive Presence

Most Appropriate: Level 3

Next Appropriate: Level 2



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

Cultivating Trust and Commitment Through Chaos: Does Your Team Have the Right C.A.R.G.O.?



Are you, and your organization equipped to sustain the inevitable turbulence that you will encounter enroute to your mission? In this transformational session you will learn to cultivate and build trust through connection that leads to authentic commitment. Jason will share his C.A.R.G.O. model, emphasizing that people are our most precious cargo. You will walk away with tangible and actionable steps that will lead to increased levels of trust, deeper and purposeful connections and a more committed team. This session will provide actionable and transformative ideas that you can implement personally and across your team and organization.

Lt. Col. Jason O. Harris

Lt. Col. Jason O. Harris is a dynamic thought leader, motivational speaker, military leader and commercial airline pilot. Jason is an in-demand trust and leadership expert, having done work for the United States Air Force Academy's Center for Character and Leadership Development as well as training hundreds of American Airlines pilots on implicit bias, inclusion and diversity. He has been featured in publications such as Forbes, national print media outlets and multiple podcasts recognizing him as an authority on trust, leadership and high-performance teams.



Wednesday, May 19, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

Relationship Building
Teamwork Collaboration
Interpersonal Communication

Most Appropriate: Level 3

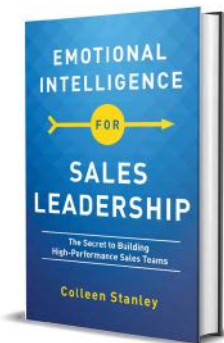
Next Appropriate: Level 2



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

Emotional Intelligence for Leaders: How to Influence Others



Discover how emotional intelligence and the development of these critical soft skills such as emotion management, self-awareness, empathy, delayed gratification and stress tolerance improve leadership, influence, and sales effectiveness. (And everyone is in sales.) It's time for a new perspective. It's time to incorporate emotional intelligence into every conversation that you have with employees, peers, customers, and prospects.

Colleen Stanley

Colleen Stanley is president and founder of SalesLeadership, Inc., a sales development firm. She is the author of two books, *Emotional Intelligence For Sales Success*, now published in six languages, and author of *Growing Great Sales Teams*. Her new book, *Emotional Intelligence For Sales Leadership*, was released in June 2020. Salesforce recently named Colleen one of the top sales influencers of the 21st century. She has also been named one of the Top 50 Sales & Marketing Influencers, Top 10 Women in Sales Experts to Follow and Top 30 Global Sales Gurus. Colleen is also a guest lecturer on sales at Denver University where she hopes to introduce the power of EQ to young business professionals.



Wednesday, June 23, 2021

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

The Grove at Mission Hills Church
620 Southpark Dr, Littleton, CO 80120

Competencies:

Emotional Intelligence
Influence/Persuasion
Business Acumen

Most Appropriate: Level 3

Next Appropriate: Level 2



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

Lead Like a Coach: How to Develop and Lead a Rock Star Team



If you're like most managers, more than half your time is spent dealing with people issues. Learn how you can adopt a coaching approach to managing people – which leads to more cohesiveness, innovation, creativity, and problem solving within your team, and gives you more time to be strategic. Employees who clearly understand expectations -- and know they're accountable -- enjoy more job satisfaction, stay longer, and produce better results. This is an interactive session with an assessment and model to guide you in conducting effective coaching conversations.

Dean Savoca, M.Ed., BCC, CSP

Dean Savoca is the performance development partner for organizations who want highly effective teams who are focused, aligned and inspired. A 25-year veteran of the meetings and events industry with a master's degree in Organizational Performance and Change, Dean's a board-certified coach and has conducted +10,000 executive coaching sessions. He's also a Certified Speaking Professional™, conferred by the National Speaker Association. Dean speaks, trains and consults across the country on leadership, influence and development.



Wednesday, July 21, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

Coaching
Creativity Innovation
Teamwork/Collaboration

Most Appropriate: Level 2

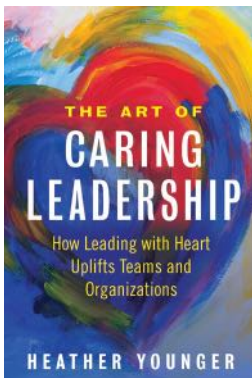
Next Appropriate: Level 3



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

Showing More Heart at Work: Attract and Retain Top Talent By Putting Your People First



Do you think that showing more heart and care for those you lead is overrated? To the contrary, organizational leaders who express care more often have more productive teams who go over and above to create team and organizational success, thus retaining them longer. Many executive leaders have reported that transforming their culture into a place that consistently demonstrates and rewards caring leadership behaviors produces significant return on investment. Putting your people first will be the best decision you ever make, and it starts with daily actions that produce more positive emotions in those you lead.

Heather Younger, J.D.

Heather is the founder and CEO of Employee Fanatix, an International TEDx speaker on Adversity, Leadership Podcast Host, Business Coach and Facilitator, Attorney, who has earned a reputation as “The Employee Whisperer”. She holds a law degree, is the best-selling author of The 7 Intuitive Laws of Employee Loyalty, which hit the top of the Forbes Must-Read List for HR Professionals, and her upcoming book, The Art of Caring Leadership, was picked up by Berrett Koehler Publishers.



Wednesday, August 18, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

Culture/Engagement
Emotional Intelligence
Motivation/Inspiration

Most Appropriate: Level 2

Next Appropriate: Level 3



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

Develop Leaders Now: How Emerging Leaders Can Create Massive Success!



Today's organizations are facing a leadership crisis. Whether small or large, corporate or non-profit, revenues in the thousands or millions, the greatest companies of tomorrow must DEVELOP LEADERS NOW! And the future leaders must proactively elevate their own skills and competencies in order to continuously attain success in the future. During this event, our guest speaker Thomas Crouser Jr. will expand your perspective on leadership, show you how to successfully attain a team leader role, teach you how to be highly effective from day one, and share ways that new leaders can better inspire their team and consistently exceed expectations.

Thomas Crouser Jr.

Thomas Crouser Jr. is the Chief Learning Officer of Minds Emerging Talent Development. He helps organizations create valuable learning experiences that transform emerging managers into highly effective leaders. Tom believes that the "keys to success" are actually core leadership attributes that can be replicated across multiple industries, as Tom has proven throughout his career. His own professional experience ranges from leading leadership development programs in the biopharmaceutical industry to receiving over 100 film festival awards as an independent film producer.



Wednesday, September 15, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

Goals/Performance
Executive Presence
Strategy/Execution

Most Appropriate: Level 3

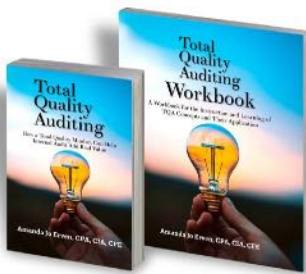
Next Appropriate: Level 2



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

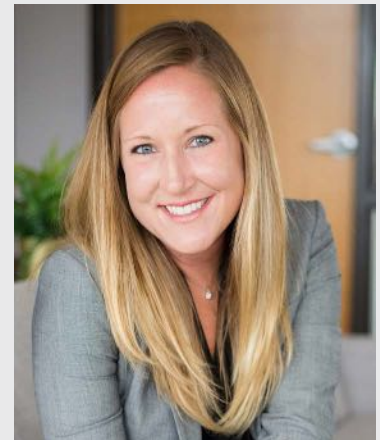
CPA in a Day: The Business Acumen You Actually Need



An understanding of accounting and finance is essential for those who want to take on more responsibility at their organization and continue to advance their career. Whether your focus is the entire business, an individual product line, or a single department or cost center, knowing basic accounting and finance terms and standards are key to making good decisions and evaluating the decisions being made around you. You may not be a CPA, but you don't need to be. You just need this learning event to help you listen, talk, and keenly assess the financial performance at your organization.

Amanda "Jo" Erven, CPA, CIA, CFE

Amanda "Jo" Erven, CPA, CIA, CFE, has experience in external audit, internal audit, and various accounting and teaching roles. She started her career in Public Accounting at one of the Big Four firms, experienced a traditional Accounting/Controller role at a multinational oil & gas corporation, and directed an Internal Audit function at an international financial services company prior to her journey as a consultant, educator, author, and speaker. Jo's ultimate passion is helping organizations see how important living your values . . . ethics, integrity, honesty, trust . . . is to sustaining success.



Wednesday, October 13, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

Business Acumen
Accountability/Results
Career Management

Most Appropriate: Level 3

Next Appropriate: Level 2



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

Hurdle Adversity: **Amputate Fear and Embrace the New Normal Mindset**



John is the first to say that overcoming any obstacle, no matter how great or insignificant one thinks it is begins with having a resilient and renewed mind. But how do you get it? Where does it come from? And, can it be taught and learned so everyone can respond better when facing adversity? Whether you are an executive, a middle manager, or front employee, your life can change with one wrong step, but your life can also change with one right step. In this presentation, John shares with you and your team the pathway to win, again.

John Register, CSP

On May 17th, 1994, at 5:29 pm John Register was one of the fastest 400m hurdlers on the planet. He was favored to make the 1996 Olympic team. As a U.S. Army combat veteran, he was on his way to Officer Candidate School. At 5:30 pm, he would never run another hurdle. John's life changed with one wrong step. A misstep over a hurdle resulted in an amputation. Despite this setback, John fought back, creating a new normal mindset. Six years post-amputation he won the long jump silver medal in Sydney, Australia. After this presentation, you will know the steps to hurdle adversity, amputate fear, to win the medals in your life.



Wednesday, November 10, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

Change Management/Agility
Motivation/Inspiration
Goals/Performance

Most Appropriate: Level 2

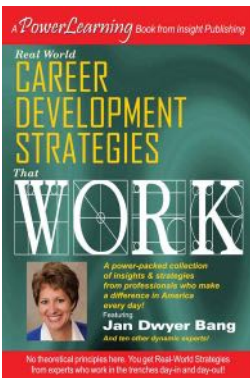
Next Appropriate: Level 3



LEADERSHIP USA® FEATURED FACULTY

MONTHLY SEMINAR

Stepping up to Supervision: How to Increase your Influence with Others



New to the management and leadership game? That can feel overwhelming and even a little scary. This half-day workshop has got you covered. It's designed to give new managers practical tools and strategies that will not only make you a better leader, but help prepare you for greater future responsibility as well! It's totally hands-on with a mix of powerful interaction utilizing group activities and thought-provoking training. Give us your contributors and we'll send them back with strategies that work, mindsets that will move them forward, and skills that will allow them to lead more with ease.

Jan Dwyer Bang, MBA, CSP

Jan owns Boundless Results, a speaking, training, consulting, and coaching business located in Sumner, Washington. Her clients include the Boeing Company, Weyerhaeuser, Starbucks, and the State of Washington. She is a published author in several publications and is a featured author of two books, including Real World Career Development Strategies That Work. She is a Distinguished Toastmasters, the highest honor within Toastmasters and is an active member of the National Speakers Association. Jan has earned the Certified Speaking Professional designation (CSP), awarded by the National Speakers Association for platform excellence and client satisfaction.



Wednesday, December 8, 2021

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

The Curtis Ballroom

5345 Landmark Pl, Greenwood Village, CO 80111

Competencies:

People Management
Influence/Persuasion
Goals/Performance

Most Appropriate: Level 3

Next Appropriate: Level 2

2021 LEADERSHIP USA® Pricing



Live Event Pricing Options (includes recording)

★ \$249/person Per person per event	★ \$199/person 10 people	★ \$166/person 10 people	★ \$149 /person 10+ people
All Class Pass = \$1,499 1 person	Monthly table per event = \$1,999	Annual table subscription = \$19,999	Assumes annual table subscription

Live Stream Pricing Options (includes recording)

★ \$129/person Per person per event	★ \$49/person 25 people	★ \$16/person 125 people	★ \$12/person 250 people
Annual Subscription = All Class Pass \$999 = \$83 per person	Annual Subscription = \$12,999 = \$43 per person	Annual Subscription = \$19,999 = \$13 per person	Annual Subscription = \$29,999 = \$999 per person

Recording License for Your Entire Organization

★ Per Event Based on Company Size

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

★ Annual Subscription Unlimited Use of ALL Past Events

\$999	1-500 employees
\$19,999	501-2,500
\$29,999	2,500-10,000
\$39,999	10,000+