

LEAP[®] gets results like no other program!

- Graduates report measurable growth in leadership confidence and competence.
- Delivers customized curriculum based on co-worker and self-assessments.
- Is a 12-month in-depth leadership skill building program.
- Members create monthly commitments to implement improvements in their real world environment.
- Provides 1:1 coaching for individual personal development.
- Facilitates confidential peer-based learning and discussion to address challenges in the real environment.
- Is credible. Graduates are eligible to receive 3-Masters level credits from Seattle Pacific University.

Key Messages: LEAP® Leadership Acceleration Program

Make leadership a habit. Transforming managers into leaders since 2002.

Concept	Key Message
What is LEAP	A year-long, cohort-based, leadership acceleration program that transforms mid-career managers into leaders capable of guiding teams to move their organization to the next level.
How LEAP works	A customized curriculum is developed for each cohort, based on skill improvement areas identified in individual assessments. One-to-one coaching is provided to address in-depth individual needs, and growth is measured through ongoing assessments completed throughout the year.
Who LEAP is for	Mid-career managers, high potential, and high performing individuals, at organizations looking to develop their existing talent.
How LEAP is different	<p>LEAP combines the best qualities of the many leadership or management courses available, into a single action-based, development program focused on customized curriculum, commitments, peer sharing, and one-to-one coaching for optimal development of each individual’s leadership skills.</p> <p>LEAP is a 12-month program that addresses skill development at a deep enough level so participants can set actions for their real environment, and track progress throughout the year.</p> <p>LEAP delivers a customized curriculum mapped to actual skill development areas based on individual assessments.</p> <p>LEAP members receive 1:1 coaching to focus on individual personal development plans and skill development progress.</p> <p>LEAP fosters peer sharing and participants leverage the experience of their peer managers and leaders at other organizations to resolve real challenges in their work environment.</p> <p>LEAP participants are accountable for their growth and set monthly commitments to implement concepts in their real-world environment. They journal the process and are held accountable to report back on progress each month.</p> <p>LEAP participants show measurable growth at the end of each year. LEAP’s proprietary Leadership Confidence & Competence™ assessment tool measures growth and progress of each member over the course of a year, ultimately showing participating organizations a return-on-investment for each individual.</p> <p>LEAP participants are eligible to receive 3 Master’s level credits from Seattle Pacific University, helping them earn the knowledge and credits they need to complete their advanced degree.</p>

Benefits: Decision Makers & Influencers

Transform. Differentiate. Turn vision into action.

	Key Benefit	How LEAP® Delivers	Supporting Evidence
LEAP helps executives and HR...	<p>Create a successful future for your company.</p> <p>Save money by investing in existing employees who already understand your business.</p>	<p>Transform your people into leaders capable of:</p> <ul style="list-style-type: none"> • weathering challenges of an ever-changing economic landscape, • contributing solutions that give you a competitive edge, and • taking your organization to the next level by influencing others. <p>Over 12 months, LEAP deploys assessments, customized curriculum, monthly commitments, and 1:1 coaching to ensure LEAP graduates can lead their teams to execute your current company vision, achieve goals, and then develop what comes next.</p>	<p>Executive Managers report that LEAP graduates:</p> <ul style="list-style-type: none"> • Are better able to understand the big picture. • Create solutions to problems. • Are stronger project managers capable of moving initiatives forward. <p><i>WHAT MANAGERS ARE SAYING...</i> <i>"It's the best money I've ever spent on anything in my company."</i></p> <p><i>"The individualized coaching and confidential peer learning environment gave our managers access to a leadership development experience they simply couldn't get otherwise. They learned a lot, but more importantly - they applied the learning."</i> Brian Quint, CEO AquaQuip</p>
	<p>Ensure your investment goes towards building the specific skills your leaders need most to guide their teams.</p>	<p>LEAP participants complete a series of assessments to identify strengths and areas of improvement, and uncover gaps between views on these areas across peers, managers, subordinates, and the individual.</p> <p>Each LEAP participant begins their leadership development journey knowing what they need to work on to meet the needs of your organization. LEAP then delivers a customized curriculum mapped to skill development areas identified in assessments.</p>	<p><i>"Her effectiveness and influence in our organization has grown tremendously"</i></p> <p><i>"I see her bringing me great ideas and solutions rather than expecting me to have the answers. "</i></p> <p><i>"He has responded to the economic slow down with solid decisions both in staffing and programs that have kept his staff focused. The change that was most obvious was his ability to have the hard conversations with his staff when necessary. Many people will avoid these."</i></p>
	<p>Benefit from positive changes being implemented throughout the year.</p>	<p>LEAP participants define monthly commitments to implement new concepts in the real-world environment.</p> <p>Participants will implement 12-months worth of concepts that result in positive changes in their ability to see the big picture and not get stuck in the details, as well as improve their working relationships with their peers, team-members, managers, customers, and vendors. They are encouraged to journal their process and are held accountable with discussion follow-up at the each monthly session.</p>	<p><i>POSITIVE CHANGE MEASURED</i> LEAP graduates show a 32% increase on average, in their awareness and confidence as leaders.</p> <p>LEAP graduates show a 28% increase on average, in their enjoyment mentoring others to succeed.</p> <p>LEAP graduates show a 28% increase on average, in their confidence to lead any group even in areas where they have no technical expertise.</p>

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Benefits: Decision Makers & Influencers *(con't...)*

Transform. Differentiate. Turn vision into action.

	Key Benefit	How LEAP® Delivers
LEAP helps executives and HR...	Elevate the roster and bio's of your management team with advanced degree credentials.	LEAP participants are eligible to receive 3 Master's level credits from Seattle Pacific University, transferrable to the advanced degree program they are working to complete.
	Gain insight and directly benefit from how other organizations have solved management challenges.	LEAP participants develop a circle of trust with the peers in their cohort, and work together to develop resolutions to problems in their real environment.

Benefits: Participants.

Make leadership a habit. Create your success.

	Key Benefit	How LEAP® Delivers	
LEAP helps career oriented individuals...	Get more from the team you have, and learn to be proactive about tough situations.	Sometimes we don't get to choose our team and yet our performance is tied to theirs. It's imperative to our own growth that we learn to lead and motivate all types of personalities and work styles. The LEAP program is designed to help you get more from the employees, managers, and peers that you have by leading them to positive performance and driving change that takes the organization to the next level.	<p><i>WHAT PARTICIPANTS ARE SAYING...</i></p> <p><i>"I am spending my time on the right things, rather than trying to do things right – my sales numbers are at an all time high because I am delegating and focusing on the larger issues & coaching my people."</i></p>
	Understand how you see yourself and how others see you; then learn the skills needed to "close the gaps" and be the leader they need you to be.	LEAP employs a series of CheckPoint 360™, and Confidence and Competence assessments throughout the year. Assessments uncover areas for skill improvement, gaps in perception of your skills across your teams, as well as where you already perform as a leader. You will use assessment feedback to identify curriculum modules to help you develop the skills you need most. At the end of the LEAP year, you will see the progress you've made to close the gaps, and a measurable increase in your awareness and confidence as a leader.	<p><i>"I am much better at managing people & setting expectations so that I'm not bogged down."</i></p> <p><i>"I trust my instincts and am making more decisive decisions."</i></p>
	Build the skills YOU need.	Unlike other 2-3 day programs with groups of 25 or more that deliver a standard set of theory-based leadership concepts, LEAP delivers a customized 12-month skill-building curriculum and provides you with one-to-one coaching based on the needs identified in your individual assessment. Each month as a LEAP participant, you will set commitments to apply the skills you've learned in the workplace, ensuring what you learn becomes a habit.	<p><i>"It's great to have a safe place to discuss issues and find practical solutions with peers."</i></p> <p><i>"Hearing what other managers are dealing with in their organizations helped me realize that other managers & organizations struggle with very similar things."</i></p>
	Improve review scores and negotiate what you want and need to be a great leader.	<p>As a LEAP participant, you will develop monthly commitments to apply the skills you learn in your work environment. You are encouraged to keep a journal of the process you take to implement positive change, and share your experience with your cohort the following session. Learning is accelerated because you work on the actual issues you are facing. Additionally, we conduct a series of assessments throughout the year so you can measure how your leadership confidence and competence has changed.</p> <p>Documenting commitments, journaling processes, and measuring positive change will help you communicate your achievements and needs to management, track your growth and success, and prepares you for negotiations to get what you want and need to become a great leader.</p>	<p><i>"What I love about LEAP is the small changes I make, that move mountains."</i></p> <p><i>"It was so nice to see (my leadership) disconnects...it also helps show you a roadmap and blueprint as to how to (correct) those disconnects."</i></p> <p><i>"I can't recommend it enough from the bottom of my heart. It's hard to describe because it's so different from anything else I've ever encountered."</i> – Angela Lee</p> <p><i>"After only a couple of months I have found the leadership tools and information to be extremely beneficial in my daily work."</i></p> <p><i>"Already I'm being held accountable and I love it!"</i></p>

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Benefits: Participants. *(con't...)*

Create your success. Make leadership a habit.

	Key Benefit	How LEAP® Delivers	
LEAP helps career oriented individuals...	Set your course for completing your advanced degree.	Unlike most programs that offer continuing education credit, LEAP provides 3 Master's level credits from Seattle Pacific University. These credits can be transferred to any accredited Master's program, setting you on your way to completing your advanced degree.	<p><i>POSITIVE CHANGES MEASURED</i></p> <p>LEAP graduates report a 28% increase on average, in confidence I could easily lead any group even if I have no expertise in that technical area.</p> <p>LEAP graduates report a 28% increase on average, in confidence that I can effectively deal with people of all types.</p> <p>LEAP graduates report a 32% increase on average, in awareness and confidence using different leadership styles in different situations.</p> <p>LEAP graduates report a 25% increase on average, in confidence in my ability to inspire others to do their best.</p>
	Gain insight to how peer-level managers at other organizations have solved challenges.	Each LEAP group consists of a cohort of 8-12 mid-career managers and high performing individuals from organizations in your local area. Throughout the year you will work with your cohort peers to develop solutions to real-world challenges in your workplace.	
	Create a successful future.	<p>We start in our field as a contributor and with a job-well-done we are promoted to manage others. The hope is that we will be able to grow our good work by articulating the vision of others, delegating to others, and inspiring others. But where are we taught the skills needed to effectively manage and lead teams of individuals with diverse personalities, backgrounds, and skills?</p> <p>LEAP is a year-long, peer-based program that transforms managers into high-impact leaders who develop and lead people, achieve key business results, and accelerate their careers.</p>	

Objections and Our Differentiators

Objection	Who	Issues/Concerns	How LEAP is different – Handling the objection
Same as other programs	All	<ul style="list-style-type: none"> • Great theory; doesn't translate to change • Cram session; too much to implement at once 	LEAP® is a program of action-based learning spread out over 12 months of half-day sessions to ensure each skill development area is given adequate coverage. Individuals make monthly commitments to implement a solution in their real-world environment.
Return on Investment	Decision Maker	<ul style="list-style-type: none"> • Can't measure ROI 	LEAP tracks performance and measures growth through a series of assessments; participants share real examples of improved work performance that translates to ROI.
Training doesn't work	Decision Maker	<ul style="list-style-type: none"> • Can't measure improvements or progress 	LEAP tracks performance and measures growth through our proprietary Leadership Confidence & Competence™ assessment that happens throughout the LEAP year. Our graduates average a 45% increase in their leadership confidence and competence.
Additional Work	LEAP Candidate	<ul style="list-style-type: none"> • I already have too much to do, I can't take on homework too. 	LEAP doesn't assign "homework" but instead individuals commit to implementing something they've learned that will help improve their performance or the performance of their team in their real environment. Some pre-work to identify specific challenges in their environment may be required, but all outside work is related to real-world issues.
Time Commitment	All	<ul style="list-style-type: none"> • Employees need time to do their job; this is a lot of time to invest 	½ Day per month for 12 months covering a topic specific to the individual skill development needs and resulting in a commitment to implement a process or tactic to improve performance on-the-job. Additionally, there are 2 x 60 minute one-to-one coaching sessions (or as needed) to help address in-depth questions each individual has. Our framework is designed to ensure their job will not only get done, but they'll do it better, ultimately saving time, reducing waste, and reducing costs.

Key Messages: How LEAP[®] Works (Detail)

Unique Elements	How it works	Why LEAP [®] is different
12-Month Progressive Program	4 Hour cohort meeting every month to learn a new leadership skill concept and set out to apply the learning in the real environment.	Unlike 2-3 day or even week long training programs, LEAP is a 12-month program. Participants meet ½ day every month to cover each skill concept in detail, and participants create a monthly action-based commitment to apply their learning in the work environment.
Assessment Delivery	Assessments uncover areas for skill improvement as well as where individuals excel. Gaps are identified between an individual's view of themselves versus their peers, managers, and employees, and change is measured throughout the year.	Unlike other programs that provide a single assessment (or none at all), LEAP conducts two Checkpoint360 assessments (beginning and end) for peer, manager, and staff to provide feedback. Additionally, there are three Confidence & Competence™ (C&C) self-assessment survey's to measure actual growth in key leadership characteristics.
Customized Curriculum	Skill areas identified in the assessments are mapped to develop a customized curriculum. One topic area is covered in-depth each month.	Unlike most other programs which are based on a set curriculum, LEAP leverages more than 20 content modules and maps each cohort curriculum to the skill development needs of the individuals based on the information uncovered in the assessments.
Actual problem resolutions	Cohort develops into a trusted peer-group where actual examples are discussed and experiences are shared to develop resolutions to real work-place challenges.	Unlike other programs which may see some group work in the 2-3 day session, individuals in a LEAP cohort form a trusted circle of peers they can grow with and communicate with during their leadership development journey--even after their LEAP year is finished.
Real-world application & progress	Individuals commit to implementing one new concept per month based on their real-world scenario. Successes and challenges of implementation are discussed with the group at the beginning of each monthly session.	Unlike other programs that help participants develop an action-plan but then send them on their way left to implement an entire plan on their own, LEAP participants formulate specific commitments on a monthly basis and based on challenges they're facing that month. LEAP participants focus on implementing positive change during their regular course of work, and are held accountable to discuss their progress with the cohort at the following month's session.
One-to-one coaching for in-depth development	LEAP cohorts are run by Certified LEAP Coaches and each individual receives a minimum of 2 x 60 minute coaching sessions to discuss assessment feedback, action plans, and overall personal development.	Many programs offer no individualized coaching. Those that do, limit sessions to 1 or 2 30 minute check-ins with the option to buy more. LEAP requires 2 60-minute coaching sessions to ensure participants set out on the right course and stay on track throughout. Additional LEAP coaching sessions are available as needed to individuals to ensure they get the in-depth, personalized support they require to achieve optimal results from the program.
Measurement & ROI	LEAP conducts multiple assessments throughout the LEAP year, tracking change and measuring leadership growth using our proprietary Leadership Confidence and Competence™ assessment tool.	Unlike other programs where no measurements are put into place, or where success is determined by the participants implementation of an action-plan, LEAP conducts a series of assessments throughout the year and tracks the change in leadership confidence and competence for each individual. Additionally, LEAP participants are implementing positive changes in their work environment throughout the year. Each participating company receives an ROI Executive Brief at the end of every year showing the return on investment.

Feedback on Learning CURRICULUM

SESSION COURSE	WHAT THEY SAID
Thinking Comprehensively	<p>“The shifting core (beliefs)-opened up for me that it is ok to feel vulnerable and that I can grow and learn if I learn and ask for help.”</p> <p>“The Core Beliefs exercise, and tools and mapping solutions to working through problems were great.”</p>
Delegating Effectively	<p>“I now understand how delegating empowers employees and makes them feel committed to organization.”</p> <p>“This spelled out exactly how to delegate and the communication that goes with it.”</p> <p>“This was a great session! Learning the multiple benefits of delegating, and how it helps every area of effective leadership.”</p> <p>“I now understand how important it is that everyone feels and acts like partners. I can create the environment!”</p>
Lessons in Leadership	<p>“I now understand that everyone has a purpose, ability and the need to identify them.”</p>
Effective Communication	<p>“This session reminded me how important non-verbal behaviors are. I loved the tips on becoming a more active listener.”</p>
Self Mastery	<p>“This session gave me ideas and technologies on how to visualize and establish goals.”</p> <p>“The whole topic is a huge value to me! Being a GREAT Leader starts with self-mastery.”</p> <p>“I now understand paradigms & I learned that I need to be aware of others' paradigms.”</p>
High Performance Leaders	<p>“Okay, I totally get it now!!”</p> <p>“I really enjoyed hearing each person talk about their successes and listening to the feedback they had for me.”</p>

Biggest Areas of Increase in Leadership Confidence & Competence

% Change	Confidence and Competence Impact Areas
32%	Increase in competence and confidence using different leadership styles in different situations
33%	Increase – “restless with the status quo”
28%	Increase – “enjoy mentoring others to succeed”
25%	Increase in confidence in “my ability to inspire others to do their best”
28%	Increase in confidence – “I could easily lead any group even if I have no expertise in that technical area”
28%	Increase in confidence – “I can effectively deal with people of all types”
25%	Increase in competence – “I deal with or manage change effectively”

Source: Average of all LEAP cohort’s growth measured over 10-years from 2002-2012

*Individual growth and single cohort measures range from 25%-70%

Other Good bits

- \$171.5 billion was spent in 2010 on leadership development* yet 40% of new leaders fail in the first 18 months**.
- “Overlooking the value of cultivating your own in-house talent can be a fatal mistake.” Inc.com

*Source: American Society for Training and Development

**Source: ChiefExecutive.net

<http://chiefexecutive.net/creating-a-top-performing-team-leadership-development-for-tomorrows-corporations>