

# THE TWIN CITIES BUSINESS LEADERSHIP INITIATIVE



## Objective:

To ensure that **Twin Cities businesses have the best leadership teams in the country.** We've created the program to make it happen. **Your team simply needs to participate.**

**Structure: A simple 4 step program for executives and senior leaders.**

*This session is designed to be the most valuable 60 minutes you've ever spent on the topic of organizational leadership.*

*You must estimate your 'silent killer' costs before you qualify for this (optional) session.*

*You must estimate your 'silent killer' costs before you schedule this session.*

*You'll be prepared to accelerate your company's growth with this program.*

STEP  
01

### PRIVATE EXECUTIVE BRIEFING

60 mins: presentation & discussion (limited to 30 people)

Learn how to increase your company's overall: **productivity by 40%, revenue growth by 50%, and profits by 60%.**

Identify the 'silent killer' of performance & growth... and learn *exactly* how to eliminate it.

This step answers the **'WHY'** question.

STEP  
02

### SMALL-GROUP STRATEGY SESSION

60 mins: expert-led session (limited to 10 people)

Select your leadership growth strategy.

Discuss 'silent killer' costs opportunities & options.

Review of all 8 major leadership models; including details of the world's top model.

This step answers the **'WHAT'** question.

STEP  
03

### A 'REAL' LEADERSHIP CONVERSATION

60 mins: expert-led session (1-on-1 or 1-on-team)

Decide if you're ready to go to next level success.

Clarify your situation: key challenges & opportunities

Leadership program's: structure, pricing, participants, schedule, start date, etc.

This step answers the **'HOW', 'WHO', and 'WHEN'** questions.

STEP  
04

### LAUNCH LEADERSHIP PROGRAM

4-month: expert coach-led small-group program

Adopt the world's most valuable leadership model *throughout* your management team to eliminate the **silent killer.**

Includes: all program resources, and 16-18 weekly 60-minute small-group coaching sessions.

Participants eligible for full **GREAT LEADERS OF GREAT TEAMS™** program.

The first 3 steps are provided **completely free**, by our exclusive corporate leadership sponsor: Critical Insight Group.

To register for the next available **STEP 1** session or find out more information contact:

[WWW.CRITICALINSIGHTGROUP.COM](http://WWW.CRITICALINSIGHTGROUP.COM)

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## Testimonials:

**Jeff Pearson**, *VP of Client Relations @ Constellation Mutual*



“Wow! I recently completed a four-month leadership development program facilitated by Dale using John Maxwell’s leadership concepts. Simply put, this was the most effective leadership training I’ve had during my 30+ years in leadership roles.

It was a transformational experience that has significantly improved my understanding of leadership and showed practical ways to improve my leadership influence in all aspects of life. Leadership development is a critical skill, but not well understood.

Dale’s humble, humorous, teaching style is highly effective and his passion for helping others be better leaders is one of his many gifts. I’m grateful to Dale for sharing his leadership wisdom and recommend anyone looking to grow, to seek out Dale’s help. Thanks again, Dale!”

**Shannon Gronemeyer**, *CEO @ Customer Centered Strategies*

“I had the opportunity to benefit from Dale’s leadership expertise through an educational series he facilitated leveraging the Maxwell Leadership Philosophy. Dale’s knowledge of what comprises exceptional leadership, and the impact of leadership on organizational performance, had a profound effect on my own leadership awareness.

In addition to his wisdom in this area, Dale brings a fun and personal approach to facilitation that fosters collaboration and group learning. He has launched me on a journey to expand my own leadership capabilities!”



**Marlena Hemenway**, *Chief Experience Officer @ The Geneva Suites*



“The course that Dale led discussing John Maxwell leadership model was fabulous. Digging in deep to each law and seeing how it applies to the group allowed the program to be more than just words and ideas.

Dale also did a great job showing how it was applicable to each team member. The coordination of the two programs together connected the dots on how to grow yourself and your business. The time commitment was well worth it. Thank you, Dale!”

**Jeff Klemmer**, *Broker Owner @ EXIT Realty Springside*

“Wow! Dale’s ability to unpack leadership concepts in a way that can be easily understood and applied is a gift. Each time I met with Dale, I walked away with actionable knowledge that worked in my real estate brokerage.”

