

# The Being a Leader and the Effective Exercise of Leadership Program

Ivan Rosenberg, Ph.D.  
Frontier Associates, Inc.

Barry Berman  
Integritas Consulting Group, Inc

## Leadership is Needed Now More than Ever.

Given that many organizations are cutting back, how can attending the “Being a Leader” Program be justified?

We are in an extraordinary time –organizations are facing new challenges. Merely repeating past practices, e.g., cutting costs, layoffs, freezing investments, may not be enough. Needed more than ever is the ability to take an organization in a direction different than that given by the past, i.e., effective leadership.

## The “Being a Leader” Program is Unique.

Many leadership development programs describe the characteristics of leadership or the practices of great leaders. However, just as in sales, one cannot "do" or "copy" great leadership to produce what great leaders produce. Knowing what leaders do does not provide access to being an extraordinary leader. And trying to mimic other leaders rather than being authentically oneself often worsen the situation.

The effective leader *creates* what is appropriate for each unique circumstance. One must *first* "be" a great leader, which *then* gives rise to the effective exercise of leadership.

Uniquely, the “Being a Leader” Program provides access to being a leader and the effective exercise of leadership. The Program is derived from a course co-developed by Prof. Michael Jensen of Harvard Business School and conducted a number of times at the Simon Graduate School of Business at the University of Rochester and at the US Air Force Academy.

## The “Being a Leader” Program Promises:

- You will leave this course being who you need to be to be an effective leader.
- You will leave this course with what it takes to exercise leadership effectively.
- While you will not necessarily have all of the experience and knowledge you need to be a truly extraordinary leader, you will have experienced whatever personal transformation is required for you to be a leader – in any environment and no matter what the conditions. And, even when you personally lack certain experience or knowledge, you will know what to do to be an effective leader.

### **Example Results:**

- Facilitating an organization to see and act on previously unseen solutions to challenges, and not be stopped by threats and failures.
  - Example: Being able to meet original project requirements despite a 27% decrease from the original budget.
- Inspiring others to new levels of performance beyond what was previously deemed possible, particularly in light of the current economic challenges.
  - Example: Being able to think smarter and therefore deliver the same level of productivity with fewer resources without just working harder.
- Having others focus on being productive rather than worrying about what might happen.
  - Example: Transforming people from fearing “when the next shoe will drop” and its associated impact on productivity, to working effectively on accomplishing an exciting and fulfilling future.
- Having a greater range of actions available in any circumstance.
  - Example: An executive was didn’t agree with the behavior of his CEO, consequently made him wrong, and severely reduced his communication with the CEO (which only made the situation worse). Through the “Being a Leader” Program, he was able to see his own assumptions and saw they didn’t really support his goals. As a result the executive was able to see a much wider range of behavior available to him, and selected and implemented new behavior that resulted in a partnership with (and new behavior by) his boss.

### **Who Should Attend the Program:**

- Those serious about being effective leaders.
- Those who want an edge in their leadership ability, particularly given the current challenges.
- Those who intend to be the leaders of the future.

**Program Dates: Friday Feb 27 (evening), Sat-Sun Feb 28-March 1  
and Sat-Sun March 14-15, 2009**

**Location: Denver, CO**

**Cost: \$2500 (special rate for non-profits)**

**For more information: contact Ivan at 818-505-9915 or at [irosenberg@frontier-assoc.com](mailto:irosenberg@frontier-assoc.com)**