

The Cramer Institute Programs
Lead Positive Leaders



WORKSHOP
LEAD POSITIVE



Lead Positive[®]

People follow people, not just great ideas.

Based on the book ranked as an Inc. Magazine Top 10 Business Book
LEAD POSITIVE: What Highly Effective Leaders See, Say, and Do
Kathy Cramer, Ph.D. (Jossey-Bass, March 2014)

Leaders learn to soar

Imagine having unshakeable self-confidence, unwavering optimism and exceptional personal magnetism. Imagine leadership Olympics where you participate at the upper limit of your potential, proving yourself strong and courageous.

That's what happens with Asset-Based Thinking[®]. In this leadership program, hosted by The Cramer Institute, leaders learn how to "think about thinking." By shifting perception, they learn what's positive and strong in themselves, in others and in every situation. It's a game-changer, for individuals and organizations.

Leaders learn mastery

What if you were able to powerfully motivate others to embrace and even drive change? What if you knew how to create a highly engaged culture? Imagine making inspiring presentations — the kind people keep talking about. Or being more skillful at fostering top performing teams. Lead Positive can give you these skills and more.

Learning to soar and gaining mastery of leadership skills is what it takes to make positive change and push the boundaries of what's next for you and your organization.

The Program

This program includes a pre-session orientation conversation, the three-day action-learning workshop, and a post-session strategy conversation.

Leadership Development 1-1 Sessions:

Five-seven customized 1-1 coaching sessions are highly recommended for participants, to help reinforce the applications of Lead Positive[®]. *Talk with us about adding coaching onto your group program as part of your enrollment process.*

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Program Curriculum

Day 1: SHIFT WHAT YOU SEE

Shifting perspective from the negative side of the ledger to the positive side creates a positive chain reaction. In day 1 of this program, you will learn concrete strategies for focusing positive mental attention on:

- What worked and what can be learned from the *past*
- What is working, strong, and valuable in the *present*
- What is possible and “ready to happen” in the *future*

Day 2: SHIFT WHAT YOU SAY

Connecting what you *say* to the positive evidence you *see* is the basis for inspiring high-impact communication. In day 2 of the program, you will learn how to speak with:

- *Substance* – by framing a positive interpretation of “reality”
- *Sizzle* – by using your voice and your stories to engage people’s emotions
- *Soul* – by revealing who you are and why your message is important

Day 3: SHIFT WHAT YOU DO

Leaders build self-confidence and inspire allegiance by acting intentionally in key, defining moments. By identifying and assessing the behaviors that have helped you create success in the past, you become familiar with your own personal “do’s” for effective leadership. The more aware you are of what you do best, the more you can leverage those behaviors. In day 3 of the program, you will learn how to use the positive trajectory of what you *see* and *say* in order to:

- Respond positively and intentionally to high-stress, high-alert situations
- Be confident, curious and courageous in all that you do
- Make key moments matter

Program Hours:

We understand that it is challenging for leaders to spend three full days away from the office. Therefore, we have allowed for some “office time” on each of the three days.

Day 1 – 8:30am – 3:30pm

Day 2 – 8:30am – 3:30pm

Day 3 – 8:30am – 3:00pm

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LEAD POSITIVE will include individuals from a wide range of companies, organizations, not-for-profits, and educational settings. The opportunity to interact and think with leaders from this diversity of organizational settings provides participants with a rich action learning experience.

2020 Session Options:

Customized 3-day sessions are available for your team, company or organization.
Please contact us to discuss specific arrangements and scheduling.

Fee: \$3,250/person (includes workbook, meals and parking), *Not for profit and group pricing available.*

Facilitated by: John Davis and Judy Dubin, Partners at The Cramer Institute

Program Location: On-site at your location or The Knight Center at Washington University

To enroll, or for more information, please contact:
John Davis, at jsdavis@cramerinstitute.com or (314) 725-0500