

On Becoming a Leader that People Choose to Follow: Essentials from the Sam Deep Leadership Academy

By Sam Deep

Short Course: 28 June 2014, Americana Condesa Cancun All Inclusive Resort, Cancun, Mexico

Leadership is all about two things: (1) securing the engagement of your people—“winning their hearts,” and (2) infusing them with accountability—“holding their feet to the fire.”

This course enables you to assess how well you lead and provides you with the tools you need to adopt any new leadership behaviors that you decide from that assessment to strengthen. The material we will cover is taken from the 21 workshops in the year-long Sam Deep Leadership Academy (www.developingyourleaders.com). This course will be delivered to you through a combination of lecture, discussion, exercises, and simulations—all designed to be equally engaging and substantive.

Who Should Attend

This course will profit any middle manager and above who is striving to achieve leadership greatness. Emerging leaders and those in succession plans will particularly benefit as they learn what it takes to succeed at higher levels of corporate responsibility.

Course Outline

This course is designed to develop a better understanding of interfacial phenomena, interfacial forces and interfacial energies with an emphasis on high-temperature systems.

Topics Include:

A most compelling concept will be drawn from each workshop in the Academy. Those workshops range in duration from one to four hours when taught in corporate venues to classes of managers. The approach taken in this course ensures that you receive selected essentials from the more comprehensive program in an integrated way. Each concept taught answers a seminal leadership question that you can apply immediately to your behavioral repertoire as well as to your current leadership challenges.

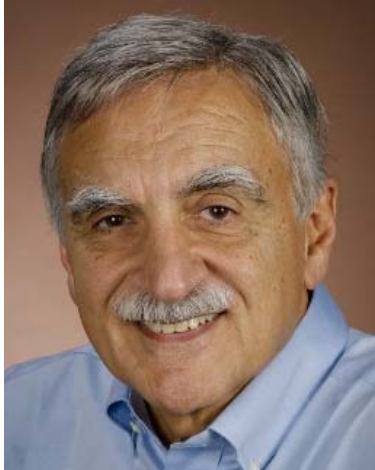
Academy Workshops	Questions to Be Answered
An Introduction to Leadership	“What is there to learn from great leaders?”
The Emotional Wiring of Great Leaders	“How can I do a better job of keeping disruptive emotions and impulses in check?”
Workshop 1: Engagement through Purpose	“How can I help my people find more meaning in their work?”

Workshop 2: Engagement through Servant Leadership	“Why and how does servant leadership work?”
Workshop 3: Engagement through Listening	“How can I learn more from my team members about what’s going on?”
Workshop 4: Engagement through Communication	“Why is the impact of my messages so often unequal to my intent?”
Workshop 5: Engagement through Praise	“Am I a praise miser?”
Workshop 6: Engagement through Teambuilding	“How can I unify my team?”
Workshop 7: Engagement through Change Leadership	“How can I get my people to embrace change?”
Workshop 8: Engagement through Positive Culture	“Can I make our organizational culture more positive?”
Workshop 9: Introduction to Accountability	“Can we cause our performance review system to actually begin improving performance?”
Workshop 10: Accountability through Strategy	“Am I using strategic priorities in the way I should?”
Workshop 11: Accountability through Expectations	“Why was Sam Deep fired from his job at the University of Pittsburgh?”
Workshop 12: Accountability through Constructive Criticism	“How can I step on my people’s toes without messing up their shine?”
Workshop 13: Accountability through Questions	“What is the best question to ask?”
Workshop 14: Accountability through Conflict Resolution	“What are the roots of conflict in my organization?”
Workshop 15: Accountability from Problem Performers	“How can I deal more decisively with actively disengaged employees?”
Workshop 16: Accountability through Decision Making	“What can I do about someone who improperly exercises decision-making discretion?”
Workshop 17: Accountability through Managing Up	“How can I make a hit with my boss?”
Workshop 18: Achieve Life-Work Balance	“How can I deal better with this overwhelming workload?”
Workshop 19: Ensure Integrity	“Could it be that I’m unknowingly contributing to ethical breakdowns in my organization?”

The participants will also receive:

- CD with course material in pdf
- Certificate of completion
- Lunch and refreshments

Course Instructor Sam Deep



Sam Deep launched his leadership development career in 1986 after 15 years of teaching and administration at the University of Pittsburgh. Since then he has spoken in front of over 200,000 people and his 16 internationally published books have sold well over one million copies in fourteen languages. Dennis Waitley has said that his books “brilliantly cut straight through to the core values and actions that produce results.”

Sam's ideas about management have been quoted in newspapers and magazines throughout the country as well as on CNN-FN, CNBC, and WGN radio Chicago. He served as an adjunct professor of leadership and strategy at the Carnegie Mellon University Tepper School of Business from 1998 to 2006. His course was “Meeting the Challenges of Corporate Leadership”. For eight years he hosted “Following the Leader,” a weekly radio program on KQV in

Pittsburgh. Four of his CD's have been featured on USAirway's entertainment channel.

He is now focused on his role as Master Instructor in the Sam Deep Leadership Academy, on continuous improvement of the curriculum, and on preparing other leadership developers to use the material to the benefit of their clients. He also finds time to take on selected executive coaching assignments.

A representative sampling of his clients past and present include Alcoa, Allegheny Power, American Institute of Banking, American Electric Power, American Society of Association Executives, ANSYS, Auditor General of Pennsylvania, Bahamas Ministry of Tourism, Baker Engineers, Bayer Corporation, Bombardier Transportation, Caribe Hilton Hotel, Carnegie Mellon University, Carolina Cattleman's Association, CEO Clubs of America, Cutler-Hammer, Deloitte & Touche, Elias-Savion, Grant Thornton, GS1 US, Hallmark Cards, Heinz USA, International Customer Service Association, Ketchum, Koppers, Mellon Bank, Mercer Consulting, Merck, New York University, OfficeMax, People's Natural Gas, PNC, PPG Industries, Pittsburgh Symphony, PriceSmart, Puerto Rico Hotel and Tourism Association, Starter Corporation, United Mental Health, U.S. Foodservice, Veterans Administration, Westinghouse, and Young Life.

Sam recently served on a leadership development panel for “The League of Extraordinary Minds” accessed by 500,000 entrepreneurs. His colleagues on the on-line panel included Marshall Goldsmith, Dr. Jeffrey Pfeiffer, and Fran Tarkington. His is listed as one of the world's top experts in sales strategies in the 2010 book, Mastering the World of Selling by Eric Taylor and David Riklan. In the words of international marketing expert Jay Abraham, “You are a star. Not merely because of your following and reputation. Your status is deservedly earned by the original thinking you share and the deeply impacting concepts you offer up.”

When you experience the impact of Sam's counsel, training, and facilitation you will discover why none other than Tom Peters promises that you and your teams will come away from his programs “with practical ways to implement positive change in the gut level day-to-day experience.”

REGISTRATION: <http://www.flogen.org/ShechtmanSymposium>