



**PMI** Project Management Institute  
Registered Education Provider  
**21 PDU's**

# 2009 LEADERSHIP BOOT CAMP *Experience*

An intensive three-day program—led by former corporate executives and Service Academy graduates—designed to transform managers into leaders.

## TWELVE LOCATIONS:

- |                |             |                   |             |                  |               |
|----------------|-------------|-------------------|-------------|------------------|---------------|
| Alexandria, VA | Atlanta, GA | Birmingham, AL    | Chicago, IL | Charlotte, NC    | Dallas, TX    |
| Harrisburg, PA | Norfolk, VA | Orange County, CA | Orlando, FL | Philadelphia, PA | Rochester, NY |

# Have you ever wished for an easy, effective way to **strengthen the leadership abilities** of your employees—or even your own—in a highly compressed period of time?

If so, that's where Academy Leadership's upcoming "Boot Camp" can help.



Thousands of executives, professionals, and support staff have come to Academy Leadership to improve business results by **becoming better leaders.**

And they have come away more confident...more productive...more in-command...and better able to get things done through other people.

In short, they have taken their leadership skills—and their organizations—to a whole new level.

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**Now, Academy Leadership wants to invite you to its next Leadership Boot Camp.**

**Our Promise to You:**

In just three days, the Academy Leadership Boot Camp will help your leadership skills make a quantum leap to the next level of performance, productivity, and effectiveness.

*And your satisfaction is 100 percent guaranteed—or your money back!*

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**A money-saving alternative to our on-site leadership training programs.**

Dozens of organizations have profited from taking our customized on-site leadership skills training program, *Lead2Succeed™*.

The good news is: you can get the same winning leadership skills training...at a small fraction of the cost of sponsoring an in-house program...by attending Leadership Boot Camp at Academy Leadership's fully equipped training centers.

There's no minimum number of students you must send. You can register yourself...just your direct reports...or as many people within your organization as you wish. It's up to you. Enroll three or more of your employees and save 10 percent.

Learn some of the most **powerful leadership secrets** of the U.S. military.

The U.S. military is the mightiest in the world—bar none. No one knows more about leadership than its top commanding officers.

The founder and senior management team of Academy Leadership combine business backgrounds with years of service in the United States Army and Navy, including training at the Naval Academy and West Point.

The result is Leadership Boot Camp—a leadership training experience that combines the best leadership techniques of the world's most successful CEOs with those of the world's most successful military commanders.

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## When You Attend Leadership Boot Camp, You and Your Team Will Discover:

- The ten greatest leadership principles ever devised.
- Your personal Leadership Philosophy.
- Linking team and organizational missions.
- Building a motivational climate.
- Three types of meetings and when to use them.
- The four steps to conflict resolution
- Twelve proven techniques for developing skills in others.
- Coaching to correct substandard performance.
- Six ways to manage the time of others.
- Your personal Leadership Profile and Energy Management Assessment.

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## Energize Your Team.

The results of attending one of our Boot Camps are leaders who *energize their teams*, enable their people to see a *clear relationship* between their daily duties and organizational goals, and *instill smart work strategies* throughout the company to achieve tangible results.

Can leadership really be learned? Of course it can. In a recent survey, CEOs said they were born with only 40 percent of their leadership abilities. *The remaining 60 percent of their leadership skills they developed through education and experience.*

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## Master the Latest “Best Practices” of Your Fellow Corporate Leaders.

At Leadership Boot Camp, you’ll train with leaders and managers from all levels of leading organizations worldwide. With ample opportunity for networking and information sharing, you’ll discover how your peers at other companies have successfully solved many of the challenges you’re facing right now. So when you get back to the office, you can put their proven ideas to work right away to improve your own business results.

Another advantage of attending Leadership Boot Camp is the atmosphere at the Academy Leadership training facilities. Away from the hustle and bustle of the office, you can spend your time at Boot Camp focusing on improving your most important leadership qualities—without phone calls, popping out of class for “quick” meetings, and other interruptions. Our Boot Camp attendees tell us that spending three days thinking about and working on leadership enables them to attain an incredible level of leadership effectiveness in a highly concentrated period of time.

We urge you to register for Leadership Boot Camp now. Attendance at these events is strictly limited to fifteen people, and registration is on a first come, first serve basis. This small group allows for personal attention so everyone gets the most out of the course.



## The Academy Leadership Money-back Guarantee

Academy Leadership guarantees your complete satisfaction. If you do not agree that our Leadership Boot Camp has provided more value than your registration fee, just let us know and we will refund your money in full.



# Don't miss out!

## Academy Leadership: Who We Are, What We Do, and Why It Should Matter to You.



### Is There a Hidden “Leadership Crisis” in Your Company?

Superior leadership can turn your organization’s future market leadership from a “maybe” into a “sure thing.” And it can provide an unprecedented level of business success—and job security—for you and every member of your team!

After attending Leadership Boot Camp, clients tell us that:

- Their leaders are more focused on their key performance indicators for accomplishing corporate goals.
- Everyone in their organization understands their contribution to the overall mission.
- Their people are aligned and working together as a team.
- Communications are dramatically improved because team members now understand expectations.

### Do you qualify for a discount?

Our Partner Organizations below receive a \$200 discount for the individual registrations of all employees. Register online and enter Discount Code PARTNER09 at the end of the registration process.

AEGIS • Albany Molecular Research Institute • AMSEC • Apogen • ASRC Federal • Avery Dennison • BearingPoint • The Beck Group • Boeing • Booz Allen Hamilton • Bovis Lend Lease • CACI • CSC • Cessna • CresaPartners • DELCOR • Department of Finance and Accounting Services • Engineered Air • General Mills • Godby Heating and Cooling • Grant Thornton • Herdt Consulting • Herren Associates • Huber & Suhner • IBM • IDSI • iGrafx • Johns Hopkins University • Lentech, Inc. • Lockheed Martin • Minitab • Moody's Services • MorganFranklin • Northrop Grumman • Oracle • Procter & Gamble • Prodesco • Raytheon • Research Associates • SAIC • SBTI • Selge Construction • Spirent • State Farm Insurance • Stone Energy Corp. • Structural Group • U.S. Postal Service • U.S. Air Force • U.S. Army • U.S. Army Corps of Engineers • U.S. Coast Guard • U.S. Marine Corps • U.S. Navy • U.S. Navy Memorial Members • Wackenhut • Westinghouse Electric Co.

Partner Organizations are NOT eligible for additional quantity discounts.

### What Attendees Have Said.

*“I’ve always considered myself a leader but never knew how much I didn’t know! I was fortunate to spend three days with some very interesting people who wanted to learn about leadership and learned so much from each one. It was a great experience for me!”*

*-Marybeth Avioli, Villanova University*

*If you have not had leadership training, it outlines what you need to do to be a successful leader. If you have had leadership training, it drives you to understand and refocus yourself.*

*-Warren Brower, Cessna Aircraft Company*

*An extremely intense leadership program that teaches you through role playing, reading and real life examples of the skill sets and attributes of an effective leader.*

*-Julie Kleffel, BankFIRST*

## Twelve locations to choose from

### Alexandria, VA

The George Washington Masonic Memorial  
101 Callahan Drive  
Alexandria, VA 22301

### Atlanta, GA

Courtyard Marriott Atlanta  
Cumberland Center  
3000 Cumberland Blvd.  
Atlanta, GA 30339

### Birmingham, AL

Location to be Announced

### Chicago, IL

Hampton Inn Chicago O’Hare  
3939 North Manheim Road  
Schiller Park, IL 60176

### Charlotte, NC

Clarion Hotel Charlotte/Cornelius  
19608 Liverpool Parkway  
Cornelius, NC 28031

### Dallas, TX

Boy Scouts of America  
8605 Harry Hines Blvd.  
Dallas, TX 75235

### Harrisburg, PA

Holiday Inn Harrisburg West  
5401 Carlisle Pike  
Mechanicsburg, PA 17050

### Norfolk, VA

Norfolk Airport Hilton  
1500 North Military Highway  
Norfolk, VA 23502

### Orange County, CA

Phoenix University  
3150 Bristol Street, 3rd Floor  
Costa Mesa, CA 92626

### Orlando, FL

BankFIRST  
13207 W. Colonial Drive, Suite 101  
Winter Garden, FL 34787

### Philadelphia, PA

Academy Leadership Training Center  
Valley Forge Towers  
1000 Valley Forge Circle, Suite 120  
King of Prussia, PA 19406

### Rochester, NY

Hampton Inn & Suites Rochester/Victor  
7637 New York Route 96  
Victor, NY 14564

# Register for Leadership Boot Camp today!

## Three-day leadership training program schedule:

8:30 a.m. to 4:30 p.m.

## Tuition:

Cost is \$1,995 per attendee. Fee includes all training and course materials, continental breakfast, lunch, and breaks each day. We offer a 10 percent discount for groups of three or more.

## Travel and lodging:

Details on lodging and travel will be e-mailed to you.

## Cancellation policy:

You may cancel at any time up to 21 days prior to the event and receive a refund (less a 10% processing fee). If you cancel later, you may send a substitute or transfer to another scheduled Boot Camp for a \$150 administrative service charge. Academy Leadership reserves the right to cancel or reschedule any event.

## Your Tuition Includes:

- 1) A three-day, goal-focused, outcome-driven workshop series.
- 2) CD set of the Leadership Boot Camp workshops.
- 3) Workbook including self-evaluation, application and action exercises and feedback material.
- 4) Your Personal Leader's Journal, 2<sup>nd</sup> Edition.
- 5) Your Personal *Energize2Lead*<sup>™</sup> Leadership Profile.
- 6) A copy of *The Leader's Compass: A Personal Leadership Philosophy Is Your Key to Success, 2nd Edition*, by Ed Ruggero and Dennis F. Haley. This new edition of *The Leader's Compass* features the personal leadership philosophy of Bob McDonald, Chief Executive Officer, Procter & Gamble.

**To enroll in the Academy Leadership Boot Camp, complete and submit the form below with payment, or call toll-free 866-783-0630.**

### Alexandria, VA

- August 24-26  
 September 28-30

### Chicago, IL

- November 2-4

### Harrisburg, PA

- August 24-26

### Orange County, CA

- September 21-23  
 November 9-11

### Atlanta, GA

- August 17-19  
 December 1-3

### Charlotte, NC

- August 10-12  
 November 18-20

### Norfolk, VA

- September 15-17

### Philadelphia, PA

- August 3-5  
 October 5-7  
 November 9-11

### Birmingham, AL

- October 27-29

### Dallas, TX

- September 15-17  
 November 10-12

### Orlando, FL

- September 23-25  
 October 21-23  
 December 8-10

### Rochester, NY

- October 12-14

## Please provide the information requested below:

Your name: \_\_\_\_\_ Title: \_\_\_\_\_ Discount Code: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I intend to pay by:  Check made payable to Academy Leadership

Credit Card:  Visa  MasterCard  American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Billing Address on Credit Card: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

How did you first hear about this course? \_\_\_\_\_

Send this form with  
your payment to:

**Academy Leadership:  
10120 Valley Forge Circle,  
King of Prussia, PA 19406**

Phone: (866) 783-0630

Fax: (610) 783-0883

Register Online:

[www.academyleadership.com](http://www.academyleadership.com)

# The Leadership Boot Camp Workshops Included in This Program Are:

## **My Leader's Compass**

- Why study leadership?
- Defining leadership.
- The ten most important leadership principles.
- Expectations of leaders.
- The four basic leadership styles.
- Your personal leadership philosophy.

## **Managing a Leader's Time**

- What is your time really worth?
- Four tips for managing your time more effectively.
- Six ways to manage the time of others.
- Seven steps for maximizing time use.
- Identifying and using high-payoff activities.
- Eliminating unnecessary paperwork and e-mail.

## **Leading Productive Meetings**

- Three types of meetings and when to use them.
- Learn the characteristics of successful meetings.
- Properly prepare for a meeting.
- Proper actions to chair a meeting.
- The keys to follow-up after the meeting.
- Coping with dysfunctional behaviors.

## **Goal Setting**

- The SMART formula for setting goals.
- Providing direction and defining priorities.
- Clarifying roles and responsibilities.
- Linking team and organizational missions.
- Measuring results.
- Rewarding success.

## **Communicating as a Leader**

- A systems approach to communication.
- Causes of organizational communications problems.
- How messages become distorted.
- Four ways to handle data overload.
- Effective listening.
- Four tips for improving communications.

## **Motivating People**

- Why motivation is the key to success.
- Maslow's Hierarchy of Needs.
- Herzberg's Two-Factor Theory.
- Goal setting.
- Reinforcement, rewards, and punishment.
- Building a motivational climate.

## **Conflict Management**

- Managing conflict for continuous improvement.
- The five styles of conflict management.
- Four steps to conflict resolution.
- Establishing a win-win environment.
- Six ways to prevent a conflict from recurring.
- Contrasting assumptions about conflict with implications.

## **Leader as Coach**

- Nine characteristics of effective coaches.
- Five keys to great coaching.
- Conducting performance coaching.
- Coaching to correct substandard performance.
- How to be a mentor.
- Guidelines for gaining productive feedback.