# Course Overview

# Don't train managers. Create leaders.

More than economic or business concerns, retaining and developing leaders is now the #1 priority for CEOs. Yet, traditional leadership development programs are broken or have little impact on business results.

Most organizations invest in developing senior executives, which trickles down to the VP or Director level at best, while the Manager/Supervisor level is primarily ignored for a variety of reasons. However, an organization's ability to develop this crucial group of workers into leaders is what separates mediocre companies from great ones.

What if in just 30 days, you could significantly impact the ability, the competencies, and the effectiveness of every manager inside your organization?

**Every. Single. One.**

# What is Lead In 30?

Lead In 30 is a revolutionary leadership development program backed by decades of research and experience that transforms every manager's ability to lead – in just 30 days.

Using predictable patterns based on management styles, leaders become what we call **The 3rd Leader**.  They create **Clarity** around what matters most. Their team appreciates working for someone with vision. The 3rd Leader builds **Alignment** and understands it's different than awareness. And they generate **Movement** by doing something we call rewriting the script.

# A Powerful Leadership Model

At the center of Lead In 30 is the Leader Operating System, or LeaderOS. It focuses on three core competencies:



## Clarity

Where are you leading us? What does success look like? Of all the things we're measuring, what matters most?

## Alignment

Leaders often think they have an execution or accountability problem when what they really have is an alignment problem. They confuse awareness for alignment.

## Movement

A true leader understands bias and builds the right habits into their leadership style to overcome them. They generate the movement needed to accelerate achieving the key results.

# A Unique
# Learning Journey

Over 30 days, leaders will utilize a mix of live classes (virtual or in-person), on-demand learning, and group huddles. This cohort-based training program requires no more than two hours per week, and leaders can participate wherever they are and whenever works best for them. In short, it's a program designed to fit easily into any leader's schedule without distracting from their priorities.

## 1  Live Class

Delivered virtually, a Lead In 30 facilitator (or one of your certified facilitators) will guide the class through a 90-minute overview of the content for the upcoming week, oversee workbook activities, discuss applications, and answer questions.

## 2  Portal

After the live session, leaders are provided with asynchronous video content. These videos, curated by the authors of Lead In 30 and other experts, delve deeper into the topics discussed in the live class.

## 3  Huddles

As the week wraps up, leaders are grouped into smaller units called "Huddles." Units are determined by a variety of factors for optimal collaboration. Huddles encourage leaders to teach each other the content they've learned.

# What About Results?

Lead In 30 is perfect for anyone who manages people. Whether that's a first-time manager, someone who has been managing people for years, or an individual who is considered a "high-potential", the proof is out there **- great leaders aren't born; they are made.** And with the right development program in place better leaders means better business results.

## Speed

Solve problems faster and make decisions quicker.

## Outcomes

Consistently deliver on key metrics and goals.

## Loyalty

Retain key employees and reduce turnover.

## Team Performance

Improve morale, engagement, and productivity.

# The Company We Keep.

These leading organizations trust Lead In 30
to develop their leaders.

Southwest

Walmart

LOCKHEED MARTIN

COX.

Chili's

Cigna.

pepsi

Inova

TIFFANY & CO.

amazon

HYATT

Southern Nuclear

Hormel

TRAVELERS

FDA

PING

HARLEY-DAVIDSON CYCLES

FOX

Sutter Health

Johnson & Johnson

BD

Boston Scientific

AMGEN

If you're ready for a new operating system or to level up leadership at your organization, join the thousands of managers who are now living by LeaderOS due to their Lead In 30 experience.