



Certified LEADER Program

Now accepting sign-ups for semester beginning week of January 9, 2017

You may have leadership attributes. Now let's develop your skills.

You and/or others in management roles at your company may have leadership **attributes**, but what you really need are managers with leadership **SKILLS**. There is a huge, painful difference and it costs your company hundreds of thousands of dollars annually per untrained leader.

Too often people are promoted into management primarily because they are top performers who demonstrate responsibility to achieve results. **The problem is** they are never systematically developed into a leader, *just appointed to be one*. Achieving results as an individual is very different from accomplishing significant, consistent results through others.

64% of managers and executives are **NOT engaged**

Gallup State of the American Workplace, September 2014

Develop leaders to **double the #** of **engaged** employees

Gallup State of the American Workplace, September 2014

Training has **highest ROI**
+218% income per FTE
-300% FTE turnover
\$1 training = \$6.72 ROI

Verne Harnish 2/3/2015 email ("FTE" = full-time employee)

Your leaders are the role models for your company culture, catalysts for employee engagement, and the #1 reason employees stay with your firm. Companies often certify, train, and/or coach individuals to improve their skills. This is good because it helps one person, but when you train an executive, manager, and team leader it impacts the lives of everyone reporting to them.

WARNING: Your "Bad Boss" habits never go away. Your only option is to develop new leadership habits to apply systematically to overpower and replace behaviors you want to grow beyond.

Sign-up now! Visit www.MANAGETOWIN.com/certified-leader-program/

Program Details – New Semesters Start Quarterly

The 12 Group Sessions of Certified LEADER Training

The solution is a very unique 6-month **MANAGEtoWIN Certified LEADER Program** that trains anyone in a position of influence the core LEADERSHIP *Essentials*' skills they need to succeed, and 1:1 coaches them with weekly accountability to develop the proven habits of an effective manager.

1. 3strands LEADERSHIP to Scale Any Mountain

Engaging others through Systematic Power, Meaningful Work and Sincere Gratitude

2. Managing Time Instead of Fighting Fires

Strategic time management that helps you avoid time traps and temptations

3. Assessing Talent, Starting With Me

Understand yourself so you can more fully engage others

4. Goals that Hit Your T.A.R.G.E.T. Every Time

Make certain everyone understands their contribution and required results

5. Exceeding Expectations

Define what you want so there are no assumptions or surprises

6. Mastering Meetings to Improve Focus, Financials, and Freedom

Leading or participating, learn how to get more from meetings

7. Removing Conflict and Negotiating For Mutual Wins

Proven processes for overcoming workplace drama

8. Engage and Retain by Future Casting

Avoid top performer flight risk and improve profitability per employee

9. Defining and Completing Strategic Plans For Success

Define, pursue, and review each employee's plan to achieve meaningful work

10. Leadership Communication Skills That Accelerate Growth

Discern and adapt your behaviors to expand people's trust in you

11. Incentive Options to Reinforce Self-Motivation

Performance pay, recognition and dreams reinforce a self-motivating environment

12. Hire the Best & Avoid the Rest

Learn how to separate great actors from actual top performers

The Certified LEADER program is taught by David Russell, the "Leadership Guy" and 43 year business veteran (34 years in the computer channel) who helps entrepreneurs become as systematic with people as they are in their core business skills (sales, technical, operations...), and his coaching team. (1) Participants are taught a new skill in a live webinar; (2) You are coached 1:1 on the skill by David or one of his coaches; (3) You learn how to pilot your new habits with your team; and (4) You are held accountable to grow through developing new leadership habits.

Participating Student Benefits

You cannot just instantly become an effective leader like turning on a light bulb. It takes time – typically at least 90 days to develop new habits. Here is what you receive:

- 6 months of learning and accountability to develop new leadership habits
- Our MANAGEtoWIN TriMetrix DNA [Talent Assessment](#) report confirming your core work behaviors, motivators, and skills.
- An initial assessment of your leadership strengths and weaknesses
- An individual Certified LEADER Plan for you to:
 - ✓ Learn skills that build upon your strengths and remove your weaknesses
 - ✓ Improve specific work relationships
 - ✓ Pilot new habits and systems to be the best leader you can be
 - ✓ Define clear, measurable goals to confirm your progress
 - ✓ Establish mutual accountability between you and Dave, your coach
- A Kick-off Call that aligns your certification work specifically to your needs
- 12 1:1 coaching sessions with David or one of his seasoned coaches
- 12 Group training sessions online
- A Certification test and certificate to confirm you are a Certified LEADER
- Certified LEADER logo for use on your business cards, LinkedIn profile...
- A final coaching call to confirm what you have learned and how to best apply your strengths moving forward

Sponsoring Boss/Company Owner Benefits

Your Company also receives value from the Certified LEADER program. We engage your boss/leadership team to confirm the work we do meets their expectations and reinforces your career path. They receive:

- The opportunity to request specific skills be taught to your manager(s) in the program
- Copy of the MANAGEtoWIN TriMetrix DNA Talent Assessment report confirming your participating managers' core work behaviors, motivators, and skills.
- Report on your managers' initial leadership strengths and weaknesses
- Draft of your managers' Certified LEADER Plan for comment and approval
- Email updates of your managers' progress
- Report on your managers' leadership strengths and weaknesses at the Program's close
- Certified LEADER logo for use on company content about your certified manager(s)



"The results of the Certified LEADER program are very apparent. Our Service Manager and I are now able to discuss the company in-depth with a business view and vocabulary. The recent interactions I have had with him have been more extensive and productive toward the company's direction than I have had with anyone within my company for the last 13 years."

John Wilson, President, [NRTC](#)



"We are very pleased with the program. The way that you are challenging our two managers is very appropriate. Sounds like you are hitting the nail on the head. Love the goldilocks communication style as a professional development goal. They are really enjoying it and clearly applying what they are learning."

Harry Curran, COO, [Vertikal6](#)

Pricing

Only the MANAGEtoWIN Certified LEADER program is 6 months of group training, plus 1:1 coaching and accountability for you to develop new habits while you keep up with your workload.

Space is limited for each semester of the program. Owners, executives, and mid-level managers should stop procrastinating and sign-up to learn these skills while there is still space available. Now is the time to become a Certified LEADER who can better pursue your dreams.

Individual - \$1,000 monthly (\$6,000 total)

- Save \$500 on each employee if more than one is attending from your company – use coupon code CLEADER02
- Each class has limited enrollment. Once it's full you may join a waiting list.
- The time commitment per student is 1-2 hours weekly.
- We are currently accepting registrations for our Winter-Spring 2017 semester that begins the week of January 9 and concludes in June 2017.

Program charges: Your credit card is charged a \$1,000 deposit for the first month's fee. Future charges are on the 25th of the month preceding the month of services starting the first month of services. No refunds. Students are accepted on a first-come, first-serve basis. We reserve the right to turn down any applicants if we feel they are not a good candidate for the program.

Space is limited. Sign-up now for our January-June 2017 Semester:

www.MANAGEtoWIN.com/certified-leader-program/



WHAT OTHERS ARE SAYING

about our Certified LEADER program:

"You; David have really inspired me these past 6 months. I carry your leadership framework, your robust educational ingredients, and personal comments in my memory. I ask myself "what would David do?" when working with business colleagues, or family for that matter... Thank YOU for everything. It's been a pleasure working with you..."

Adrian Gonzales, COO, [On Time Tech](#)

"I've worked with David Russell on a number of occasions prior to attending the Certified LEADER course. I had always found his information to be very insightful but the combination of one on one time with David and the group sessions provided a much more powerful experience than I had anticipated. I was able to identify my own areas of improvement and work with David to get results quickly. His strategies are the best!

Ralph Auriemmo, Director of Operations, [ProviDyn](#)

"Dave gets to know you, so that he can tailor your goals to best suit you. I looked forward to our one-on-one calls because we worked together as a team, and he can relate to where you are, how you're doing, and to situations where you could have done better.

"I am a better leader because of this class."

Dan Goldstein, Help Desk Manager, [Vertikal6](#)

"The certified leader program was a great help for myself and for my team, we were provided with useful tools and practices that we were able benefit from immediately."

Chris Clynes, Field Services Manager, [Vertikal6](#)

"You can tell David spent a lot of time and careful consideration preparing this material. He is a very thoughtful individual who stands by what he says and is fluent in the subjects covered. The course itself is so vast that you will inevitably have to come back to different aspects because there is simply too much to implement or even digest. This course will give you the structure to be a fair and systematic leader for your employees. If you are serious about being a successful leader this is the course for you. I thought I knew a lot coming into this course but was shown week after week that what I knew was only a soft foundation. This course firms up your knowledge, skills, and ego in an attempt to mold you into the figure your employees need you to be for everyone to be winners."

Jake Alt, Service Manager, [aCOUPLEofGURUS](#)



"After completing the Certified LEADER program I feel much more confident and prepared to tackle many of the challenges I face on a day-to-day basis from the operational side of our MSP. David's content and delivery was very easy to follow and comprehensive. I definitely feel like I'm walking away a better leader than when I began!"

Sarah Gedney, VP of Operations, [IRIS Solutions](#)

"Dave, his employees, and his Certified LEADER program are the best. Period.

"Dave communicates extremely well and he doesn't leave any wiggle or assumption room in letting you know exactly what to expect from his course. He provides SO much extra assistance outside of the classroom and his staff respond professionally and timely.

"I feel so much more prepared as a leader in my organization now, my time is mine again, and I've been able to pass on many of the wonderful lessons I've learned."

Darren German, Service Manager, [NUMA Networks](#)

"The Certified Leader course taught me to understand my team and how they work and communicate and how I can be the enabler towards a more productive and efficient work space by listening to my team, our clients and the future that we are all rushing into headlong. I feel more prepared for what is coming and how to handle crises with a level head and a path forward while also providing my team the tools they need to help us all to not only survive crises but create opportunities."

Sandeep Nair, Service Manager, [Solarus Technologies](#)

"The certified leader program helped me sharpen my strengths and focus on the parts of my management style that needed improvement. The one on one coaching helped me with day to day management challenges and further reinforced the concepts from the course content. David is a great teacher and very easy to work with."

Andy Bowen, Service Manager, [Business System Solutions](#)

"The manager we have in the Certified LEADER program is a seasoned veteran of our industry and a good leader. We love him, however we got him involved because: (1) He has some weak areas / bad habits as we all do; (2) any investment we make to improve his habits positively affects his entire team of people; and (3) this is the only mentorship program focused on habit development available to him where the content can be aligned with his specific needs and our industry. He is enjoying it immensely. We saw results in the first 30 days."

Hamish Davidson, CEO, [ProviDyn](#)