

The Cramer Institute Programs  
**Lead Positive Leaders**



**ON-LINE WORKSHOP**  
**LEAD POSITIVE**



## Lead Positive® - The On-Line Version

*People follow people, not just great ideas.*

Based on an Inc. Magazine Top Business Book  
*LEAD POSITIVE: What Highly Effective Leaders See, Say, and Do*  
Kathy Cramer, Ph.D. (Jossey-Bass)

### **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 is now formatted as a four half-day action-learning workshop, conducted in a live on-line (Zoom) meeting room. It also includes a pre-session orientation conversation 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

#### **Session 1: SHIFT WHAT YOU SEE**

Shifting perspective from the negative side of the ledger to the positive side creates a positive chain reaction.

In Session 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*

#### **Sessions 2 & 3: SHIFT WHAT YOU SAY**

Connecting what you *say* to the positive evidence you *see* is the basis for inspiring high-impact communication.

In Session 2 of the program, you will learn how to craft a message 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

In Session 3 of the program, you will learn how to deliver your high-impact message with power & presence.

#### **Session 4: 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 Session 4 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

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### *Program Hours:*

We understand that it is challenging for leaders to spend time away from the office (virtual or otherwise). Therefore, we have structured the sessions for half-days, to allow for office hours each day, as well.

Session 1 – 8:00am – 12:00pm (all times are Central time zone)

Session 2 – 8:00am – 12:00pm

Session 3 – 8:00am – 12:00pm

Session 4 – 8:00am – 12:00pm

LIMITED SIZE. Leaders can choose from two workshop formats:

- 1) Come together in an open enrollment format, with a group of 6 to 12 leaders from a variety of organizations. You will enjoy a rich, diverse learning experience as you interact with high-performing leaders facing different (and possibly some of the same!) organizational challenges.
- 2) Gather 6 to 12 leaders from your own organization to learn together and work on the biggest challenges you face and that will propel your organization forward.

### **2020 Session Options:**

Customized 4 half-day sessions are available for your team, company or organization.

Please contact us to discuss specific arrangements and scheduling.

Open enrollment dates being offered for this year include:

August 18-19 & 25-26 (i.e.-Session #1 is Aug 18; #2 is Aug 19; #3 is Aug 25 and #4 is Aug 26)

September 10-11 & 17-18

October 21-22 & 28-29

**Fee:** \$2,950/person (includes workbook, the Lead Positive book), *Not for profit and group pricing available.*

**Facilitated by:** Partners at The Cramer Institute

**On-Line Program Platform:** Your in-house platform or Zoom meeting rooms for open enrollment sessions

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