



## LEADERSHIP DEVELOPMENT PROGRAM

For over 30 years the team at Smart Tribes Institute (STI) has been helping leaders and their teams achieve remarkable results. STI helps companies get reliable revenue, passionate teams, and profitable growth via their potent neuroscience techniques that profoundly boost leadership, enrollment and engagement.



**Christine Comaford**  
Neuroscience-Based  
Leadership & Culture Coach  
CEO, Smart Tribes Institute

- Does your company have high potential team members that are ready to become super stars?**
- Do you want to ensure they rapidly refine their communication and interpersonal management skills?**
- Do you want a proven plan to boost their influence as leaders - to take on more responsibility, increase their results, and become more accountable for implementing the company vision?**
- Do you want your team to save hours of your time and increase the effectiveness of your leadership?**

*The SmartTribe tools and coaching in the Leadership Development Program are great and have changed how I work. I **have learned a lot about being a more effective communicator**, particularly by using Meta Programs and the Outcome Frame. It supports our efforts to improve cross-functional collaboration and make decisions that everybody is committed to as our organization grows. I am now more likely to initiate direct conversations when emails start to get long. The coaching has also helped me more effectively manage and use my time to make better decisions. It is so tempting to just deal with the urgent day-to-day activities as they arise, but now I intentionally set aside time for the longer-term strategic projects that move the needle. The Leadership Program has been very helpful to rethink how I work and communicate!*

**~Andy Szeto, Product Manager  
Server Technology, Inc.**



*“STI’s Leadership Development Program is helping our leaders perform at a much higher level. **The increase in their level of accountability, influence, focus, clarity in communication, and sustainable results is profound.**”*

**~Rick Thompson, VP Talent Management  
Rising Medical Solutions**



## ABOUT THE LEADERSHIP DEVELOPMENT PROGRAM

The Leadership Development Program (LDP) is a coaching and training program designed to cultivate and increase the influence of key team members – the ones who you are relying on to lead from within. It is appropriate when a company wants to:

- Grow current staff into management team members who take charge of maximizing their own potential and their bottom line contribution.
- Optimize executive time by increasing the strategic thinking of staff and their ability to prioritize in line with company objectives.
- Increase companywide accountability, creating a culture that is motivated towards achieving a common vision and has the influencing skills to do it.
- Accelerate a cultural change by increasing engagement, ownership and communication skills.

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



# STRUCTURE OF THE PROGRAM

The LDP is an intensive six month program designed to allow team members to learn and implement the new science of compelling leadership. The program includes live group training, webinars (1 hour each), assessment and individual coaching. All webinars are recorded and participants have access to them until the next webinar.

Experience has shown us that the LDP works best with a minimum of six participants and a maximum of eight. It is appropriate for team members from the VP level on down, and is best delivered to groups of peers (i.e. approximately the same supervisory level but possibly different functional areas). In cases where it will be necessary to train more team members than fit into one group, it is possible to run multiple classes in parallel.



## MONTH 1

- Kick Off Webinar – lays out program details, reviews the Leadership Effectiveness Pyramid, and how to set individual needle movers. Covers Focus level more deeply, presence techniques, addressing team issues immediately, and lays groundwork for using anchors to shift one's own state.
- Assessment (administer and review results individually), STI Leadership Effectiveness Assessment, and Meta-Programs. Results of assessments are confidential except in aggregate.
- Live Training – Influencing Outcomes, Increasing Connection through Rapport (3 hours). Learn, practice, and apply to business scenarios four dimensions of rapport skills.
- Individual Coaching – two 90 minute sessions

## MONTH 2

- Webinar: Meta-programs – covers the fifth dimension of Rapport in more depth: Meta-programs.
- Individual Coaching – two 90 minute sessions

## MONTH 3

- Webinar: Clarity – covers Growth Mindset principle, linking vision and planning, clarifying question patterns, Outcome Frame and reviews Problem to Outcome and Influencing Phrases.
- Individual Coaching – two 90 minute sessions

## MONTH 4

- Webinar: Accountability – covers Accountability principle, Kaizen principle, Goal Setting application and Feedback – what to do when team member is not accountable.
- 2nd Live Training – 2 ½ - 3 hours - Advanced Applications of Leadership Skills (effective meetings, giving and receiving feedback, handling conflict (Rapport Level 2), strategic thinking, applying outcome focus to Vision/Brand implementation)
- Mid-program assessment (individual results available to executive team – two way assessment (how are we doing and what results are team members already experiencing)
- Individual Coaching – two 90 minute sessions

## MONTH 5

- Webinar: Influential – covers (reviews) Rapport principle, Meta Programs and Tension Triangle
- Meeting application, and Empowerment Language techniques.
- Individual Coaching – two 90 minute sessions

*"Before working with STI I wasn't sure how to envision and evolve to the next level. STI helped me clear my limiting beliefs, expand my vision, look into the blind spots that had held me back. Then we formed a solid strategy for how I could best serve my company.*

***The result is that within 6 months I stepped into a remarkable new role that we handcrafted together. I am now contributing to my company in ways I had only dreamed of before. My work is a profoundly fulfilling experience—every day I know I make a difference! Recently I received our 'Rockstar of the Month' award for my leadership growth, dedication and passion.***

*Thanks, STI, for fine tuning all aspects of my life and for helping me to become what I always knew I could be! And to my company, thank you for investing in me and my future."*

ReliaMax

**~Heather Sanow  
Director of Training and Communications  
ReliaMax**

## MONTH 6

- Webinar: Sustainable Results– covers Energy Management principle, Presentation Skills application, and Mindset Optimization technique (how to use Neuroscience to manage own state).
- Individual Coaching – two 90 minute sessions

Coaching is via phone or GoToMeeting. Participants have access to coach between sessions for quick 10-minute questions or by e-mail.

## ROI AND INVESTMENT

We take great pride in the ROI in developing your team. Below are some results from past Leadership Development program graduates. Note that all results are within 6 months or less of program completion:

- 97% tangibly contributed to increasing key executive strategic/high value time by 5-15 hours per week.
- 63% received a promotion to a role with increased responsibility and management of others.
- 100% increased their ability to significantly influence others and outcomes.
- 86% reported getting more done in less time due to the accountability techniques they learned.
- 100% reported the ability to apply communication techniques and thinking styles both at home and at work and a resulting increase in personal fulfillment.

The investment is \$2,500 per participant per month for the six month term.

## THE PROCESS

To be effective, this program must be positioned as a prize to be won by those who are demonstrably committed to excellence.

We recommend that entry into the Leadership Development Program is by application.

Below please find sample application questions. We have found the most effective process to be: 1) announce the program and offer individuals 5 business days to complete the application, 2) within 2 weeks of the application deadline announce the selected participants, and 3) from there, you'll want to launch the program within 2 weeks.

*A sample application is attached for your reference.*

*The Leadership Development Program has brought us closer together as a leadership team. We have built on that by bringing our teams together more often so they can share in each other's wins and have sympathy for each other's pain points. **It has helped us navigate some big challenges with greater transparency, accountability, and trust across functions.** The SmartTribes tools together with the coaching have helped me to see myself more clearly and appreciate the perspective of others. I have gained the greatest level of confidence in our ability to constructively work through difficult situations. The program has also prompted me to set aside more time for mentoring, a part of my job I really enjoy, but often put on the back burner. This experience and the tools have given me great reference points for ways to further advance the individual development of each of my team members. The program has been very valuable to for me personally and for the company.*

**~Jackie Caton, Director of Sales Operations  
Server Technology, Inc.**



*I feel fortunate to have participated in the Leadership Development Program through SmartTribes Institute. My primary goal in attending this program was to become more comfortable with conflict as a manager, and secondarily, to develop and refine skills that would help me grow as a leader. Before the program I avoided conflict, preferred not to give feedback, and my department had lower morale than I now know it could have had. **The program far surpassed my expectations! Many techniques were used in the training process, all of which were extremely effective.** The individual sessions provided a means for me to integrate the training by discussing specific issues within my department and gaining insight into different methods that might be effective in handling what, to me, were considered difficult situations. **I highly recommend the Program** to any and all who are interested in their own personal growth, and in creating better results for their team. I now feel more comfortable and confident in my feedback skills, and I am capable of immediately and effectively working to resolve the people issues that arise in the course of doing business. By increasing my strategic thinking I have been able to apply the skills in ways that have increased the engagement and results of my team.*

**~Judy Donofrio RN, CCM, CPC, Technical Manager  
Medical Review Unit, Rising Medical Solutions, LLC**

## NEXT STEPS

Contact us at 415-320-6580 or  
[Ops@SmartTribesInstitute.com](mailto:Ops@SmartTribesInstitute.com) to discuss your  
Leadership Development Program.





# SAMPLE APPLICATION EMAIL

## (FEEL FREE TO EDIT OR NOT USE AT ALL):

Dear \_\_\_\_\_,

As you know, we are deeply committed to building leadership in our company. We are pleased to introduce the new [Company Name] Leadership Development Program. We anticipate accepting \_\_\_ (8 recommended per group) candidates to participate in this program.

Applicants for the Program will possess a deep burning desire to grow professionally and personally, and have the commensurate courage for this bold undertaking.

If you are interested in participating, please apply by answering the following questions within 2 pages in essay form. Please send completed applications to \_\_\_\_\_ by close of business \_\_\_\_\_ (5 business days recommended). We will announce the participants on \_\_\_\_\_ (1-2 weeks later recommended).

**Definition of leader:** A leader is a person who influences others towards the achievement of a goal, toward a bold undertaking, toward improving themselves, their colleagues, their company. A leader elevates others.

1. Leaders come from all areas and positions in life, how specifically do you want to grow as a leader?
2. What are the top 3 personal challenges you currently face as a growing leader?
3. What are the greatest challenges you currently face at work?
4. How do you feel the Leadership Development Program will affect those challenges?
5. Why you should be chosen as a participant?
6. What are your overall expectations of this program?
7. What are you doing outside of work to grow as a leader?
8. How could you demonstrate your desire and passion to be a part of this Program (be creative!)?
9. The new Leadership Development Program will require you to stretch and grow yourself and your abilities, as well as help you shift any behavior patterns that are currently holding you back. This is hard work and is not for everyone. Further, this 6-month program includes partial day trainings each quarter, monthly webinars, and 2 phone meetings per month. If selected are you willing and eager to commit to this program?

Thanks in advance for your passion and desire to participate in this program!

*When I first started the Leadership Development Program I estimated that 90% of my time was being spent putting out fires and I wanted to improve the performance and visibility of my team. **The most important thing I got out of the program was how to be more effective as a leader and also learning that being a leader doesn't just mean leading your team. It means influencing others outside your team and people more senior than you in an organization.** I also leveraged the coaching sessions to figure out how to spend 80% or more of my time on "High Value-added Activities" and to learn not only to delegate more, but to delegate in such a way that my team gets to develop themselves. We are now seen more and more as internal consultants rather than reactive problem solvers, I am able to spend my time on strategic initiatives, and have begun to build my reputation and connections both within and external to my company.*

~Kiran Sivaraam  
Director of Infrastructure  
Rising Medical Solutions, LLC

