



# Leadership Masterclass

## 3 Critical Competencies

Imagine upgrading your middle managers at scale. In just 30 days!

**30 Days, 3 Objectives, 1 Leader**

# The State of Leadership Development Report

82%

Say their managers are **NOT** very effective at **delivering business goals**

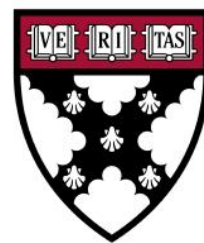
75%

Rate their leadership development programs as **NOT very effective**

19%

Say their org is “very effective” at **developing leaders at all levels**

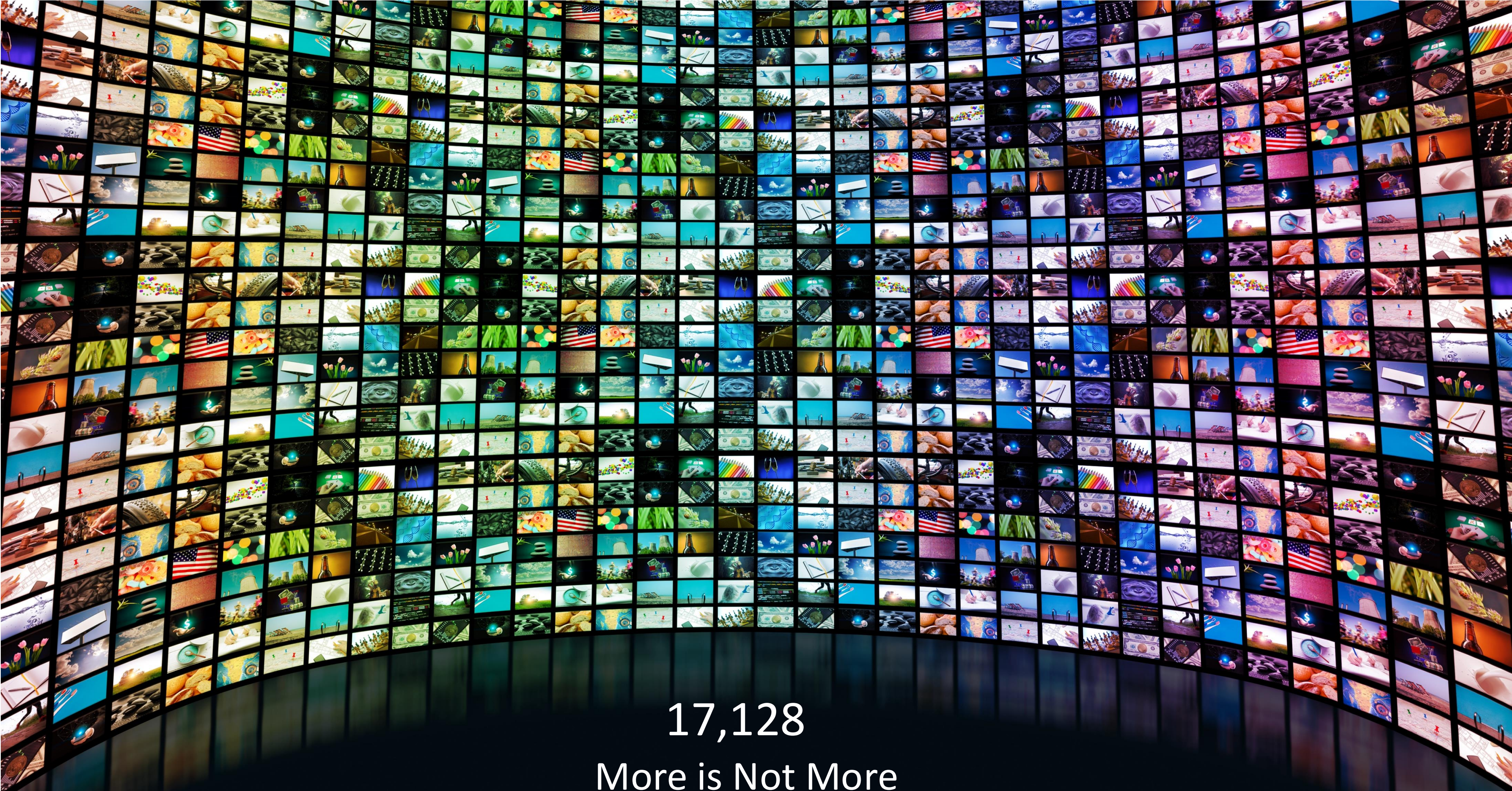
*“Our survey suggests that many L&D organizations are falling behind in their ability to exert a measurable impact on business performance. The challenge for L&D is simple: Deliver and Innovate.”*



**Harvard**  
**Business**  
**School**

**How did we get here?**





17,128  
More is Not More

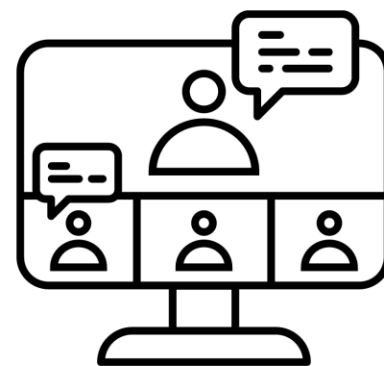


# LEAD IN 30

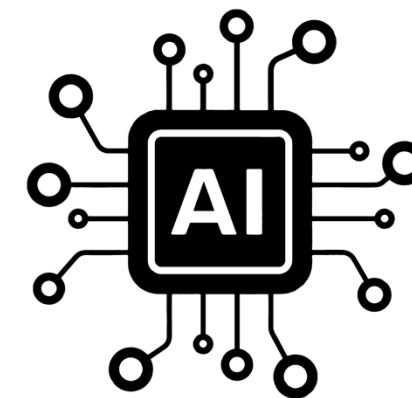
Blended-Learning



Cohort-Based



AI-Enabled



# The Course



The natural state of teams is  
dysfunction.



**The 1<sup>st</sup> Leader**



**The 2<sup>nd</sup> Leader**





The 1<sup>st</sup> Leader

The Pleaser



The 2<sup>nd</sup> Leader

The General





## The 1<sup>st</sup> Leader

“The Pleaser”

Struggles to create clear priorities

Slow to make decisions

Poor manager of conflict

Want to keep everyone happy



## The 2<sup>nd</sup> Leader

“The General”

Everything is urgent and vital

Creates conflict

Micromanages

Only cares about the objective



# The 3<sup>rd</sup> Leader

Their team feels inspired, focused, and empowered because the 3<sup>rd</sup> Leader **creates ownership.**



# Problem

Leader Patterns suggest that most of naturally show up as the 1st or 2nd Leader.

# Principle

Learn to become the **3rd Leader** by installing **LeaderOS™** into your workflow.



Anyone can become The 3<sup>rd</sup>  
Leader with the right system in  
place.







# Our Approach





# Clarity

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

<b>PRINCIPLE</b>	Key Results		
<b>SKILLS</b>	Create TKRs	Make them RPM	"Every Meeting, Every Time"
<b>STRATEGIES</b>	Identify Your OKRs Create TKRs from Mission, Management, or Metrics	Repeatable Purposeful Measurable	Small Changes Consistent Review Follow-Up
<b>COMPETENCIES</b>	Setting Vision & Strategy Understanding the Organization	Setting Vision & Strategy Innovation	Team Communication Influencing Others Social Intelligence





# 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.”

<b>PRINCIPLE</b>	Awareness isn't Alignment		
<b>SKILLS</b>	Make the Case	Gauge & Discuss	Get Involved
<b>STRATEGIES</b>	Explain the “Why” Describe the “Pain” & “Gain” Tell Compelling Stories	Score It Private & Public Discussion “Control What You Can”	Map the Workflow Identify Direct & Indirect Involvement
<b>COMPETENCIES</b>	Setting Vision & Strategy Team Communication Influencing Others	Problem-Solving Social Intelligence Conflict Management	Influencing Others





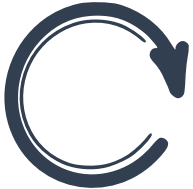


# Movement

“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.”

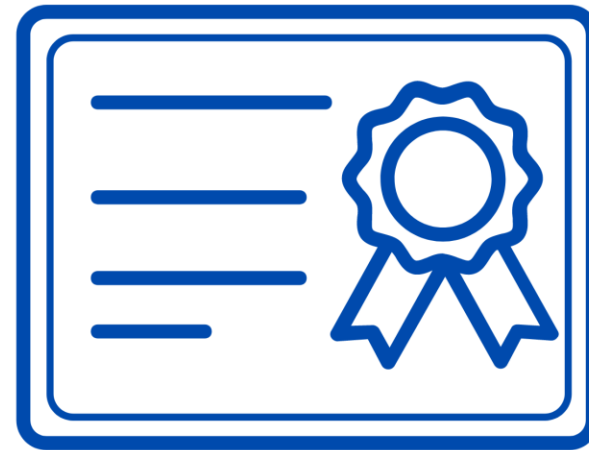
<b>PRINCIPLE</b>	Social Script	
<b>SKILLS</b>	What's the Script?	Rewrite the Script
<b>STRATEGIES</b>	Identify Your Scripts: Team, Narrative, Status Quo, Blame, Distance, and Negativity	Enable New Behaviors Create New Experiences
<b>COMPETENCIES</b>	Problem-Solving Team Communication Social Intelligence	Problem Solving Setting Vision & Strategy Influencing Others

# Learning Journey

ACTIVITY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKEND	MONDAY
<b>LIVE CLASS</b> VIRTUAL						
<b>PORTAL</b> 30MIN, ONDEMAND						
<b>PEER HUDDLE</b> 30MIN						

# What's Next?

## Certification



**You can become a certified trainer  
in the Lead In 30 Course.**



# Trainer Certification



[www.leadin30.com/certification](http://www.leadin30.com/certification)

**You become certified trainer!**  
**NO CHARGE ~~\$2995~~/person**