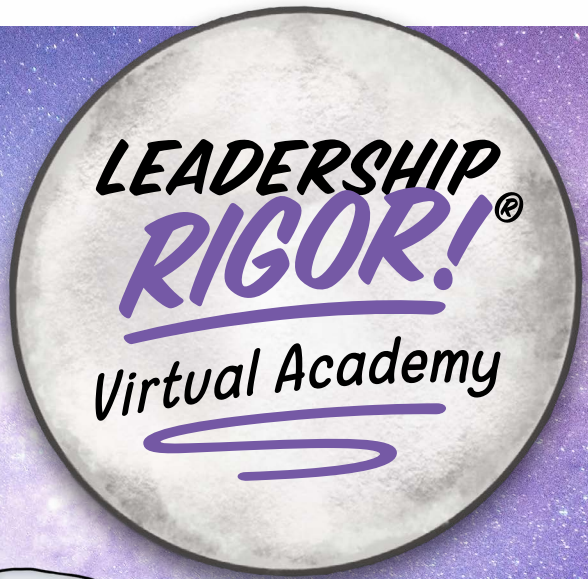


NEXT GENERATION
Leadership Development



*Innovative Learning
Practices Developing*
***CHANGE-READY
LEADERS***

Where The **MAGIC** Happens

<p>CONTENT</p> <ul style="list-style-type: none"> • Comprehensive • Progressive • Integrated 	<p>DESIGN</p> <ul style="list-style-type: none"> • Elegant • Structured • Animated 	<p>PLATFORM</p> <ul style="list-style-type: none"> • Clean • Easy • Playful
<p>SKILLS</p> <ul style="list-style-type: none"> • Aquisition • Application • On the Ground 	<p>LEADERSHIP RIGOR! Virtual Academy</p>	<p>CUSTOMIZED</p> <ul style="list-style-type: none"> • Look & Feel • Approaches • Experiences
<p>CERTIFICATION</p> <ul style="list-style-type: none"> • Achievement • Each Part! • Mastery! 	<p>CONTEXT</p> <ul style="list-style-type: none"> • Connection • Anchor • Culture 	<p>ENGAGEMENT</p> <ul style="list-style-type: none"> • Collaboration • Community • Enterprise



Advance Your Talent's
LEADERSHIP SKILLS
With A Customized
Learning Journey!

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NOW AVAILABLE!

LEADERSHIP RIGOR![®]

Virtual Academy

Designed for progressive organizations who are looking to **inspire a learning and leadership culture**, the *Leadership Rigor[®] Virtual Academy* is a fun and engaging immersive experience that can be customized for your needs!

Whether you need to upskill, retain or accelerate the development of your Leadership Talent Bench, you will want to learn more about this ground-breaking **Enterprise Program!**

We are now offering **“Charter Memberships”** for the *Leadership Rigor[®] Virtual Academy*. Explore how it can transform your organizational potential into performance across all aspects of your business.



This Leadership program is comprehensive and elegant in **DESIGN** while also being easily accessible in **DELIVERING** contemporary learning that is **IN DEMAND, ON DEMAND!**

Read on to discover how the speed of learning can be your new **Competitive Advantage**. Are you Ready to Seize the moment? Or as we like to say...



LEADERSHIP RIGOR!
Virtual Academy

Content

- Comprehensive
- Progressive
- Integrated



Advance through (3) Levels of Progressive Learning

Comprehensive Modules on Leadership **Fundamentals** Provide a Solid Foundation for Your Learning.

Integrated into Each Part of the Program is a Unique **Signature Model** that Outlines a Critical Thinking Skill as well as a Roadmap for How to Use It.

Resolve the **Leadership Tension** in each of the (3) Parts of the Program to Progress Forward on Your Personal Learning Journey.

<p>LEADERSHIP RIGOR! Virtual Academy</p> <p>LEADING YOURSELF</p> <p>Click any icon to proceed</p>	<p>THE FUNDAMENTALS</p> <ol style="list-style-type: none"> 1. Creating your leadership mindset 2. Creating your leadership practice 3. Creating your leadership voice <p>THE SIGNATURE MODEL The Progressive Mindset™</p> <p>THE TENSION TO RESOLVE Crossing the knowing-doing gap</p> <p>MINDSET PRACTICE VOICE MODEL TENSION</p>
<p>LEADERSHIP RIGOR! Virtual Academy</p> <p>LEADING TEAMS</p> <p>Click any icon to proceed</p>	<p>THE FUNDAMENTALS</p> <ol style="list-style-type: none"> 1. Building healthy team dynamics 2. Building the work together 3. Building alignment across the enterprise <p>THE SIGNATURE MODEL Analytical Rigor™</p> <p>THE TENSION TO RESOLVE Becoming a practitioner and a philosopher</p> <p>TEAM TOGETHER ACROSS MODEL TENSION</p>
<p>LEADERSHIP RIGOR! Virtual Academy</p> <p>LEADING ORGANIZATIONS</p> <p>Click any icon to proceed</p>	<p>THE FUNDAMENTALS</p> <ol style="list-style-type: none"> 1. Shaping the leadership roles 2. Shaping the operational platform 3. Shaping your future landscape <p>THE SIGNATURE MODEL Organizational Excellence™</p> <p>THE TENSION TO RESOLVE Being an entrepreneurial or an enterprise leader</p> <p>ROLES PLATFORM FUTURE MODEL TENSION</p>

Deepen The Learning with Interactive + Reflective Questions



Program Content Integrates **Breakthrough** Engagement Techniques to Capture and Hold Learner Attention!

Opportunities to Internalize the Learning Material with Personal Reflections.

Opportunities to Challenge and Shape Your Perspective with Interactive Peer-Level Engagement.

Is it your natural preference to **GIVE** trust or do you prefer that others have to **EARN** your trust?

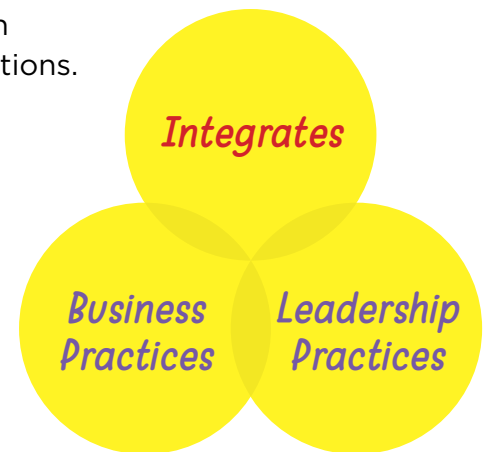
GIVER **EARNER**

Business + Leadership Tools are INTEGRATED Together

Both Leadership Models and Business Models are Included so you Learn How to Apply **INTEGRATED** Solutions.

Watch-Outs as well as the **Best Practices** are Highlighted so you can Apply Your Learning On the Ground with Confidence!

ARCHETYPE Profiles are Explored so you can Learn More About Who you are and How to **Fully Leverage** Your Strengths!





Elegant DESIGN Captures Attention + Drives Engagement



Whiteboard Animation Brings the Learning to Life in Color!

LEARNING OBJECTIVES

Your **Curriculum** Roadmap.

LEARNING ASSESSMENTS

Test Your **Knowledge + Retention.**

LEADERSHIP CHALLENGES

Opportunities to **Apply Learning** On the Ground + In Real Time.

Micro-Learning Segments INSPIRE Commitment

Each Session is Comprised of Micro-Learning Segments with **1-3 Minutes** of Content for Whenever You Have Time to Invest in Yourself!

Each Session Averages Between **10-25 minutes** in Length (76 Sessions in the Program).

Full Program length is **21 Hours** and Each of the (3) Parts Contain 7 hours of Content Material.

LEADING YOURSELF LEADING TEAMS LEADING ORGANIZATIONS

Learning Experience DESIGN includes BOTH Individual (Asynchronous) + Collaborative (Synchronous) Dynamics

Individual Time to Deep Dive, Explore and Absorb the Content Material.

Community Sharing Forums Reveal New Insights and Perspectives.

The Goal - Connect Program CONTENT to Your Company CONTEXT.

The Result - Transform Skill Acquisition into Practical Skill Application.



Welcome To Your Learning Platform!

You Will Have Access to a wide range of **Academy Resources** including Books, E-Books, Podcasts, Articles and Supplemental Video Content!

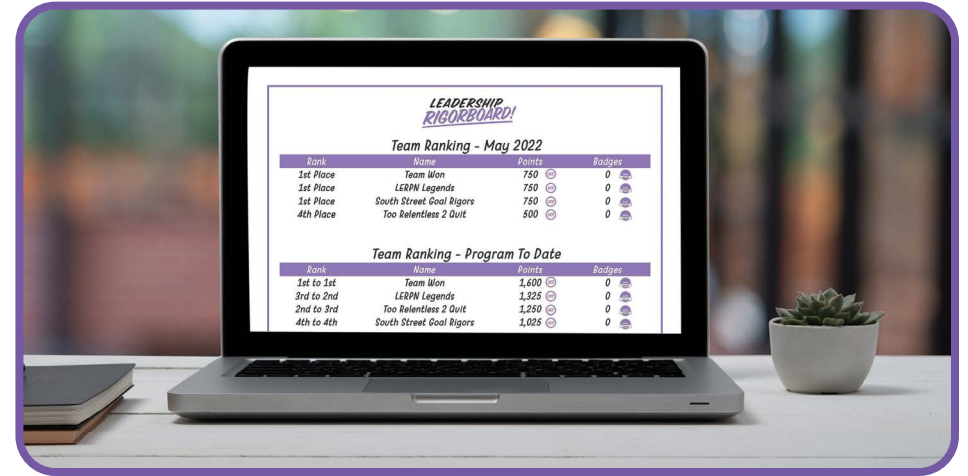


Clean and Easy To Use Web-Based Platform is **Available On Demand 24/7** at your Fingertips!



Playful Competition on The Rigorboard

Gamification is part of the Program! You and Your Team can Playfully Compete for Points and Bragging Rights! Check your Individual or Team Rigorboard for the Latest Rankings!



Interactive Social Networking

Our Platform allows you to **Post Messages** to the Entire Community or Your Privately to Your Team Members Only! You can also post questions directly to your Team Coach.

Share Videos, Pictures and Create Opinion Polls to Canvas Your Colleagues on their Thoughts or Ideas Related to the Material you are **Learning Together!**

Quotes



Opinion Polls



Comments



LEADERSHIP RIGOR!
Virtual Academy

Skills

- Acquisition
- Application
- On The Ground



Your New Competitive Advantage is The Speed of Learning!

Learning Agility is the ability to acquire a new skill and then quickly apply it! In today's VUCA (Volatile, Uncertain, Complex and Ambiguous) World, Leaders need to be AGILE, have a **GROWTH Mindset** and Be a **Lifetime Learner**.

You Need **AGILITY** In A **VUCA WORLD**

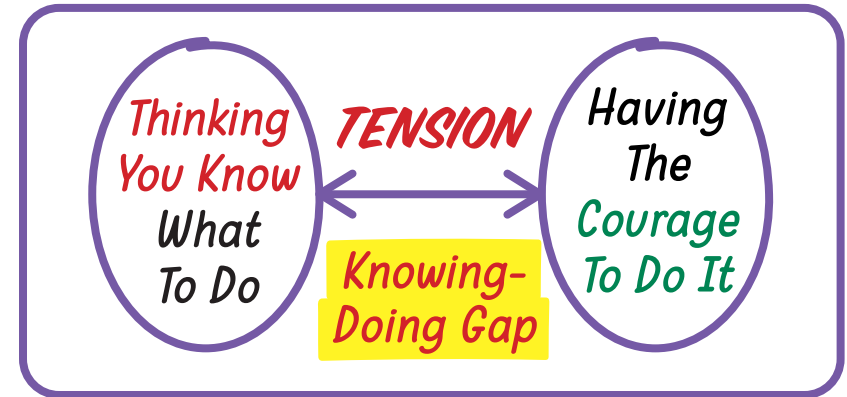
As the saying goes, "What Got You Here, Will Not Get You There," so Learning will be the **Differentiator** and **Accelerator** for the FUTURE! Will You and Your Talent Bench Be Ready to Compete and Win?

Future Proof Your Organization by cultivating a **Learning Culture!** Collaborative Peer Group Learning is Engaging, Fun and Rewarding. Our Program is Designed to Assist You and Your Executive Leadership Team Achieve this Outcome!

Accelerate Your Learning in 2-Ways!

Skill **Acquisition** and Skill **Application** Opportunities are Both Structurally Embedded into the Program so You Get Results On The Ground (OTG)!

Crossing the Knowing-Doing Gap is What Matters Most! And, this is WHY it is Your **First Tension to Resolve** in this Program.



While Skill Acquisition is fun for many, Skill Application is What Leadership is all about! **This Takes Courage!**

To Ensure Your Colleagues Feel Supported in the Learning Environment and are Willing to Take Risks, Leaders Must Create **Safe Space**—this is the MAGIC that unlocks Courage and Puts Leadership Skills to Work On the Ground (OTG)!

Building Your Talent Bench Readiness for the Future Requires **Upskilling, Reskilling and New Skill Building!** It also Requires the Courage and Confidence to Apply Skills!

The **Leadership Rigor® Virtual Academy** will help you **Achieve BOTH** Skill Acquisition and Skill Application.



LEADERSHIP RIGOR!
Virtual Academy

Customized

- Look & Feel
- Approaches
- Experiences



Academy Memberships + Services Customized to Your Goals

Subscription Model Program Based on Number of Participants.

Enterprise Participation Accelerates both Talent Bench Development and Cultural Evolution.

Program Design and Duration are **Flexible to Your Needs**

Select Program Services at the Plus, Premium or Platinum Level.

Customize Your Academy Membership:

Inclusive **Progressive** **Exclusive**

Customize Your Services:

PLATINUM **PREMIUM** **PLUS**

Customize Your Company Experience

Your Homepage Design is Customized to your Company **Look + Feel**. Academy Coaches will Provide On-Going Social Messaging to **Inspire Engagement** Across Your Community.

Gamification Options Drive Accountability and Team Building through Competitive Play that is tracked on Your Rigorboard!

Academy Coaches provide **Webinars and Q+A Sessions** to Deepen Your Content Learning.

Monthly and Quarterly **Reporting Options** Provide Insights on Your Team as well as Your Full Community Program Experience.

Our Exclusive Train the Trainer **Rigonaut™ Program** for Your Emerging Leaders Anchors Your Ownership for the Learning Journey within Your Organization.

Program Length Can be Selected (12-36 Months)

Choose a 3-Year Program Duration or Accelerate it!

Upfront **Readiness Workshops** Jumpstart Your Program Launch.

Option to Retain Academy Subscription Post Completion.

Program Calendar:

<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
PART 1: LEADING YOURSELF	PART 2: LEADING TEAMS	PART 3: LEADING ORGANIZATIONS
THE FUNDAMENTALS 1. Creating your leadership mindset 2. Creating your leadership practice 3. Creating your leadership voice	THE FUNDAMENTALS 1. Building healthy team dynamics 2. Building the work together 3. Building alignment across the enterprise	THE FUNDAMENTALS 1. Shaping the leadership roles 2. Shaping your operational platform 3. Shaping your future landscape
THE SIGNATURE MODEL The Progressive Mindset™	THE SIGNATURE MODEL Analytical Rigor™	THE SIGNATURE MODEL Organizational Excellence™
THE TENSION TO RESOLVE Crossing the knowing-doing gap	THE TENSION TO RESOLVE Becoming a practitioner and a philosopher	THE TENSION TO RESOLVE Being an entrepreneurial or an enterprise leader



A Leadership Achievement Certification Program

Receive Validation and Recognition for **Your Learning Journey.**

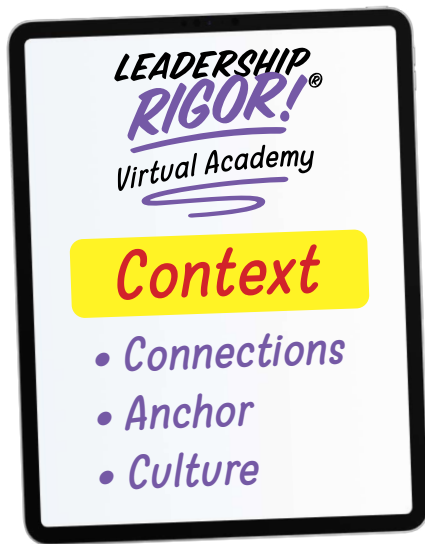
Certificates of Achievement are **Awarded** for Completing Each of the Program's (3) Parts.



Become Master Certified after Completing the Requirements Outlined in Your Company's Custom Designed Program

Upon Full Program completion, the Leadership Rigor **Master Certificate** will be awarded to qualified participants.





CONTEXT meets CONTENT On the Ground + In Real Time

Through **Facilitated Discussions**, You Will Connect the Content of the Program to the Meaningful Insights and Wisdom of your Company Context.

Anchor Your Company Values of “How We Do Things Around Here” into Discussions as you Explore the Material Together Making the Relevant Links!

The Impact is **Your Talent Bench Development and Cultural Evolution are Accelerated** as Conceptual Learning is Shared along with Practical Applications.

The Realities of What, How + WHY things Work or DO NOT YET Work in Your Organization will be **Revealed!**



A Multi-Generational Approach To Institutionalize Your Company Knowledge

Four and potentially five generations now make-up the typical workforce and each generation has preferences for how they learn and work. The **Leadership Rigor® Virtual Academy** provides immersive forums and formats to connect **content to context** to facilitate the **transfer of institutional knowledge** from one generation to the next.

The power of **peer group collaborative learning** is a best practice we leverage broadly throughout the program.

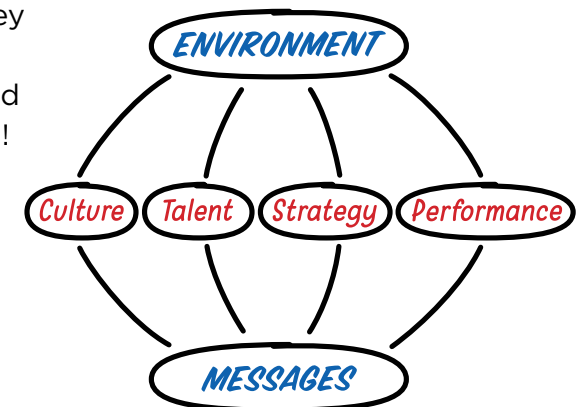


Create Your Cultural Competitive Advantage with Leadership!

Put Your Leaders on the Pathway of **Creating Organizational Excellence®** within Your Company as they Learn about the “Book of Work” Required to Scale and Sustain Your Future Growth!

The Models and Frameworks in our Customized Leadership Learning Journeys have been Co-Created, **Time Tested and Validated with our Clients** for over 15 Years.

The **ORGANIZATIONAL EXCELLENCE®** Model



Accelerating Change Readiness In Leaders

Our core insight is that **content**, which is typically the centerpiece of all training and development programs, can only be fully absorbed and leveraged across your enterprise if (2) critical links are simultaneously secured.

LINK #1 Don't Let Your Content Learning Be "OUT OF CONTEXT"

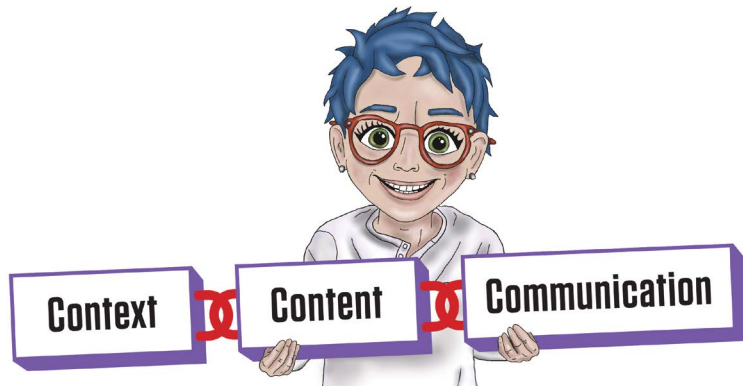
The first critical link to ensuring that leadership learning has impact is to make it be clearly **relevant to your company context**. This means framing it in the context of your culture, your lifecycle stages, and the dynamic challenges of your organization at this time.

LINK #2 DO Let your Content Learning "OUT OF THE ROOM"

While the context and content link makes the dynamics of change immediately impactful, the mid- to longer-term challenge is to enable the communication to be appropriately **cascaded down and across the enterprise**.

Without communication to your broader community, the learning that takes place in any workshop or journey has a high risk of never making it out of the conference room.

This is why we are so excited to provide the Leadership Rigor® Virtual Academy as an opportunity to reach **all members of your organization** with this Learning Experience.

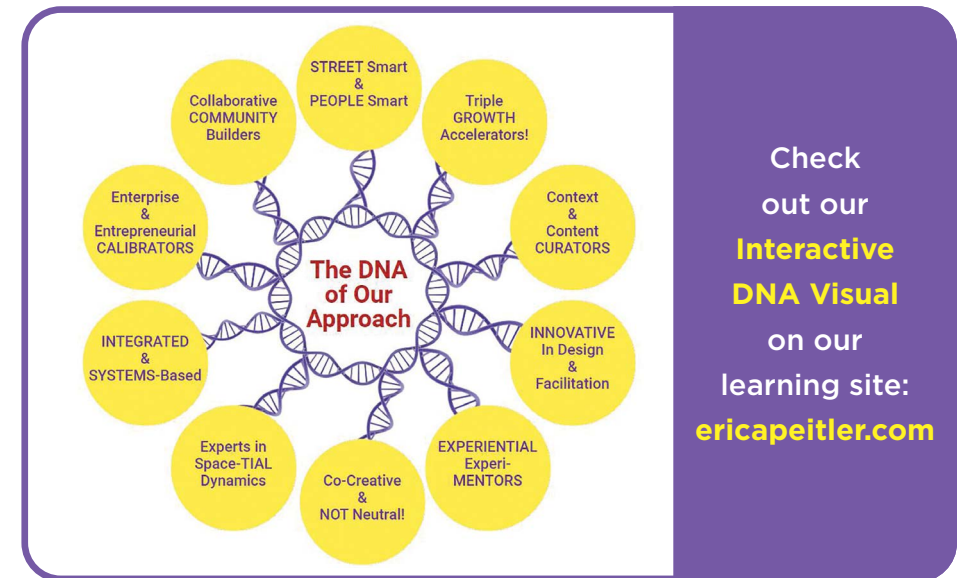


The DNA of Our Approach is Street Smart and People Smart!

Throughout the **Leadership Rigor® Virtual Academy** Program, your organization will gain an understanding of **HOW to Balance** Your Entrepreneurial Spirit with your Newly Emerging Enterprise Leadership and Business Skills.

We **Connect** the Dots with you and assist you in Creating your BIG PICTURE Roadmap for Today and Tomorrow using our unique methodologies.

This, along with your engaging discussions, will be a talent and cultural game-changer!



Leadership is a DIFFERENTIATOR!

Your People Make the Difference in Your Success.

You can INSPIRE their Learning and Growth by Inviting them to Develop and apply the Skills Needed for Today's VUCA World by actively engaging in the Leadership Rigor® Virtual Academy!

The Outcomes will be Breakthrough Performance and Productivity across organization.

Rigonaut™ Train the Trainer Program for Emerging Leaders

You will **Co-Create and OWN** the Entire Program Experience for your Organization! We assist you in **Selecting Emerging Leaders** for Advanced Training—**Your Rigonauts™** who will become more confident in Leading Leaders!

We will coach **Your Rigonauts™** and provide them with the Resources for Guiding Discussions that will Assist your Organization in **REVEALING and RESOLVING** your Challenges as well as your Opportunities through New Skill Applications!

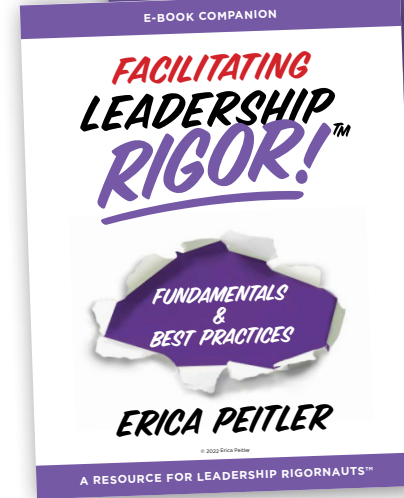
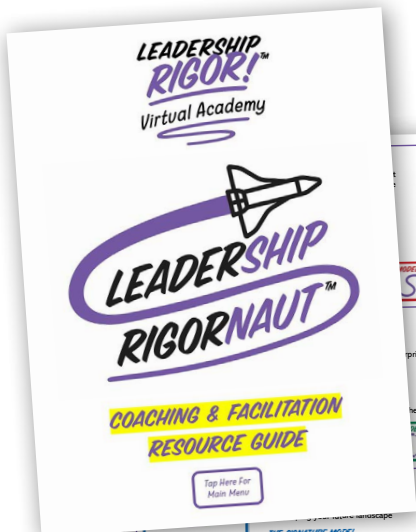


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Creating Your Leadership Mindset

THE FUNDAMENTALS

1. Creating your leadership mindset
2. Creating your leadership practice
3. Creating your leadership voice

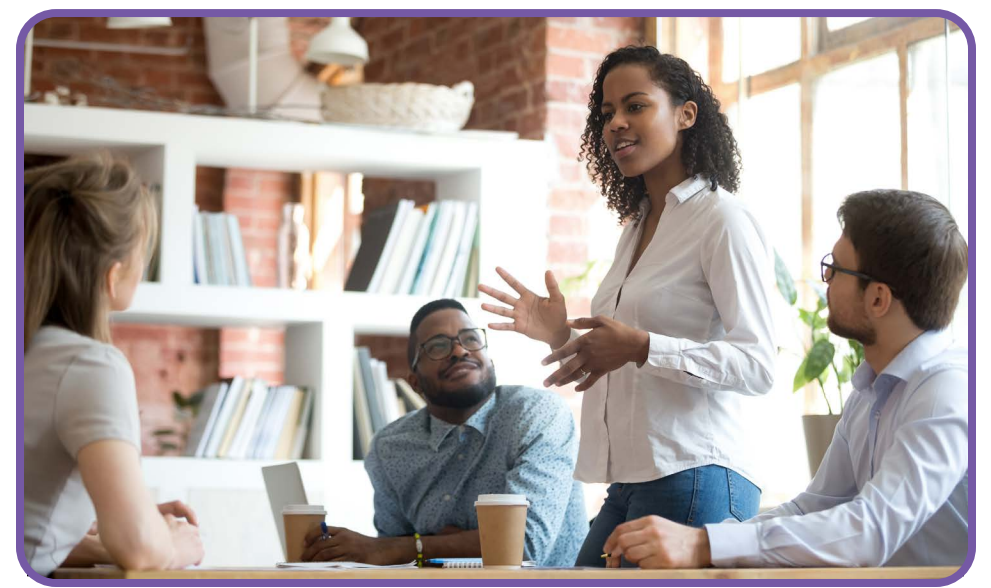
THE SIGNATURE MODEL
The Progressive Mindset *

THE TENDON TO REFOCUS
Crossing the knowing-doing gap

CHAPTER ONE	CHAPTER ONE	CHAPTER ONE
SESSION 1 Introduction to Creating Your Leadership Mindset	SESSION 5 The Performance Framework + Your Hardening	SESSION 9 Leadership Is In Service Of Others 2
SESSION 2 The Mindful Leadership Model	SESSION 6 Leadership Is Emotional 1	SESSION 10 Leadership Is In Service Of Others 2
SESSION 3 The (2) Coretenets Of Leadership - Communication	SESSION 7 Leadership Is Emotional 2	SESSION 11 Leadership Is In Service Of Other 2
SESSION 4 The (2) Coretenets Of Leadership - Relationships	SESSION 8 Leadership Is Emotional 3	

Facilitation Tips
Review Assessment together on video screen or discuss from workbook.
Remind each member that repeated assessments add value on the leaderboard and improve team forward trajectory.
Reintroduce team on reflection - Celebrate your learning session together!

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Socially Engage + Community Build Across Your Organization

Everyone is on the **Journey Together** Creating a Community Experience — including your Executive Leaders.

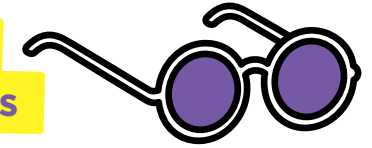
Both Communication and Relationships are **Strengthened!**

Using Common Tools + Language Impacts **Cultural Cohesion.**

Accelerate Your **Speed of Business** Across All Interfaces!



Turbo Charge INCLUSION + Create DIVERSIFIED Teams



You will **Design Teams** Based on a Variety of Lenses:

- **Life-Cycle Stage** may Benefit from Multi-Generational Collaboration
- Centralized Structures may Benefit from **Cross-Functional Team Engagement**
- **Global, Regional + Local** Collaborations can fortify distant relationships and build trust across the enterprise
- Next Generation Teams can Accelerate your **Talent Bench Development**

Together Share Your Unique Wisdom + Company Narrative!

Peer-Based **Collaborative Learning** is Highly Desired!

Extract Insights and **Wisdom from Your Veterans!**

Ensure Leaders Understand the **“Secret Sauce”** of Your Company!

Link Content + Context with Story Telling—Create Leadership Magic!



Leadership Rigor Change-Partner Certification Program™

With the development of the *Leadership Rigor® Virtual Academy*, we now have a platform to smartly scale our boutique organization so that we can more broadly share the practices we have developed in Leadership Rigor!

We are currently piloting our *Leadership Rigor Change-Partner Certification Program™* with plans for a full roll-out in 2023/2024.



QUALIFICATIONS FOR BECOMING A CHANGE-PARTNER INCLUDE:

- Having served in an Executive Leadership Role
- Coaching or Consulting experience at the CEO or Executive Team level
- Having a passion for and deep understanding of Organizational level work
- Comfort in facilitating VUCA—volatile, uncertain, complex, and ambiguous dynamics
- Delivering on our promise that “There is nothing we cannot talk about” with composure

Change-partners are BEYOND coaches and consultants.

They are trained as lifecycle navigators who are skilled at integrating leadership learning with business practices.

Using our “**Organization As Client**” approach, they utilize the Organizational Excellence® model to advance leadership teams through the 1.0, 2.0, and 3.0 stages of readiness to fully leverage growth possibilities both internally and externally in the marketplace along with their client partners.



After certification, our Change-Partners will be supported by the *Leadership Rigor® Virtual Academy* in a variety of ways, including assistance with journey design work, a referral network for gaining new client partners, and active engagement with a powerful and like-minded community of practitioners.

At its core, the *Leadership Rigor Change-Partner Certification Program™* is designed for practitioners who want to work at the organizational level with executive leadership teams on meaningful transformational change.



LEADERSHIP RIGOR! Virtual Academy

Finally a Comprehensive Enterprise Leadership Training Program designed for Private and Family Businesses!

Our World has dramatically changed. Now it's time for our **Leadership Practices** to also change so we can Meet the Moment with Inspiration and Innovation!

Creating a Cohesive Culture and **Building your Future Talent Bench** is an Executive Team priority. Here's your opportunity to provide cutting edge, FUN, and accessible Leadership Development to everyone in your organization!

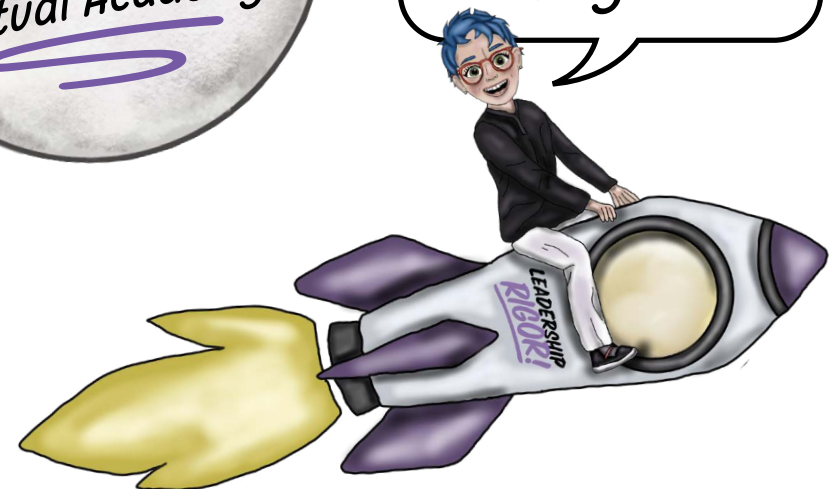


The Speed of Learning is Your New Competitive Advantage

Invite your organization to engage in a **Customized Leadership Learning JOURNEY** where the future of work, an amazing employee experience and collaborative peer-to-peer learning all converge to accelerate BOTH Business and Personal Growth!

Individual content exposure along with structured team-based discussions, gives your organization the **Flexibility** it wants and the **Community Building** it needs to strengthen cultural connectivity as you develop Leaders across your Organization.

Whether in-office or hybrid, you will energize your community and give everyone an opportunity to invest in their relationships and career building goals.



MEET ERICA PEITLER...

An accomplished Leadership Performance Coach and Facilitator, Erica is passionate about designing customized leadership learning journeys with her clients.



Her diverse experiences in operational, strategic and board level roles in both large enterprises as well as private/family businesses give her a unique perspective on the life cycle dynamics of organizational change.

She partners with organizational leaders in co-creating transformational experiences to accelerate the realization of their business and talent potential.

OUR WHY AND OUR PURPOSE



WE BELIEVE that the future belongs to those who have the courage and capacity to **IMAGINE IT** as well as the capability and composure to influence others to work together to **CREATE IT!**

WE PARTNER with motivated individuals who want to transform leadership potential into on the ground **PERFORMANCE AND PRODUCTIVITY** as they seize opportunities to change themselves, their teams, their organizations and the world around them!

WE ARE DEDICATED to the discovery, expression and experience of **BREAKTHROUGH LEADERSHIP** within individuals and teams, as well as across organizations.

LISTEN TO THE LEADERSHIP ON THE GROUND PODCAST SERIES

Listen in as best-selling author and leadership performance coach Erica Peitler, along with her colleague Todd Schnick, take you through (7) seasons of **Conversations on Innovations in Leadership**.



Leadership is a skilled profession requiring conscious discipline and practice. Drawing on content from Leadership Rigor, Erica and Todd walk you through ways to accelerate your performance and productivity at the individual, team and organizational level.

If you are looking for **INNOVATIVE** and **AGILE** practices in your business, give this Podcast series a listen!



SOME OF OUR AMAZING CLIENTS:





Where The **MAGIC** Happens

CONTENT

- Comprehensive
- Progressive
- Integrated

DESIGN

- Elegant
- Structured
- Animated

PLATFORM

- Clean
- Easy
- Playful

SKILLS

- Aquisition
- Application
- On the Ground

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CERTIFICATION

- Achievement
- Each Part!
- Mastery!

CONTEXT

- Connection
- Anchor
- Culture

ENGAGEMENT

- Collaboration
- Community
- Enterprise

LET'S CONNECT!

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