



# RISE OF A LEADER

STORY WORKSHOPS & PROGRAMS TO BUILD A  
UNIFYING CULTURE THAT CONNECTS LEADERS & TEAMS



# OUR CHALLENGE & OPPORTUNITY

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# 86%

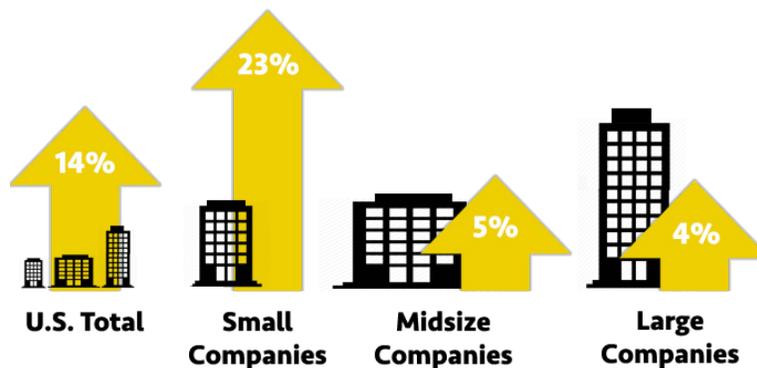
of leaders think there is a leadership crisis in the world.

Survey on the Global Agenda  
World Economic Forum

## BUT AT THE SAME TIME

Spending on leadership development  
is at an all-time high.

Leadership Development Factbook 2014  
Bersin by Deloitte, 2014.



## SO WHAT GIVES?

## CHANGING LIVES ONE LEADER AT A TIME

Increasingly, leaders and teams are falling short of their promise and potential. In fact, the World Economic Forum reported that 86% of leaders say there is a crisis in modern leadership. While in the same year, Deloitte reports in its Leadership Development Fact Book that spending on leadership development is at an all-time high. So why isn't our leadership crisis responding to leadership development efforts?

I believe it's because our most significant leadership challenges aren't receiving down to earth and principled based solutions. Instead, our leadership crisis continues to receive a one-sided information-based approach. This approach places more value on learning about leadership rather than the value of real-world LIVING leadership solutions.

Maybe you can relate to having highly knowledgeable, technically savvy, and smart leaders who aren't effective at leading? Or said differently, leaders may know the tactics of leading, but fail to LIVE IT. Or, maybe your full leadership potential hasn't been reached, not from what you don't know, but rather from what you've failed to LIVE and activate? Said this way, we all could improve as leaders if we just found a way to LIVE more fully what we already know.

That's why I created the Rise of a Leader program as a direct approach to building strong leaders and teams. Leaders and teams that not only know leadership but LIVE IT, day in and day out. From my experience this subtle but powerful shift, from learning about leading to LIVING IT, allows people to drive better results and to realize more of their personal potential.

Said out loud this sounds like more hype than reality, but I'm proud to say it's often the outcome for our leaders, who time and time again say, "Rise Of A Leader Changed My Life."

That's what we love to hear because our mission isn't just to build strong leaders who drive results and profits - it's about changing lives. To develop strong leaders who by LIVING IT change themselves, their teams, their organizations and ultimately the world.

- Hasani X



President - Lead Your Story



**RISE WAS LIFE CHANGING.  
IT PUSHED ME TO PROVE  
WHO I WAS AS A  
LEADER. IT WAS LIVE IT  
OR GO HOME!**

**I NOW LEAD MY LIFE &  
MY PEOPLE AT A WHOLE  
NEW LEVEL...**



# LIVING LEADERSHIP CASE STUDIES

## PAULA

**CONFIDENCE** IS MY LIVING LEADERSHIP

**Challenge** Manager of 20 years lacked focus and **confidence** after promotion to a new high-profile leadership position.

**Outcome** Became more focused and confident, evolved from a manager into one of the best “leaders” in the city. Paula’s RISE not only improved leadership but also saw her team hit new records for performance.



## RONNIE

**DISCIPLINE** IS MY LIVING LEADERSHIP

**Challenge** Hard charging leader who sometimes alienated others with his overt and highly **disciplined** leadership style.

**Outcome** Shifted **discipline** from preferences to strategic alignment around purpose. This softened personal preferences, which then allowed Ronnie to better connect with team members, resulting in better outcomes, a high-profile promotion and overall improvement in life and other relationships.



## DAVID

**PURPOSE** IS MY LIVING LEADERSHIP

**Challenge** Young leader in an environment that didn't challenge him to grow, and thereby limited his potential, but worse, compromised his internal compass/**purpose**.

**Outcome** Connected with **purpose** and challenged himself and others to define a new standard of excellence, resulting in becoming a better leader who found ways to RISE not only himself but those in his organization and community.



## JASON

**COURAGE** IS MY LIVING LEADERSHIP

**Challenge** Intelligent and promising young leader who needed the courage to open up so that he could better understand himself and authentically connect with his team.

**Outcome** **Courageously** got out of his zone by opening up and learning more about himself and his team, resulting in a deeper and more profound relationship with himself and others.



I'VE BEEN THROUGH  
MANY LEADERSHIP  
PROGRAMS, BUT NOTHING  
LIKE RISE, IT HELPED ME  
DREAM BIG AND SEE  
MORE IN MYSELF, THEN  
SUPPORTED ME TO LIVE  
IT AND MAKE IT REAL...



# THE VALUE OF LIVING LEADERSHIP

**Rise** of a **Leader** programs are designed to enhance performance and results through a powerful but simple approach called Living Leadership.

## THE VALUE OF LIVING LEADERSHIP

Living Leadership helps leaders and teams turn potential into real-world results by getting them to turn learning into action based living.

By LIVING IT leaders and teams create a solid foundation that promotes purpose based action, enhanced performance, and a deeper value connection to goals, team, and the organizational mission. This happens because:

Learning Isn't The Goal - Instead, Leaders Strive to Activate Knowledge by LIVING IT to create new behaviors and outcomes.

- Activates potential of leaders & teams
- Builds strong character and values
- Increases engagement and buy-in
- Drives behavioral change
- Improves teamwork & collaboration
- Enhances leadership influence
- Uncovers strengths & weaknesses
- Improves performance & outcomes
- And much more...

## MEETING THE MODERN LEADERSHIP CRISIS

We believe the single biggest challenge facing modern leaders is the gap between learning and turning knowledge into something living and useful. In fact, this problem is particularly insidious because most organizations aren't aware of the growing **Learning to Living Leadership Gap**. The result is increased spending on leadership training that falls short of fixing the persistent crisis in developing strong leaders. We believe the solution is simple.

First, accept learning leadership is NOT the same as actually living it. And second, know that Living Leadership is the single most powerful process in building strong leaders who embody values and behaviors to move your organization forward. Said differently, **one thing lived is more valuable than a thousand things planned, learned, and considered!**

## "HOW BIG IS YOUR LEARNING TO LIVING LEADERSHIP GAP?"

Here are three critical questions to ask yourself, your team, and organization leaders.

- What do I know as a leader, but haven't activated and LIVED? (**Go deep, be honest**)
- What does my team know, but hasn't activated and LIVED? (**Where's the disconnect**)
- What does my organization claim to value, but hasn't LIVED? (**Talk vs. walk**)

These Living Leadership Gaps are often the single biggest drain on human capital, production, and profits. Closing these gaps can yield both tremendous personal and organizational value. That's why our leaders often say, "I'm now a better leader, but most importantly, RISE changed my life."

# OUR PROCESS FOR HELPING LEADERS TO RISE

**Our process is simple. We work with leaders to set success metrics and what actions they want to have leaders LIVE. We then get them to execute and LIVE IT. That's It!**

Again, we are NOT information pushers, in fact, we are information agnostic. That means you choose the model and information that suits your goals. Our ONLY job is to turn information into guiding values and behaviors for LIVING IT.

In general, we follow 4 Phases For Service Delivery:

- **PHASE 1: 360° RISE MATRIX ASSESSMENT:** we dive deep through a series of evaluations to uncover the real challenges and blocks that stand in the way of leaders and teams LIVING IT. It's a deep dive, so prepare to uncover the raw truth.
- **PHASE 2: RISE X TRAINING & RETREATS:** we then set up a series of trainings/retreats to give leaders and teams a LIVING experience. The goal is to help your people embrace truth and to face it so they can better reach their potential. There's no hiding, so the sessions are profound and can alter the dynamics of leaders and teams in just one session.
- **PHASE 3: RISE LEADERSHIP CHALLENGE:** we are not in the business of helping people feel good. So in this phase, we set up a challenge window that stretches leaders to RISE to new heights. It's a fun and engaging experience that drives change, culture reform, and real-world tangible results.
- **PHASE 4: RISE STRATEGIC COACHING & CONSULTING:** to create lasting value we offer strategic coaching and consulting. Each leader or group has a RISE Coach who helps leaders and teams make real-time adjustments. This rapid feedback loop ensures maximum value during and after the Rise Leadership Challenge.

**TIMELINE:** from same day emergency sessions to 6-month role out (average engagement 120 days, start to finish)



# DON'T FORGET STRONG TEAMS

**Part of Rise of a Leader is to develop strong teams through training and culture building activities that bridge the learning to living leadership gap.**

## Living Leadership For Teams

Living leadership for teams works the same way it does for leaders. The goal is to help teams to convert learning and skills into value-based action for LIVING IT.

We do this through a variety of training and culture enhancing activities.

Learning Isn't The Goal - Instead Teams Strive to Activate Knowledge by LIVING IT to create new behaviors and outcomes.

- Dramatically improve engagement\*
- Enhance teamwork and collaboration\*
- Significantly reduce silo behavior\*
- Improve organizational execution\*
- Reduce cost\*
- Improve sales velocity\*
- And much more...

\*ALL initiatives start with specific target goals, associated metrics, and baselines to measure and track real-world results. That is, you set the desired target results, we drive behavior through Living Leadership to hit targets.

## See What Others Are Saying About Rise of a Leader Team Training



[Click Here To View Video](#)

# CHALLENGES WE'VE HELPED LEADERS WITH

A 20-year manager receives a high-profile leadership promotion but lacks confidence and focus for the position, who does she turn to?

A successful CEO explodes top-line growth at his company, but inside he's broken because of how his personal life has fallen apart, who does he turn to?

A Harvard / Princeton grad with tons of know how, finds herself helpless when inserted into a position that requires aligning disgruntled staff and disconnected leadership, who does she turn to?

A leader is handcuffed by union regulations but must find a way to destroy deeply rooted silos, infighting, and overall disruptive dysfunction, who does he turn to?

A seasoned, skilled, and highly disciplined leader is limited by how his strength intimidates and alienates others, who does he turn to?

A talented young leader is called on to lead those 20 years his senior and struggles to gain her staff's respect, buy-in, & follow-ship, who does she turn to?

~ Hint: Rise of a Leader & Living Leadership ~



[Click Here To View Video](#)

## Rise of a Leader Emerging Young Leaders

At RISE my strengths & weaknesses were exposed like never before. I was challenged, broken down, and then built back up. This program exposes limitations and then pushes you past them.



**David E. Saucedo**  
President - The Saucedo Company

It was phenomenal, every leader should go through this. The peaks & valleys, the ups & downs, all of it relates to life and being able to push past limits. Again, it was a great experience. I highly recommend attending.



**Carlos Loweree**  
Executive - Food City

Today's training was a great experience. It opened my eyes to what I'm great at and where I can improve. It's experiences like Rise of a Leader that make all the difference. I highly recommend this course.



**Chris Arriola**  
CEO - The 8 Hour Sleep Clinic

**See What Others Are  
Saying About Rise Of A Leader**



# FAQ

## What are the different package options for the rise of a leader Program?

<b>Corporate Leader, Team, &amp; Culture Program</b>	<b>Designed to build strong leaders &amp; teams</b> Think: culture shock initiative for rapid change and transformation
<b>Corporate Executive</b>	<b>Designed to build strong leaders (individual or group)</b> Think: better leadership, better performance, better results
<b>RISE X Trainings &amp; Workshops</b>	<b>Designed as intense leadership experiences to drive rapid growth</b> Think: more growth in 4 hours than the last 4 years
<b>PRIME X - Breakthrough Performance Coaching</b>	<b>Designed as an intense personal intervention for leaders needing to breakthrough pressing challenges and setbacks, or to capitalize on time-sensitive /urgent opportunities.</b> Think: personal support needed to make a comeback & win the BIG game

## Which version of Rise of a Leader is best?

There isn't a best. However, there is a best for your specific needs. Meaning, it depends on your preferences and requirements. Some leaders prefer a group dynamic; others insist on one-on-one access while others require a real time partner to help them navigate challenges and drive results. Ultimately, it's preference, need, and capacity to invest. Your Rise Admissions Counselor can help you choose.

## Where are RISE X and PRIME X Workshops held?

**RISE X** workshops are held in four locations. We have training grounds in Honolulu Hawaii, El Paso Texas, Atlanta Georgia, and Columbia South Carolina. Plus we are expecting to add Riviera Mexico in 2018. The location of RISE X changes with each class. See the next **Rise of a Leader** class for details. For Customized Group Workshops we hold training at client's preferred location.

**PRIME X** includes exclusive one-on-one time with a RISE Coach. Typically we begin with a 24-48 hour deep immersion at the clients preferred location. From there we provide real-time coaching through whatever is in the way.



## Have More Questions?

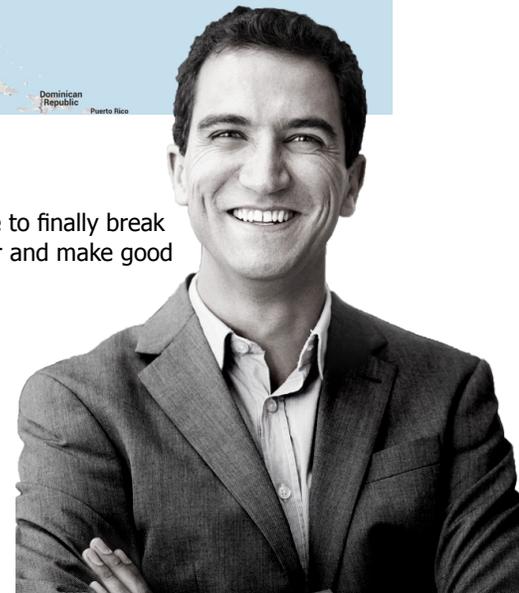
### Want to Find Out About Or Next Session?

Click, Scan, or Call (803) 816-2468

"It was time for me to finally breakthrough as a leader and make good on my potential..."

**Have Questions?**

Get Answers Today



We believe the single biggest challenge facing modern leaders is the gap between learning and turning knowledge into something living and useful. In fact, this problem is particularly insidious because most organizations aren't aware of the growing learning to living leadership gap. The result is wasted time and resources on leadership & team training that doesn't create R.O.E. (returns on expectations). If you can relate, then we believe the answer is simple...

First, accept learning it is NOT living it. And second, know that Living Leadership is the single most powerful process in building strong leaders who embody values and behaviors to move organizations forward. Said differently, one thing lived is more valuable than a thousand things planned, learned, and considered! In the end, it's talk vs. walk, planning vs. execution, and learning vs. LIVING IT.

- ▶ Rise & Lead Through Difficult Challenges
- ▶ Rise & Lead Multi-Generational Organizations
- ▶ Rise & Lead a Bold Vision for Change
- ▶ Rise & Lead High-Performance Culture & Teams
- ▶ Rise & Lead as a Balanced Way Of LIFE!

For more information on **Lead Your Story**, please contact us: (803) 816-2468 | [WWW.LEADYOURSTORY.COM](http://WWW.LEADYOURSTORY.COM)

**INFO:** Founded 2014, Headquarters: Columbia SC, Reps / Trainers: El Paso TX, Atlanta GA, Honolulu Hawaii, Washington D.C. and Columbia South Carolina

**CLIENTS:** we work with a variety of small and large for-profit, government, and nonprofit organizations, groups, and teams.

**INDUSTRIES:** Utilities, Energy, Financial / Insurance, Healthcare, Government, Non-Profit, Technology, Telecommunications, Education, Media, Small Business [entrepreneurial development]

## BY THE NUMBERS

**Rise of a Leader** Initiatives Have Created

- 57%** improved engagement\*
- 78%** improved teamwork\*
- 97%** reduction in silo behavior\*
- 43%** improved personal execution\*
- 37%** reduction in cost\*
- 71%** improvement in sales velocity\*

\* ALL RISE initiatives start with specific target goals & associated metrics to measure and track real-world results.

## CAPABILITIES / SERVICES

- ▶ **Leadership, Team Performance & Culture Building Workshops** (INSPIRE | MOTIVATE | TRANSFORM with Rapid Sessions (15-60 minutes) & Workshops designed to help leaders and teams to Rise & Breakthrough.
- ▶ **Living Leadership Strategic Initiatives** (client defines the leadership challenge and desired goal - we create a 90-day strategic initiative to hit target goals)
- ▶ **Living Leadership Team Strategic Initiatives** (client defines the team challenge and desired goal - we create a 90-day strategic initiative to hit target goals)

- ▶ **ALL RISE OF A LEADER PROGRAMS** are designed to strengthen leaders and teams with Living Leadership. The full program includes assessment, training events, goal design, metric tracking, advanced reporting, real-time coaching and consulting.

### Leadership

### Team

#### Living Leadership

##### Rise of a Leader ®

- Young Emerging to C-Level
- Training Event / Retreat
- One on One Coaching
- Strategic Consulting
- KPI / ROI Metric Tracking

##### RISE Intensive ®

Off-site weekend retreat for senior leaders

#### Team Initiatives

- Performance
- Service delivery
- Customer service
- Teamwork
- Silo destruction
- Intervention / The Critical Talk
- Turnaround / Rise or Die
- Initiate change
- Leadership growth/change
- Strategic focus
- Motivation / energy
- Engagement / buy-in
- Accountability
- Culture reshaping



**SET UP A TIME TO TALK**  
Get Answers & A FREE Leadership Review