

**HELPING ORGANIZATIONS, INDIVIDUALS & CORPORATIONS  
PIVOT FOR THE 21<sup>ST</sup> CENTURY GLOBAL MARKETPLACE**

## **PRIME DIRECTIVE LEADERSHIP SERIES®**



**GENERATION NEXT:**  
Training the Leaders of Tomorrow

**ARE YOU READY TO LEAD IN THE 21<sup>ST</sup> CENTURY?**

*"I skate to where the puck is going to be, not where it has been."*

-Wayne Gretzky

**GROW YOUR LEADERSHIP SKILLS  
FOR THE NEW ECONOMY**

## **CREATE YOUR UNIQUE TRAINING PROGRAM:**

### **GREAT TEAMS DESERVE GREAT LEADERS**

In the New Economy, Executive Leaders will need radically different skills to lead dynamic teams of knowledge workers. The Intelligent Organization of the Future will require Leaders that can instill trust, deliver results and create lasting bonds between clients and your organization.

### **ARE YOU READY FOR WHAT'S AHEAD?**

Senior Leaders, now more than ever must learn the language of the New Economy and cultivate the skills and knowledge necessary to invent new products, generate new ideas, create new business models, lead agile teams, and explore new industries. Transformational Leadership is at the heart of the value-driven organization and the leadership paradigm of the future. **GILEAD SANDERS** brings you the best training for your executive teams through **The Prime Directive Leadership Series®**

### **TRANSFORM YOUR ORGANIZATION**

**The Prime Directive Leadership Series®** brings together some of the foremost Thought Leaders and Facilitators who are at the forefront of Organizational Transformation. The PDLs teaches principles used by leaders and CEO's who are radically leading the charge in creating new industries and transforming organizations from the inside out. The training is geared to produce flexible, agile and adaptive leaders who can respond to the growing challenges that businesses face in the 21<sup>st</sup> century. Some of our course topics Include:

- **BUILDING TOMORROW'S ORGANIZATION: SUSTAINING THE "GROWTH LEADER"**
- **HELPING EVERYDAY LEADERS DEVELOP A BUSINESS AGILITY ADVANTAGE**
- **MASTERING STRATEGIC RISK BY CREATING, FACILITATING AND SUPPORTING A WORLD CLASS ORGANIZATION**
- **HUMAN 2 HUMAN: USING THE ART OF COMMUNICATIONS TO CHANGE YOUR CORPORATE CULTURE**
- **TRANSFORMING THE 21<sup>ST</sup> CENTURY ORGANIZATION WITH KNOWLEDGE-DRIVEN LEADERS**
- **CREATIVE LEADERSHIP IN A CONNECTED ORGANIZATION**
- **LEADING THE VIRTUAL WORKFORCE: HOW GREAT LEADERS TRANSFORM ORGANIZATIONS IN THE 21<sup>ST</sup> CENTURY**

**The Prime Directive Leadership Series®** is taught by some of the best known Facilitators in the field of Business Management, Future Thinking, Project Management, Risk Management, Transformational Leadership, Business Innovation and Knowledge Management. The PDLs curriculum is customized around your business strategy and objectives through our **Company Discovery Profile®**.

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## DEFINE YOUR STRATEGIC GOALS

### BUSINESS AGILITY



### TRANSFORMATIONAL LEADERSHIP



### INNOVATION & CREATIVITY



### CHANGE MANAGEMENT



### TALENT MANAGEMENT



### ORGANIZATIONAL STRATEGY





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## CHOOSE YOUR FACILITATORS



### JOEL MCPHEE- MANAGING RISKS IN A GLOBAL MARKET

Throughout his remarkable career, Joel McPhee has been at the epicenter of the most pressing issues facing large, complex organizations. A visionary leader, Joel brings innovative and cutting edge solutions to Risk Management challenges facing Fortune 100 companies and organizations.

As a former Executive and Chief Risk Officer of Wells Fargo's 18,000 plus employee Technology, Operations and ecommerce Division, McPhee has helped in leading the way to solving some of the industry's most formidable Risk Mitigation challenges. As a leader at Wells Fargo he helped transform the operating environment of one of the nation's largest banks. McPhee, who is also an attorney, is the author of the forthcoming book, **Mastering Strategic Risk, A New Framework for Leading and Transforming Organizations**, (Wiley, spring 2014, ISBN 978-1-118-75729-1). He co-authored the article "Why Government Regulators Need Corporate Boot Camp" for *The Washington Post*. He is a sought-after industry expert and is quoted regularly in industry articles.

#### AREA OF FOCUS:

- Managing Strategic Risks
- Organizational Transformation
- Operational Leadership



### MIKE RICHARDSON-BUSINESS AGILITY

Mike Richardson is a pioneering agility expert and coach, dynamic speaker, peer-advisory group chair and mentor, and author of '**WheelSpin – The Agile Executive's Manifesto**'. Mike is currently the President of Sherpa Alliance Incorporated, a firm devoted to changing the world of support for managers, executives and CEOs of small-to-medium sized and fast-moving businesses,

business units and corporations.

He is an award winning Chair with **Vistage International**, taking a stand for everyday leaders, as an interpreter, translator and facilitator of a profound, practical and proven system of agility – the only competitive advantage in today's volatile marketplace. He's cracking the code for ordinary people to achieve extraordinary results, making possible tomorrow what seems impossible today.

Assisting CEO's, executive managers and their teams develop an agility advantage is his passion and purpose. To learn more, visit [mydrivingseat.com](http://mydrivingseat.com).

#### AREA OF FOCUS:

- Business Agility
  - Organizational Transformation
  - Leadership Agility
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#### DR. ANNIE GREEN - KNOWLEDGE MANAGEMENT

Dr. Annie Green is a Knowledge Management Subject Matter Expert (SME), Chief Knowledge Management (KM) Strategist/Architect, Systems Engineer and Methodologist. Dr. Green has a Doctor of Science (D.Sc.) from the School of Engineering and Applied Sciences (SEAS) at George Washington University and a Masters in Information Systems (M.S.I.S) from George Mason University.

She has 20+ years of progressive information systems development and management experience. Annie has extensive experience in Business Process Modeling, Knowledge Management, Business Intelligence, Organizational Learning, System Life Cycle Development (SDLC), and Project Management. Dr. Annie Green is the author of the White Paper entitled: **"Intangible Asset Knowledge: The conjugality of business intelligence (BI) and business operational data."** published in the Journal **Vine Magazine** by Emerald Press

She is a speaker, and lecturer and serves as adjunct faculty at George Washington University and Kent State University. Annie is co-founder, with Dr. Denise Beford, of the **Knowledge Management Education Forum (KMEF)**. In addition, she is the chair of the International Conference on Intellectual Capital and Knowledge Management (ICICKM) 2013 conference.

Her research efforts focus on the development of two methodologies:

- 1) PLANT** (Plan, Layout, Actualize, Nourish, Transition) a performance based Knowledge Management methodology and
- 2) GROW** (Generate and Report Organizational Wealth) an intangible asset valuation methodology and measurement tool. She prides herself on being an evangelist for Intangible Assets Valuation, Knowledge Management and Organizational Learning.

#### AREA OF FOCUS:

- Knowledge Management
  - Operational Efficiency
  - Knowledge Transfer
  - Organizational Learning
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#### **DR. KAREN SOBEL-LOJESKI-VIRTUAL TEAMWORK/VIRTUAL DISTANCE**

Dr. Karen Sobel Lojeski is an Assistant Professor in the Department of Technology and Society at Stony Brook University. Her current research focus is the impact of technology on people including how technology impacts educational and business performance as well as overall well-being at the cognitive and emotional levels. Dr. Lojeski's research draws on social science, neuroscience, cognitive science, economics, industrial and organizational psychology as well as innovation, creativity, and contemplation research.

In her first book, ***Uniting the Virtual Workforce: Transforming Leadership and Innovation in the Globally Integrated Enterprise***, published by John Wiley & Sons in April, 2008 and part of the Microsoft Executive Leadership series, Dr. Lojeski describes her award-winning discovery of Virtual Distance. This new phenomenon, a perceived distance that grows when we rely heavily on communication technology, results in major changes to learning, business performance, and a person's ability to develop close personal relationships. Dr. Lojeski mathematically modeled this phenomenon with the development of the Virtual Distance Index, a tool that can now be used to quantitatively measure and predict Virtual Distance and its effects. Her research has yielded new insights into the nature of our societal development and the need to pay as much if not more attention to our "people-based world" as we do to our "technology-based world" to maintain and grow a healthy and civil society.

Dr. Lojeski is currently working on her second book, ***Leading the Virtual Workforce: How Great Leaders Transform Organizations in the 21st Century***. This second work will also be part of the Microsoft Executive Leadership series. By continuing to use applied research methods, Dr. Lojeski is on the cutting edge of understanding how leaders in education, business, policy and other arenas motivate and inspire people to action in the technological age.

Her work has been highlighted by BusinessWeek, The New York Times, Forbes.com, Reuters.com, and more. She is a sought-after speaker on the topic of virtual work and education. She continues to work with world-renown companies and non-profits on improving innovation and effectiveness. Some of these relationships include Western Union, Genentech, National Association of Children's Hospitals and Related Institutions, The US Navy, Center for Naval Analysis, Microsoft, Sun Microsystems, J&J, Merck, and more.

**AREA OF FOCUS:**

- Organizing Virtual Teams
  - Virtual Distance
  - Leadership Communications
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**MICHELLE ACOSTA-21<sup>ST</sup> CENTURY COMMUNICATIONS**

Michelle Acosta drives marketing initiatives that strategically position, drives awareness and effectively communicates key messages while building stronger brands and relationships with target audiences to support the overall development and growth of businesses, and organizations.

Prior to consulting, Michelle served as the Director of Public Relations and Communications for a leading buying and marketing organization. She was in charge of executing traditional and digital PR strategies that set new standards for public awareness and media relations. Her award winning writing and targeted communications have gained industry recognition in the areas of community and environmental efforts.

She now focuses her expertise on creating best in class custom marketing concepts for organizational executives and entrepreneurs. Using proven value driven communications, she assists her clients find their competitive edge, reach and inspire their audience through engaging online content marketing, PR tactics and social media campaigns.

As a Social PR Tech blogger, she uses technology and creativity to create efficiencies in communications processes. Michelle holds a MA in Public Communications and training in Computer Applications. She is also an active member of the Public Relations Society of America (PRSA), and a founding member and former chapter president of Femfessionals.

**AREA OF FOCUS:**

- 21<sup>st</sup> Century Communications
  - Human2Human Connection
  - Leadership Communications
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#### **MARVIN DEJEAN- GLOBAL ORGANIZATIONAL STRATEGY**

Marvin Dejean is a leading business futurist, digital marketing strategist, best-selling author and the CEO of **GILEAD SANDERS**, a leading futurist consulting firm specializing in helping companies, organizations and individuals take the quantum leap into the 21st Century global marketplace.

Dejean has more than 20 years of experience working as a consultant for some of the biggest and most recognizable names in the field of business, government and philanthropy such as Western Union, Florida Blue, Disney and Cisco Systems.

Through his information-packed and entertaining presentations, and keynote speeches, Dejean delivers high-level, motivational “how-to” techniques to leaders, staff, and organizations on tackling some of their most pressing challenges in a rapidly changing marketplace.

His profound insights into the world of technological breakthroughs, igniting human capital, and business leadership and innovation are in high demand with some of the leading companies nation-wide.

Dejean is the author of the soon to be released “**The DNA of Reinvention: A Blueprint for Unleashing The Future of Business & Organizations**”. He is also a much sought-after expert on the topic of the emerging global workforce and reinventing business models for the 21<sup>st</sup> century.

#### **AREA OF FOCUS:**

- Organizational Strategy
  - Leading the Intelligent Organization
  - Growth Leadership
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#### **DAVID EYMAN-CREATIVITY & INNOVATION LEADERSHIP**

20 something years ago I started out as an Industrial Designer. I trained at the University of Cincinnati School of D.A.A.P. then held partnership at a small design firm shortly thereafter. At the firm (Firehouse Design Team) we designed literally hundreds of products for Huffy Bicycles, Gerry Baby Products, Fisher-Price, InStep Strollers, Southwestern Bell, Conair, and countless others. After 10 years, I felt the need to pursue innovation in a more raw sense, and created a studio where I could



brainstorm, design, and license ideas for consumer products, facilitate brainstorming, and delve into market research. We have generated literally thousands of product concepts, licensed more than a dozen ideas, and even manufactured a line of pet products.

We've done some notable work, and had a lot of fun along the way. I consistently feel the need to challenge myself to do something meaningful for the world. I have trained in Creative Process and Creativity Coaching both, and have found genuine satisfaction through helping others find joy, meaning, and reward through their own creative process.

I do this by bringing authentic innovation to corporations, and by coaching other right brained individuals.

#### **AREA OF FOCUS:**

- Creativity & Innovation
- Creative Leadership
- Experimentation



#### **CLIFFORD A. BAILEY-EMOTIONAL INTELLIGENCE/CHANGE MANAGEMENT**

**Clifford A. Bailey** is Founder, President and CEO of **TechSoft Systems, Inc.**, a recognized technology firm serving small to mid-sized businesses from its headquarters in Cincinnati, OH since 1983. Prior to starting TechSoft Systems, Bailey was an accomplished engineer with The Procter & Gamble Company.

Highly respected for his commitment to community and economic development, Mr. Bailey has been active on many boards and has received numerous awards and accolades.

His business success and inspiring thought leadership, combined with his heart and passion for teaching, have made him a sought-after keynote and workshop speaker and educator. He presents, consults, and conducts training with business, trade, student and community groups on topics including Change Management, Leadership, Emotional Intelligence, Diversity, Entrepreneurship and Small Business & Community Development.

Through his ground-breaking origination of programs such as S.H.A.P.E.: Securing Higher Achievement & Personal Effectiveness™ and The SHAPES of Effectiveness™, Mr. Bailey breaks down barriers and provides a simple and systematic approach that motivates and equips people to obtain success. He presents compelling shifts in paradigms and unique perspectives using wit, humor and storytelling to captivate, shape, lead and inspire.

Clifford A. Bailey inspires deliberate, impactful life change for individuals and professionals of all walks of life.

**AREA OF FOCUS:**

- Organizational Effectiveness
- Change Management
- Emotional Intelligence



## CHOOSE YOUR FORMAT

### CREATIVITY & INNOVATION WORKSHOPS

Our workshops are aimed at unleashing innovation, creativity, ideation and collaborative experimentation within your organization. Our half-day or full-day sessions combine playful integration of futuristic trends, strategic visioning and ideation to help you reach your strategic objectives. **GILEAD SANDERS** engages leaders, teams, and individual contributors, leading them to being focused, inspired, committed and capable of driving success by making innovation part of your organization's DNA.

### CORPORATE TRAINING

Become an effective leader within your organization by understanding the trends that are reshaping your industry and the growing global competitive landscape. Our Corporate Trainings are aimed at helping executives understand their new role in a changing dynamic and agile environment. **GILEAD SANDERS'** Facilitators drive knowledge-based learning through hands-on and real case studies to help you gain a deep understanding of the new paradigms reshaping the world of business.

### BOARD & EXECUTIVE BRIEFINGS

Are you seeking answers to the myriad of changes happening in your industry or on a global scale? Then let **GILEAD SANDERS'** thought leaders help guide you through the dizzying maze of changes taking place in your industry. Our Executive Briefings provide in-depth insights through market research and trends forecasting some of the biggest changes set to take place on the horizon. These trends will redefine how we do business and how your business will be affected by them. Don't just react to change, take it head on and create it yourself.

### EXECUTIVE RETREATS

Need some expertise at your next Corporate or Executive Retreats? Let **GILEAD SANDERS'** thought leaders help you frame your company goals and strategic objectives through the lens of market and industry trends, the global competitive landscape, new leadership paradigms and organizational strategies that are reshaping the world of business. Your perspective and understanding of these upcoming changes will help you make informed decisions on what is next using data sets to guide you.

## **KEYNOTE SPEECHES**

**GILEAD SANDERS** brings together some of the most brilliant minds in the industry of performance management, futurist trends, business development, talent management, marketing and technology to provide organizations with a holistic approach to transforming their business models for the 21<sup>st</sup> century. Our speakers and thought leaders will engage your audience to think outside the box and look at your business and organization with a fresh perspective toward the future. Bring your events to life with some of our greatest thinkers.

## **GROUP COACHING**

As you begin your change process, **GILEAD SANDERS'** consultants can help you gain a strategic advantage in the market place by helping you through a step by step change management plan. Our thought leaders will engage your teams, departments and executives as we help you implement dynamic and measurable change within your organization.

## **STRATEGY FACILITATION**

As strategy facilitators, we bring together the best visual tools, processes, and methodologies available for strategic planning. **GILEAD SANDERS'** Consultants are experts in Graphic Facilitation for creating big picture visualizations in real time with groups. The important elements of the group's conversations and processes are mapped out in real time in front of the group on large 4-foot by 8-foot wall charts. Meetings are consistently more participatory, creative, and strategic — and achieve greater productivity than those led with conventional facilitation.



EVENT	W/T ONE (1) SPEAKER	W/T TWO (2) SPEAKERS	W/T THREE (3) SPEAKERS
Creativity & Innovation Workshops (1) Day	\$15,000	\$22,500	\$25,000
Corporate Training Half (½) Day	\$18,000	\$23,925	\$26,550
Corporate Training (1) Day	\$21,000	\$25,000	\$29,000
Corporate Training 2 Days	\$29,250	\$33,500	\$38,550
Board & Executive Briefings (90 minutes)	\$12,500	\$15,000	\$22,000
Executive Retreats (½) Day	\$17,500	\$24,000	\$28,000
Executive Retreats (1) Day	\$25,500	\$28,500	\$35,000
Keynote Speech	\$12,000	\$16,250	\$21,000
Group Coaching	Customized pricing	Customized pricing	Customized pricing
Strategy Facilitation(1) Day	\$23,500	\$25,000	\$32,000
*Immersion Program	Customized pricing	Customized pricing	Customized pricing

Costs are based on the number of consultants needed for a particular training session as well as the format chosen. Please contact us to discuss any customized training and sessions you would like to create for your particular team. We work with small groups between 25-30, and larger groups based on your strategic goals. We can accommodate training for full and half day trainings on most formats.

***\*Our Immersion program is a 6-month course at your organization where our Facilitators spend one month each guiding your team through a hands-on experience of the new leadership paradigms. Please contact us for a customized training schedule and pricing.***



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**LEVERAGING THE MINDS OF MANY  
FOR THE PURPOSE OF ONE**