



Being a Leader

& THE EFFECTIVE EXERCISE OF LEADERSHIP

Leadership is not what you know, but who you are

Today's widespread training, coaching, literature, and advice on leadership for the most part provides descriptions of traits, styles, characteristics, theories, techniques, information, and strategies on how to lead. **Descriptions** do not leave a person **being a leader** and **acting** effectively in real life situations.

We promise that you will leave the Course being a leader and exercising leadership effectively as your natural self-expression, in any situation and no matter the circumstances.

Who is this Course for?

This Course is designed for professionals who are committed to increase their own effectiveness, empower others, and produce extraordinary results. The Course will challenge your pre-existing notions, ideas and assumptions about leadership, yourself, others, your organization, and most of all what is possible.

Results

Out of participating in *Being a Leader and the Effective Exercise of Leadership*, clients report:

- A new level of business results
- Enhanced collaboration with others
- Greater freedom-to-be
- Bolder, more productive and focused action
- Communication: deeper listening and more impactful speaking
- Being profoundly inspired, renewed, uplifted
- Elevated performance of teams dealt with
- Relationships: deeper and more satisfying
- Heightened ability to influence others
- Clear pathway to the future
- A sense of calm, clarity, confidence, and purpose

Call Us:(310)730-6355

📍 Barry Pogorel Leadership, Los Angeles, California, USA.
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Los Angeles August 2018 Leadership Course

Three in-person 2-day sessions on Wednesdays and Thursdays from 9am – 7pm PST
Session 1: September 12 - 13
Session 2: October 10 - 11
Session 3: November 7 - 8

Four video webinars on Fridays from 10am – noon
Webinar 1: August 31 - Introduction, meet the other participants, prepare for the Course
Webinar 2: September 28 - Coaching
Webinar 3: October 26 - Coaching
Webinar 4: November 30 - Coaching and Completion

Preparation: Pre-Course Reading Material

Prior to session #1, you will be asked to read approximately 140 pages of thought-provoking material which begins the Course. Also, at the beginning of the program, you will create your own Leadership Initiative to serve as a real-time laboratory for applying the principles of *Being a Leader and the Effective Exercise of Leadership* so that they are naturally integrated into who you are and how you function.

Where *Being a Leader* has been conducted

University of Rochester, Simon School of Business, USA (2004 - 2008)
United States Air Force Academy, USA (2008 - 11, 2014 - 16)
Erasmus Academie, Rotterdam, NL (2009)
Texas A&M, Mays School of Business, USA (2010)
IC Centre for Governance & MW Corp, India (2010)

Dartmouth College, Geisel School of Medicine, USA (2012)
University of British Columbia, Whistler, B.C., Canada (2012)
Cancun, Mexico (2013)
Nanyang Technological University, Singapore (2014)
Zayed University Conference Center, Dubai, UAE (2015)

About the Executive Consultant/Course Leader Barry Pogorel



Barry has coached, trained, and educated senior executives, professionals and business leaders in producing extraordinary results for over 40 years around the world. He received his Masters from UCLA and did postgraduate studies in Mastery of Management at Darden School of Business, University of VA.

Background Information on the Course

Organizations are currently spending 70 billion dollars a year in leadership development, with projected increases of over 50% in the next decade. Despite this investment, employer and employee confidence in leadership is at an all-time low. Numerous studies show that approximately 80% of Americans believe we are facing a leadership crisis in business, government, education and healthcare.

Perhaps the current support structure for leaders—the training, coaching, education and literature—is simply ineffective.

We are facing a world of increasing demand for performance, fierce competition, accelerating change, and uncertainty about the future. The key is powerful leadership.

Being a Leader and the Effective Exercise of Leadership is a breakthrough in the science and practice of leadership. The Course was developed in collaboration with professors from Harvard and other business schools, philosophers, consultants, coaches and thinkers from a variety of disciplines. We have delivered *Being a Leader and the Effective Exercise of Leadership* in many organizations as well as in top universities and institutions around the world.

During and after the Course, participants tell us of significantly improved performance, with productivity increases from 100- 500%. They speak of experiencing a new level of confidence, clarity and power to fulfill on what is most important to them.

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