



# Being a Leader

## & THE EFFECTIVE EXERCISE OF LEADERSHIP

*Leadership is not what you know, but who you are*

### Los Angeles Fall 2018 Course

**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.**

#### Graduates of the course report these results:

- Never-before levels of business performance
- Being inspired, renewed, energized
- Communicating effectively with anyone
- Calm, clarity, and confidence in the face of any challenge
- Being exceptionally present at all times
- Leading teams into alignment and effective action
- Having a compelling new future and clear pathway to achieve it
- An elevated ability to influence others
- Dealing powerfully and resiliently with failure
- Greater satisfaction and well-being in one's personal/family life

#### Los Angeles August 2018 Course Schedule

**In-person sessions:** three 2-day meetings Wednesdays and Thursdays from 9am – approximately 7:00pm PST

Session 1: September 12 - 13  
Session 2: October 10 - 11  
Session 3: November 7 - 8

**Webinars:** four 2-hour videoconference webinars Fridays from 10am – approximately noon PST

Webinar 1: August 31 - Introduction  
Webinar 2: September 28 - Coaching  
Webinar 3: October 26 - Coaching  
Webinar 4: November 30 - Completion

Call Us:(310)730-6355

📍 Barry Pogorel Leadership, Los Angeles, California, USA.  
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## Who are the other participants in your Course

An exciting and empowering dimension of the Course is being part of a group of leaders from different organizations working together to unleash their full power. The extraordinary dialogue in the room is stimulating, exciting, surprising, refreshing.

The Course conversations will challenge your pre-existing notions, ideas and assumptions about leadership, yourself, others, your organization, and most of all *what is possible*.

## How do you prepare for the Course?

Prior to session #1, you will receive approximately 150 pages of thought-provoking material to read, which begins the Course. The reading is a transformative experience in itself. Also, you will create your own Leadership Initiative to serve as a real-time laboratory for applying the principles of *Being a Leader* so that they are naturally integrated into who you are and how you function (instructions for this are part of the reading material).

## Contact our office for pricing and additional information.

## Where has *Being a Leader* 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)

Clemson University, South Carolina, USA (2017)

University of British Columbia, Whistler, B.C., Canada (2012)

Cancun, Mexico (2013)

Nanyang Technological University, Singapore (2014)

Zayed University Conference Center, Dubai, UAE (2015)

## Course Instructor Barry Pogorel



Barry has coached executives, entrepreneurs, and business leaders for over 40 years around the world. He received his master's from UCLA and did postgraduate studies in *Mastery of Management* at Darden School of Business, University of Virginia. He is a master of the discipline of transformation and one of the top transformational coaches in the world.

## Current state of leadership in the world

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 70% of Americans believe we are facing a leadership crisis in business, government, education and healthcare.

We propose that the current ubiquitous support structure for leaders—the training, coaching, education and literature—is 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. Where leadership is present, enterprises succeed; where it is absent, they underperform or fail.

## Being a Leader and the Effective Exercise of Leadership is a breakthrough in the science and practice of leadership.

Today's widespread training, coaching, literature, and advice on leadership for the most part provides descriptions of traits, styles, theories, techniques, and strategies on how to lead. Descriptions do not leave a person being a leader and acting effectively in real life situations. Our Course leaves you being a leader as your natural self-expression.

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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