

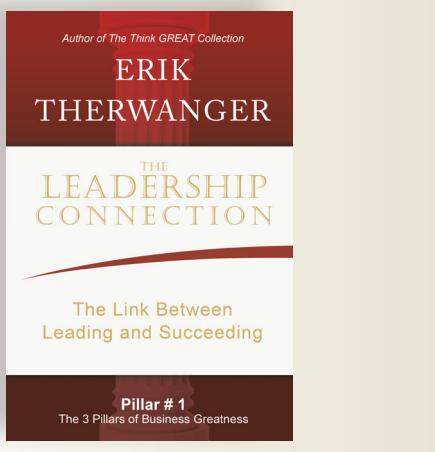
**Erik
Therwanger**
Author, Speaker, Coach



Think **GREAT**® LEADERSHIP

Professionally Moderated
Peer-to-Peer Collaboration
Leadership Coaching
Ideas and Insights
Real-World Solutions
Membership Benefits

From the Pages of:



Greater Leaders. Greater Impact. Greater Results.

Our dynamic 12-month leadership immersion program takes a powerful deep-dive into each of the chapters of Erik Therwanger's acclaimed book, The LEADERSHIP Connection. Exclusive membership provides unparalleled development for all levels of leadership in your organization.

More than a roundtable session, The LEADERSHIP Link guides leaders on a journey of discovery and solutions in a peer-to-peer, collaborative environment, providing them with the tools and skills necessary to face challenges and accomplish goals. Develop Think GREAT certified leaders in your organization.

GREAT for...

- C-Level & Executive
- Supervisors & Managers
- Sales Leaders
- Next Wave Leaders

What People are Saying...

The Leadership Link has helped me put focus back on the work, not just in the work. It's easy to get caught up with day-to-day activities, and lose focus on long-term strategy. The Leadership Link is teaching me the discipline to focus on developing leaders and building long-term strategy.

Dan Seeman
Vice President, Hubbard Broadcasting

Working closely with other industry executives has provided me with valuable insight as to how to become a better leader. The non-threatening group setting is perfect for sharing, learning, developing, and collaborating to better understand how to handle our most valuable resource; our PEOPLE. More importantly, learning how others have overcome their own obstacles helps me tremendously in dealing with the ups and downs of business management and ownership.

Matt Lind
Co-Owner, Legend Companies



 **Think *GREAT*®**
YOUR PATHWAY TO SUCCESS
Hosted by Erik Therwanger

Find our new podcast on
iTunes and PodcastOne

www.ThinkGreat90.com
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Prior Lake, MN 55372
952 807 3887

Part 1: Enhance Perceptions

1

Month 1: Clearly Define Leadership

- Learn the traits/qualities/expectations of a leader
- Define what leadership looks like in your organization
- Identify key areas for growth
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Becoming 3-Dimensional – Desire

Month 2: Develop a Unifying Culture

- Use historical data, create surveys and observations to assess your current environment
- Identify the three elements of a unifying culture
- Identify growth opportunities
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Becoming 3-Dimensional – Determination

Month 3: Identify Important Goals

- Identify personal and corporate types of goals
- Identify and document the effect goals will have
- Identify the steps needed to accomplish the goals – G.R.E.A.T.
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Becoming 3-Dimensional – Decisions

Part 2: Elevate Priorities

2

Month 4: Raise Expectations

- Understand the ramifications of low expectations
- Clearly articulate what you are responsible for and what your team can expect of you
- Learn how to clearly communicate expectations
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Keep Your Sales Gears Turning – Prospecting & Contacting

Month 5: Delegate with a Purpose

- Understand the difference between delegating tasks and delegating decision making
- Learn how to delegate with a purpose – O.D.S.
- Create a plan for Supervision
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Keep Your Sales Gears Turning – Presenting

Month 6: Increase Accountability

- Identify the obstacles of accountability
- Identify key tracking metrics required
- Identify the tools needed to increase accountability
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Keep Your Sales Gears Turning – Set-Up

Part 3: Empower People

3

Month 7: Communication

- Discuss the importance of empowerment
- Identify communication styles employed at your business and its impact
- Understand the elements of dynamic Communication
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Keep Your Sales Gears Turning – Follow-Up

Month 8: Cultivate

- Understand the qualities of a strong team
- Understand what it means to cultivate vs. train
- The ABCs of Cultivating – Achieve Authenticity, Be the Beacon, Create Camaraderie
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Sales is a Knowledge Game – Know Your Clients

Month 9: Collaboration

- Understand the benefits of collaboration
- Understand the differences between collaboration, coordination and cooperation
- Building fundamentals for a successful think tank in your team
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Sales is a Knowledge Game – Know Your Rivals

Part 4: Exceed Possibilities

4

Month 10: Have a Plan

- Understand the types of plans within an organization
- Create a rough sketch of your plan
- Discuss the benefits of having a plan and what it opens up
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Sales is a Knowledge Game – Know Your Solutions

Month 11: Build Leaders

- Develop a plan for growth for your leaders
- Identify leadership potential – outline qualities
- Create leadership activities
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Sales is a Knowledge Game – Know Your Team

Month 12: Become a Visionary Leader

- Define a visionary leader
- Understand the difference between training and developing
- Identify the environment you need to create to foster a leadership ecosystem
- ✓ Leadership Exercise + Collaborative Solutions
- 3-D Sales Table Only: Sales is a Knowledge Game – Know Your Plan



PHASE 6

Front Line Table
8:30 am – 11:30 am

MONTH 1 -	Thu, Sept 5, 2019
MONTH 2 -	Mon, Oct 14, 2019
MONTH 3 -	Mon, Nov 4, 2019
MONTH 4 -	Wed, Dec 4, 2019
MONTH 5 -	Wed, Jan 8, 2020
MONTH 6 -	Tue, Feb 11, 2020
MONTH 7 -	Tue, Mar 10, 2020
MONTH 8 -	Tue, April 7, 2020
MONTH 9 -	Tue, May 12, 2020
MONTH 10 -	Tue, June 9, 2020
MONTH 11 -	Tue, July 14, 2020
MONTH 12 -	Tue, Aug 11, 2020

Executive Table
12:30 pm – 4:00 pm

MONTH 1 -	Thu, Sept 5, 2019
MONTH 2 -	Mon, Oct 14, 2019
MONTH 3 -	Mon, Nov 4, 2019
MONTH 4 -	Wed, Dec 4, 2019
MONTH 5 -	Wed, Jan 8, 2020
MONTH 6 -	Tue, Feb 11, 2020
MONTH 7 -	Tue, Mar 10, 2020
MONTH 8 -	Tue, April 7, 2020
MONTH 9 -	Tue, May 12, 2020
MONTH 10 -	Tue, June 9, 2020
MONTH 11 -	Tue, July 14, 2020
MONTH 12 -	Tue, Aug 11, 2020

Next Wave Table
9:00am – 11:00 am

MONTH 1 -	Tue, Sept 10, 2019
MONTH 2 -	Tue, Oct 15, 2019
MONTH 3 -	Tue, Nov 5, 2019
MONTH 4 -	Thu, Dec 5, 2019
MONTH 5 -	Thu, Jan 9, 2020
MONTH 6 -	Wed, Feb 12, 2020
MONTH 7 -	Wed, March 11, 2020
MONTH 8 -	Wed, April 8, 2020
MONTH 9 -	Wed, May 13, 2020
MONTH 10 -	Wed, June 10, 2020
MONTH 11 -	Wed, July 15, 2020
MONTH 12 -	Wed, Aug 12, 2020

3-D Sales Table
1:00 pm – 4:00 pm

MONTH 1 -	Tue, Sept 10, 2019
MONTH 2 -	Tue, Oct 15, 2019
MONTH 3 -	Tue, Nov 5, 2019
MONTH 4 -	Thu, Dec 5, 2019
MONTH 5 -	Thu, Jan 9, 2020
MONTH 6 -	Wed, Feb 12, 2020
MONTH 7 -	Wed, March 11, 2020
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