

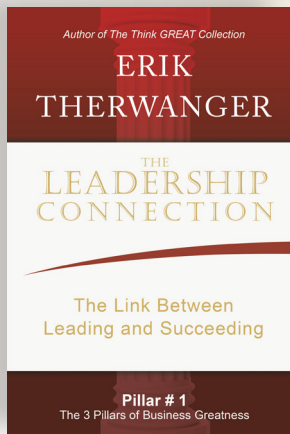
**Erik  
Therwanger**  
Author, Speaker, Coach



# Think**GREAT** LEADERSHIP LINK

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
- Sales Leaders
- Supervisors & Managers
- 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](http://www.ThinkGreat90.com)

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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

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

### Executive Table 12:30 pm – 4:00 pm

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

### Next Wave Table 9:00am – 11:00 am

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

### 3-D Sales Table 1:00 pm – 4:00 pm

Tue, Sept 10, 2019
Tue, Oct 15, 2019
Tue, Nov 5, 2019
Thu, Dec 5, 2019
Thu, Jan 9, 2020
Wed, Feb 12, 2020
Wed, March 11, 2020
Wed, April 8, 2020
Wed, May 13, 2020
Wed, June 10, 2020
Wed, July 15, 2020
Wed, Aug 12, 2020