

<p><b>The Leaders Lab Curriculum Updated 12-29-11</b></p> <p>This curriculum will drive the three month program offered in three sessions each year starting in January, May and September. The program draws upon two tracks; the Business Track focused on the strategic aspects, or the “head,” and the Inside First Track focused on character development, or what we call the “heart.” At every step through this program, our leadership coaches, advisors (presenters and speakers) and staff will strive to connect these two tracks such that an ethical, effective leader is encouraged in building “new” kinds of organizations.</p>	<p><b>Month 1</b></p>	<p><b>Month 2</b></p>	<p><b>Month 3</b></p>
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<p><b>Week 1:</b> <b>Monday – Wednesday</b></p>	<p>Off- site retreat: Program Overview; Personal Values, Purpose, Vision &amp; Commitment</p> <ul style="list-style-type: none"> <li>• What is the overall direction in your life and work?</li> </ul>	<p>Technology: Systems; Functionality; Internet Opportunities</p> <ul style="list-style-type: none"> <li>• What are the best ways to use technology to advance your business?</li> </ul>	<p>Great Presentations: Elevator Speech; Video; PowerPoint; Documentation</p> <ul style="list-style-type: none"> <li>• What is the best way to present your concept?</li> </ul>
<p><b>Friday</b></p>	<p>Business Plan Review: Business Purpose, Values, Vision</p> <ul style="list-style-type: none"> <li>• What are you ultimately trying to accomplish with this business? Is your personal purpose and business purpose compatible?</li> </ul>	<p>Ethics &amp; Integrity: Moral Reasoning &amp; Courage</p> <ul style="list-style-type: none"> <li>• How do you make good decisions for the right reasons?</li> </ul>	<p>Making the Ask: Sequencing ; Campaigns of One</p> <ul style="list-style-type: none"> <li>• Who are my primary prospects?</li> </ul>
<p><b>Week 2: Monday</b></p>	<p>Ideation: Testing Commercially Viable Concepts; Try it – Fix it</p> <ul style="list-style-type: none"> <li>• What evidence indicates your concept will work?</li> </ul>	<p>Financial Plans: Projections; Financial Reporting; Cash Flow</p> <ul style="list-style-type: none"> <li>• How do you accurately project revenues and expenses? How much capital do you need?</li> </ul>	<p>Execution: Action; Decision – Making; Negotiation</p> <ul style="list-style-type: none"> <li>• How do you get to yes?</li> </ul>
<p><b>Friday</b></p>	<p>Market Need &amp; Opportunity: Market Research &amp; Feasibility; Competition</p> <ul style="list-style-type: none"> <li>• Who is the target market and what are your competitive advantages?</li> </ul>	<p>Managing Priorities: Balance, Health &amp; Support; Time Management; Action Plans</p> <ul style="list-style-type: none"> <li>• How will you achieve your goals in work as well as in your other roles? How do you implement the “try it – fit it” approach?</li> </ul>	<p>Final Business Plan: Executive Summary; Stakeholder Fit with Culture</p> <ul style="list-style-type: none"> <li>• What are the pitfalls to avoid?</li> </ul>
<p><b>Week 3: Monday</b></p>	<p>Authentic Communications: Crucial Conversations; Dialogue</p> <ul style="list-style-type: none"> <li>• What does it take to become a more effective communicator?</li> </ul>	<p>Preliminary Plan Presentation: Defending Plans; Risks &amp; Key Issues; Legal Considerations; Panel of Reviewers</p> <ul style="list-style-type: none"> <li>• What are the best ways to sell your concept? How can you mitigate the risks?</li> </ul>	<p>Managing Ego: Worldviews; Character &amp; Fit</p> <ul style="list-style-type: none"> <li>• How do you create a healthy sense of yourself?</li> </ul>

<p><b>Friday</b></p>	<p>Marketing &amp; Sales: Strategic &amp; Tactical Plans; Branding; Pricing</p> <ul style="list-style-type: none"> <li>• What is your positioning approach and how will you differentiate your product or service?</li> </ul>	<p>Sharpening the Ask: Plan Revisions; Start – up Capital; Angel Investors; VC’s; Banks</p> <ul style="list-style-type: none"> <li>• What are investors looking for? How can you strengthen cash flow?</li> </ul>	<p>Lifelong Learning: Resources; Leaders Network</p> <ul style="list-style-type: none"> <li>• How will you keep yourself growing? What resources are available?</li> </ul>
<p><b>Week 4: Monday</b></p>	<p>Building a Culture of Character: Teambuilding; Relationships; Trust; Courage</p> <ul style="list-style-type: none"> <li>• How will you inculcate the values you want in your organization? What will make your team most effective?</li> </ul>	<p>Leadership Models: Alternatives; Inside First; StrengthsFinder;</p> <ul style="list-style-type: none"> <li>• How are you going to run your business? How will you develop, reward and promote people?</li> </ul>	<p>Mini Retreat: Final Personal Leadership Plan; Commitments</p> <ul style="list-style-type: none"> <li>• What are you really committed to? What are your next steps?</li> </ul>
<p><b>Friday</b></p>	<p>Operational Plans: Legal Structures; Boards – Formal &amp; Advisory; Management Plans</p> <ul style="list-style-type: none"> <li>• What is the best structure for operating your concept?</li> </ul>	<p>Alignment: Collaboration; Process; Taking Casualties</p> <ul style="list-style-type: none"> <li>• How do you get the right people on your bus?</li> </ul>	<p>Investor Day: Presentation to investors</p>

**Additional Program Components & Notes:**

- Weekly RoundTable group meetings with a Leadership Coach; individual one-on-one coaching time is schedule separately.
- Quarterly Leaders Network social gatherings
- Typical Weekly Schedules: Unless otherwise indicated, all time is open for use inside or outside of the facility.
  - Monday PM: Business Track
  - Tuesday Lunch: Weekly huddle among group members without coach.
  - Wednesday Evenings: Leadership Film Night, Open Mic Night, dinners at mentors’ homes, etc .
  - Thursday: Weekly outdoor activity, i.e., skiing, hiking, etc.
  - Friday AM: Inside First Track
- Beyond formal meetings, participants will be asked to:
  - Journal daily and to submit a one page essay each Monday morning on the lessons learned in the prior week.
  - Read 3 books from the Institute’s Library during the course.
- Every module will pose questions that link head and heart.