RLF IS NEEDED NOW MORE THAN EVER

PACIFIC NORTHWEST RLF PARTICIPANTS COME OUT OF THE PROGRAM WITH INCREASED:

- Spheres of influence
- Self-awareness and self-confidence
- Ability to collaborate and to connect with others in genuine, inspiring ways
- Communication techniques and strategies
- Facilitation skills
- Understanding of business models and global partnership strategies
- Skills in working across boundaries

Enroll Your Top Talent In The 2021 PACIFIC NORTHWEST RLF

Held In Seattle, WA and Portland, OR

The Pacific Northwest RLF isn’t just a set of quick workshops, lectures or seminars. The program is:

- A rigorous and highly-experiential “learning lab” fostering long term leadership development via six 2-day in-person sessions unfolding over eight months.
- The cross-fertilization of ideas, experiences and practices to help participants pull from within themselves and each other to blossom in an environment of deep learning.

**LEADERSHIP FOR LIFE**

The Regional Leadership Forum — a signature program of SIM — has been producing quality leaders since 1993. Visit RLFleadership.com/pacific-northwest-rlf

<table>
<thead>
<tr>
<th>TRAINING...</th>
<th>DEVELOPMENT...</th>
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<tbody>
<tr>
<td>☐ Blends to a norm</td>
<td>☑ Encourages reaching beyond the norm</td>
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<tr>
<td>☐ Focuses on technique/content/curriculum</td>
<td>☑ Focuses on self-awareness/self-development</td>
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<tr>
<td>☐ Inherently focuses on the present</td>
<td>☑ Inherently focuses on the future</td>
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<tr>
<td>☐ Adheres to standards</td>
<td>☑ Focuses on maximizing potential</td>
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<tr>
<td>☐ Emphasizes process transactions</td>
<td>☑ Emphasizes professional transformation</td>
</tr>
<tr>
<td>☐ Focuses on the role</td>
<td>☑ Focuses on the person</td>
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<td>☐ Maintains status quo</td>
<td>☑ Catalyzes innovation and growth</td>
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<td>☐ Encourages compliance</td>
<td>☑ Encourages distinctiveness</td>
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<td>☐ Emphasizes lines of reporting</td>
<td>☑ Expands spheres of influence</td>
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<tr>
<td>☐ Focuses on the knowns</td>
<td>☑ Explores the unknowns</td>
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<tr>
<td>☐ Places people in a comfort zone</td>
<td>☑ Moves people beyond comfort zones</td>
</tr>
<tr>
<td>☐ Is finite</td>
<td>☑ Is infinite</td>
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</table>

THE PACIFIC NORTHWEST RLF DELIVERS POWERFUL LEADERSHIP “DEVELOPMENT” INSTEAD OF “TRAINING”
EXPERT FACILITATORS LEAD THE PROGRAM

The number of facilitators will depend upon the size of the 2021 class. Scheduled facilitators include:

Fred Pond has more than 40 years of experience in business and technology in the Pacific Northwest, with 25 years managing teams and technology as CIO for SSA Marine/Tideworks Technology, The Schnitzer Group of Companies, North Pacific Group and Columbia Sportswear. He has also participated and led advisory boards including the Portland SIM chapter, the CIO Forum of the Technology Association of Oregon (TAO), Quest JD Edwards Global User Group, and the Operations and Technology major at the Pamplin School of Business at the University of Portland. He continues to be actively involved with business and technology through his work on advisory boards and consulting.

Butch Leonardson has 30 years of experience in IT, ranging from strategic consulting and large-scale systems implementation to senior leadership positions at Accenture, Seattle’s Children’s Hospital and Regional Medical Center, and BECU – where for 15 years he was SVP and CIO. He has served as Chair of the Board of Regents for his alma mater – Seattle University – and has been involved with the Albers School of Business and the Center for Leadership Formation Advisory Board. He is a past Board Member at Franciscan Highline Medical Center and the Technology Advisory Council for the Seattle Foundation. He is also an appointed member of the Washington State Governor’s Technology Services Board.

ALL REGISTERED RLF PARTICIPANTS CAN TAKE ADVANTAGE OF THE EXTRA ADDED VALUE OF ONGOING VIRTUAL RLF MEETINGS

ONGOING VIRTUAL MEETINGS ARE IN PROGRESS NOW THROUGH FEB. 2021 IN ADVANCE OF THE START OF THESE IN-PERSON SESSIONS:

SESSION 1: March 15-16
In Seattle
Getting to know each other
Introduction to leadership
RLF learning model
Journaling and its value
Mars surface rover
Personal coat of arms

SESSION 2: May 3-4
In Portland
Who am I
Personal values
Discovering personal leadership style
The “why” behind you and leading
Values workshop
Color blind
Myers Briggs

SESSION 3: June 14-15
In Seattle
Creativity
Storytelling
Use of humor
Motivating and influencing
The mysteries of Harris Burdick
“I would follow you as a leader…”
Improv workshop

SESSION 4: August 9-10
In Portland
Globalization, cultural awareness
Communication
Personal and business ethics
Bafa bafa
Lead out
Management communications
Business snapshots

SESSION 5: September 20-21
In Seattle
Dealing with change
Learning styles workshop
Understanding teams
Dealing with risk
The value of all individuals
Lead out
Civil War case study

SESSION 6: November 8-9
In Portland
Personal networks
Looking back… looking forward
Managing your career
Beads of significance
Strike fighter
Conscious careers
Graduation dinner

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The RLF fee includes:

- All meetings, materials and activities throughout the eight-month Pacific Northwest RLF program
- All breakfasts, lunches and refreshments
- Inclusion in a national program learning event for all 2021 RLF graduates
- Individual national SIM membership for each graduate during the 2022 calendar year

The RLF fee is $8,850 for SIM members or $9,350 for non-SIM members.

An additional $500 Early Registration Discount is also available if paid by January 15, 2021.

Please contact:
- Fred Pond (fred.pond@frontier.com)
- Butch Leonardson (butch.leonardson@gmail.com)
- Lisa Harper (lisadspezza@gmail.com)