



LEADERSHIP FOR LIFE



WHY CHOOSE RLF IN 2020?

5,000+ GRADUATES

have come out of RLF programs with:

- An expanded sphere of influence
- A distinct understanding of their personal leadership style
- A renewed focus on maximizing their potential
- An enhanced ability to connect with others in a genuine, inspiring way
- Increased self-awareness and self-confidence

"I found RLF to be one of those rare life-changing opportunities we all hope to come across once or twice in our lifetime. It was exhilarating to take a deep and introspective dive into what I believe and how I can make a difference for others."



Gary Bussell
2012 RLF Graduate
Vice President
JP Morgan Chase

TOMORROW'S LEADERS MUST BE DEVELOPED TODAY

We live in a world of unrelenting change and fierce competition where the value of strong leaders has never been greater ... leaders who **thrive on change** and are **adept at leveraging their personal leadership strengths, critical thinking skills and collaborative capabilities** to adapt to accelerating transformations in technologies and organizations. They will also need to be clear about their values and instinctively do the right things at all times.

For more than 25 years, hundreds of top national and global companies have relied on **SIM's time-tested RLF programs** to transform thousands of rising, high-potential professionals into such strong, quality leaders.



RLF IS UNIQUE

RLF IS A PROVEN MODEL MAXIMIZING QUALITY LEADERSHIP

RLF isn't just a set of quick workshops, lectures or seminars. RLF is:

- A unique conduit for long-term change in professional / personal capabilities via **a comprehensive series of six 2-day sessions unfolding over nine months.**
- A **participant-driven program** renowned for its **highly-engaging interaction among peer and professional colleagues.**



LEARNING

Deep knowledge is fostered through reading / discussing 25+ books to **absorb and understand** a broad spectrum of leadership principles, along with **continuous dialogues with colleagues and business leaders** about their challenges faced and lessons learned.



EXPERIENTIAL

RLF is **an immersive, rich experience** with each participant highly-engaged in a collaborative team environment and **reaping the benefits of the experiences of everyone in the room** — other members, facilitators, speakers and visiting leaders.



ADAPTABILITY

Over the course of nine months, RLF participants become **adept at embracing and adapting to change** — assessing and adjusting their own performance, reading people, navigating politics and instinctively doing the right things at all times.



DISCOVERY

RLF is all about the discovery of **one's self, of a sense of mission, of personal strengths and opportunities** so that people grow over time to better understand who they are, where they want to go and how to get there.

PROGRAMS FOR 2020 WILL BE FORMING SOON

RLF programs will be offered again in multiple locations across the U.S. in 2020. Final locations will be announced later this year.

Tentative 2020 Locations:

- **Mid-Atlantic** in Baltimore and Philadelphia
- **Midwest** in Chicago
- **New York Metro**
- **Northeast - Boston**
- **Northeast - Hartford CT**
- **Pacific Northwest** in Seattle and Portland
- **Pacific Southwest** in Los Angeles
- **Southeast** held in St. Petersburg, FL

The RLF Fee Includes:

- Speakers, materials, books, presentations, and activities during the 9-month program
- Inclusion in a post-program learning event for all 2020 RLF grads
- All breakfasts, lunches and refreshments
- Individual SIM national membership for each graduate during the calendar year following graduation from RLF

The 2020 RLF fee is **\$8,950.**

SIM members will receive a \$600 discount.

\$500 “early bird” discounts also will be available for all 2020 programs.

Specific “early bird” deadlines for all programs will be announced later this year.

Some discounts may be available for small non-profits or those who pay personally.

RLF LEADERSHIP FOR LIFE



WHY RLF IS DIFFERENT...

QUALITY LEADERS AREN'T “TRAINED” – QUALITY LEADERS ARE DEVELOPED

Each year, U.S. businesses spend nearly **\$20 billion dollars on leadership-based curriculum for managers and supervisors.** Most companies spend these dollars on leadership “training” because they view the terms “training” and “development” as somehow synonymous — when, in fact, there are important distinctions between the two.

Most experts agree **leadership development is actually quite different than training:**

- Leadership **development** is **personal, nuanced, contextual and fluid.**
- Leadership **development** emphasizes **introspection, self-awareness and self-improvement.**
- The best leadership **development** **takes place over time,** with meaningful change and improvement in **behavior, capabilities, critical thinking skills** and **the ability to relate to others with engaging, authentic poise.**



Training may be faster and more easily implemented than development. Yet, providing an individual with the opportunity for forward progress from his / her current place over a period of time is the defining attribute of “development.”

WHY CHOOSE “DEVELOPMENT” VERSUS “TRAINING”?

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