

Applied Leadership Program

Presented by Bear Down, Inc.

Are you now or will you soon be in a position of leadership? Are you satisfied with the way things are, the seduction of the status quo, or do you want to challenge yourself and your organization to greater heights?

Many believe being a good manager will also make you a good leader. They would be wrong. There is no bigger impact on our world than good or bad leadership. While the pace of change continues unabated in many cases our leadership practices have become painfully stagnant.

Applied Leadership Program

- Program Introduction
- Who's it for?
- Sample of topics covered
- Meeting format
- Benefits
- What it is not
- About the program leader



While there are any number of leadership training options available, why is it so few deliver long term lasting change and results? There is no magic wand "10 Step Process" that works across all organizations. Attending a one-day seminar or three-day workshop is usually not much more than *Management of the Month Club* thinking. We check the box of taking leadership training and hope things get better. Hope is not a strategy.

Ask yourself this question: When was the last time you changed something about your leadership talents? Your vision, your approach, your philosophy, your attitude or your development?

The **Applied Leadership Program** has been created for those who want to challenge their thinking about leadership. It's been created for those who want to grow as people and leaders. Holding a leadership position is not the same thing as being a good leader. You have a choice. You can limit your personal growth and thereby limit your organization or you can challenge your beliefs, expand your view and have a positive impact that will ripple throughout your organization.

The **Applied Leadership Program** has been developed for you to use your own real-world leadership challenges and not hypothetical examples that often bear little resemblance to the issues you're facing. You will be in a program with peers from other organizations lead by an experienced leadership coach.

The following pages will give you more information about who the program is for and the format.

Who's It For

- Business owners
- Company executives
- Anyone that will be moving into a leadership position in the next 3 to 5 years.
- Next generation family members who will be taking over the family business.
- Directors of non-profits

Sample of Topics Covered

- The difference between management and leadership.
- Why there are so few outstanding leadership successes.
- What drives extraordinary performance?
- The habits of thinking.
- Where problems come from.
- Why most people prefer a problem they can't solve to a solution they don't like.
- What consequences matter to you and why are they important?
- Barriers of great communication and how to overcome them.
- How to drive competence throughout your organization.
- The magic of necessity.
- A Code of Conduct. Necessary to get you where you want to go.
- Who owns the issue of achievement?
- Slaying personal dragons.
- The one condition that predicts happiness and relevance in business and life.
- What's a bricoleur and why do you want as many of them as you can find?
- How our thoughts create the world we live in.
- How to measure what counts.
- Thinking about thinking.
- Dumb systems and how to spot them.
- The difference between a normal challenge and an adaptive challenge.
- These topics and many more plus real-world issues brought by the members of the program.

Meeting Format

The meetings will be held in a *Peer Format*. That means you'll be going through the program with people from other organizations who, as you, are working on developing their leadership skills further. Peer groups have been shown to increase the learning process. New perspectives will be realized and professional friendships made.

Because of the nature of the program, no competing organizations will be allowed. The first organizations to sign up will have the right to disapprove any organizations they believe are competitors of theirs. This rule allows participating organizations to open up more freely on the leadership issues they're working on.

- 1 day per month for 24 months.
- Meetings will run from 9am to ~3pm.
- No competing businesses will be allowed.
- Reading assignments and exercises will be assigned to be worked on between meetings.
- Discussions will be based on real-world issues members are facing and not hypothetical ones.
- A mixture of full group work and discussions will be mixed with breakout groups of 4 people each.
- Some meetings will have Q&A sessions with leaders that have gone through the process.
- Lunch is included in the program fee.
- All books and materials are included in the program fee.
- **Applied Leadership Program** fee: \$750 per month. Discounts for companies sending more than four people. Since each meeting will build upon the previous meetings it is highly encouraged that you plan to attend all 24. You will be charged monthly whether you attend or not.

What the Program is Not

So, there is no confusion, I think it's good to make sure everyone knows what this program is not meant for.

- A social event club
- A networking group
- A sales channel

There are multiple other options for each item listed above. The **Applied Leadership Program** will be completely dedicated to growing your leadership abilities.

About the Program Leader



In 2008 Jeff West formed Bear Down, Inc. to provide leadership and executive team coaching. In the past 18 years Jeff has worked with over 50 Western Wisconsin companies. He is also the creator and chair of 2 *Business Partners* executive peer groups.

Previous to Bear Down, Inc. Jeff was a founder and President/CEO of Silicon Logic Engineering, Inc. SLE designed some of the world's largest integrated circuits for their customers. Working with companies such as IBM, Intel, Cisco, Motorola, and Nortel Networks.

With his background as a leader of a business that went through the cycle of fast growth, dealing with the largest downturn in hi-tech history (the dot com bubble) and returning SLE to growth mode along with his over 2,500 1-on-1s with executives through Bear Down and extensive work with many regional businesses, Jeff is highly qualified to lead a program on organizational leadership.

Jeff strongly believes that unless our thinking and beliefs are challenged there is no hope of changing our habits. Real change only comes when we truly challenge our beliefs and conclude we've come up with a better way.

For more information, contact Jeff at: 715-559-2195 or
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www.beardowninc.com

Testimonials

Jeff, thank you for the note and, more importantly, for the experience you created. From our side, the impact has been real and noticeable.

The participants came back more self-aware, more confident, and more intentional in how they lead. We're seeing it show up in conversations, decisions, and how they show up for their teams. That's exactly what we hoped for when we sent people through the program.

You set the bar high and created something that truly sticks; not a short-term initiative, but a shared language and mindset our leaders will carry with them for years. That kind of impact is rare, and we're grateful for the care and craft you put into it.

Thank you again for the investment you made in our people and our organization.

Josh Johnson – Owner – Don Johnson Auto Group

Take Jeff's program on Leadership. Seriously, take it! One of the best investments this company has ever made.

Pat Bischel - Owner – Northern Crossarm, Inc.

I would like to thank you for your continued commitment to the development of our future leaders. You have left your fingerprints all over this organization and have played a key role in helping us build a leadership foundation that will last for years/decades to come!

Matt Yach – COO – WIN Technology

The Applied Leadership Program has help me develop confidence, a more positive attitude, and the biggest change has been the transformation in my thought process. Jeff has really helped me develop confidence by his questions. Although a bit uncomfortable at first, I have learned to always have a reason for what I say or what I do. There has to be a why behind it. The positive attitude has really come from the members of the class because I have realized that I am not alone. We are all dealing with very similar situations and the support that they offer thru the exchange of ideas is uplifting. My thought process has been completely turned upside down. The best comparison that I could use would be that of driving from one place to another. Many different routes and one route might work the best today but another route might work better tomorrow. I was a one route kind of guy.

Bob Hinrichs - General Manager Feed Division – Synergy Cooperative

I was given the most incredible opportunity to join the Applied Leadership Program group. I cannot tell you how this group has changed how I look at everything I do. The format in this program of being able to debate and learn with so many different companies and have such an open forum of conversations on real life situations has changed my communication and has given me the tools to really make change. Overall, Jeff really has a way of making me think differently about everything I do professionally as well as at home. I now truly understand what it means to be a leader and this program has prepared me to make a difference!

Holly Clements – VP of Sales & Marketing – Stansfield Vending

The Applied Leadership Program is going to challenge your thinking and it will change the way you interact with your peers, your organization, and your life. Its hands down the most impactful training you could take. People in my organization have approached me to compliment the changes they've noticed in me. I'm incredibly grateful for the opportunity to participate in this class.

Haley Maus – Service Delivery Specialist – WIN Technology

The Applied Leadership Program is thought-provoking and eye opening. Never before have I been able to take part in an ongoing program that allowed for real world discussions with other business leaders in my community. Jeff provides a platform where we can help each other navigate challenges in our own business through shared experiences—that's the ultimate value of this program! Thank you again Jeff for all that you do, as much as I wish you a happy retirement someday.... I secretly hope you keep doing this forever as you are a guiding light for leaders out there!

Jeremy Dickinson – Service Director – Benedict Sales & Service

It is easy in our daily hustle to feel that no-one else could possibly understand the businesses we are managing. Each of us has likely made time for a few hour(s) or few days leadership seminar where we have been talked at, not challenged to critically think about leadership. The true joy with Jeff West's Applied Leadership Program is that it is about challenging your core thinking and changing your default habits. The chance to engage for one full day each month for 24 months with a cohort of peers, from across industries, ensures that broadest perspectives about leadership. Most importantly, each person will have the opportunity to gain the confidence, skill, and mindset to help build a high-performance organization. This experience will change you in all aspects of your life and you will receive back 10-fold what you put into this course.

Jason Jon Anderson – ACP Creative IT

Over a long career span in Human Resources, I have participated in several leadership-based courses, however none were more influential and rewarding than the Applied Leadership Program presented by Jeff West. Jeff provokes both thought and participation and provides a setting of free thinking and communication. The tremendous advantage to this course is it provides valuable concepts for both the new and seasoned leader.

Kevin Dendinger – Human Resource Manager – WIN Technology

The Applied Leadership Program has really been a very eye-opening experience for me. Prior to the program I had an idea, or vision of what I thought a good leader was. After the class I now have a deeper understanding of what a leader is, the vocabulary that goes along with it, and a greater understanding of the different pieces that need to be put in place to create and lead a highly functioning organization. The class caused me to do a lot of self-reflecting of my habits, and my thought processes, and opened my eyes to the changes that I needed to make to be a better leader. The different perspectives that I was able to listen to and learn from in the class has helped me expand my ability to deal with the day-to-day issues that leaders face.

Considering the current labor market and issues that all businesses are facing, I feel the value this program provides for an individual is well worth the investment. If it was feasible, I would send every person in our organization to this class.

Steve Heathman – General Manager – McDonough Manufacturing

I admittedly went into Applied Leadership as more of a prisoner than a participant. I started leading and managing people at sixteen years old and at fifty-six, thought I knew everything. There are several ways my thinking was changed by reading Leadership: Thinking, Being, Doing and participating in twenty-four weeks of classroom discussions.

1. I am constantly thinking about my own habits. I had this idea in my head that habits were something unintentional that defined who you were from a negative perspective. I'll use smoking as an example. I come from a long line of professional smokers, some of them smoking four packs a day. I always looked at smoking as a bad habit, but never understood that by me not smoking, and instead making better choices, created good habits that I have used my entire life. I now look at everything I do, whether at work or home and measure whether I am creating a good habit or a bad one. This has made me much more efficient at work and helps me understand the habits that have made up the individuals on our team. We are continuously talking to the team about creating intentional, productive habits.
2. I now understand my own filters and that others may not see the world the way I do because of their own experiences and desires. I have a perfect example of this: My Clifton StrengthsFinder analysis shows my number one trait is Achiever. I am always looking to win, to take the next step in my career, and for my kids to become successful. This class made me realize that I am imposing my own, personal thoughts of success on others. My son is a software engineer. When he graduated from college, he got his first job in his field and was thrilled. Instead of being happy for him, I asked him what the next step was to reach the top and when could he get there. Eventually, he said, "Dad, I'm happy with what I'm doing and don't want to go any higher at the moment." This blew my mind because I couldn't understand why he wasn't thinking like me. I get it now.
3. We all have different dragons that we need to slay in life and my dragons aren't the same as everyone else's. Understanding what is holding you back from being successful is the key to finding success.

I am a better leader today than I was two years ago. The twenty-four-week class is well worth it and I would recommend it to anyone experienced or novice in leadership.

Mike Pahl – Chief Operation Officer – Don Johnson Auto Group

I have been through a few partial day leadership seminars and a couple longer style courses. They usually have some good concepts or things to think about but are usually limited in scope or focus to one or two concepts. The program that Jeff has put together considers and involves so many concepts related to leadership and does an excellent job on tying the concepts together. The connections between concepts are shown in multiple ways to help further drive the concepts into your memory and into practice. You will have some moments of tough self-reflection as you progress through the course. The way Jeff has structured his teachings is the best I've seen to date for leadership training. Part of what makes Jeff's teachings unique is the diverse range of participants that can include anyone from C level to department leads, production managers, service managers, account managers, and more. The varied points of view from the various levels of leadership add more value to the teachings and shared experiences. It's humbling to see no matter what level of leadership you are at or what industry you are in the tough leadership situations we all face are not unique.

Tony Wagers – Customer Success Manager – WIN Technology

My thoughts and behaviors in my leadership role were strengthened and others changed drastically for the better with the help of Jeff and the other participants of this program. Be aware, this Applied Leadership Program isn't something that is quick or easy. Be prepared to look at how you and your company approaches leadership, and to share and compare your experiences and troubles with peers from other companies. Our group consisted of a wide range of industries (entertainment, service, technology, agriculture) and it was amazing to see the challenges and growth we all experienced. I'm extremely glad I was a part of this experience.

Jake Avery - IT Operations & Service Delivery Manager – WIN Technology