

Mark Your Calendar! Join us for...

# The *extraordinary* LEADER WORKSHOP

## Turning Good Managers Into Great Leaders

*A No-Nonsense, Executive-Tested Program for  
Developing Exceptional Leadership Skills—  
Both In Your Organization and In Yourself*

### KEY LEARNINGS

Workshop participants will:

- Learn about a new approach to development that helps leaders move from good, to great
- Utilize 360 feedback to identify key strengths and possible neutralizers
- Create a development plan focused on building strengths and significantly improving the bottom-line
- Learn to demonstrate, with data, the relationship between leadership effectiveness and bottom-line results
- Learn to imbed leadership development in daily, on-the-job activities and current work priorities

### MEASURABLE RESULTS

Using the insights and tools of the Extraordinary Leader Program, you can expect **measurable results** from leadership development. Extraordinary Leaders achieve:

- Up to five times **increase** in net income
- Up to 30 percent **increase** in customer satisfaction
- Up to 10 percent **drop** in employee turnover
- Up to 40 percent **increase** in employee engagement and commitment

### LEADERSHIP FORUM

Join Jack Zenger and Joe Folkman for a discussion on the latest trends in leadership development. They will be accompanied by client practitioners from other organizations who will share both their experiences and the significant results they achieved in implementing the Extraordinary Leader research.

### REGISTER NOW!

☎ 801.705.9498

🖱 register@zfc.com

Workshop Fee: \$995 per person

(Includes program materials, Extraordinary Leader 360-degree feedback report, and meals)

Register early to allow time to complete the 360-degree feedback process. Seating is limited.

### 2005 DATES AND LOCATIONS:

#### Mountain View, California

Feb 24—Workshop, 8am-5pm

Feb. 25—Leadership Forum, 8am-12:30pm

#### Los Angeles, California

May 19—Workshop, 8am-5pm

May 20—Leadership Forum, 8am-12:30pm



*The ability to lead is more than just a natural gift. It is, in fact, a concrete and learnable skill that can be developed by studying and applying specific proficiencies and attitudes.*

### RESEARCH BASE

This program, based on the best-selling book *The Extraordinary Leader* by Drs. Jack Zenger and Joe Folkman, draws on **20 years of research** and data from detailed statistical profiles on more than 25,000 managers in a wide range of companies and industries.

**CLIENTS** such as ConocoPhillips, Fireman's Fund, General Mills, the IRS, Nortel Networks, Sandia National Labs, and VERITAS have successfully implemented the Extraordinary Leader Program.



ZENGER | FOLKMAN