

the **SELF-AWARE LEADER**

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www.theseawareleaders.com
Registration deadline: January 8

Develop Middle Managers **to Play More Offense**

IMPACT

Middle managers are key to scaling organizations successfully. They are uniquely positioned to create cross-functional momentum that maximizes team outcomes. Leadership self-awareness upskills middle managers to be more informed and intentional about their business, their customers, and their own growth. Self-awareness is a game-changing skill that accelerates productivity, engagement, and inclusion.

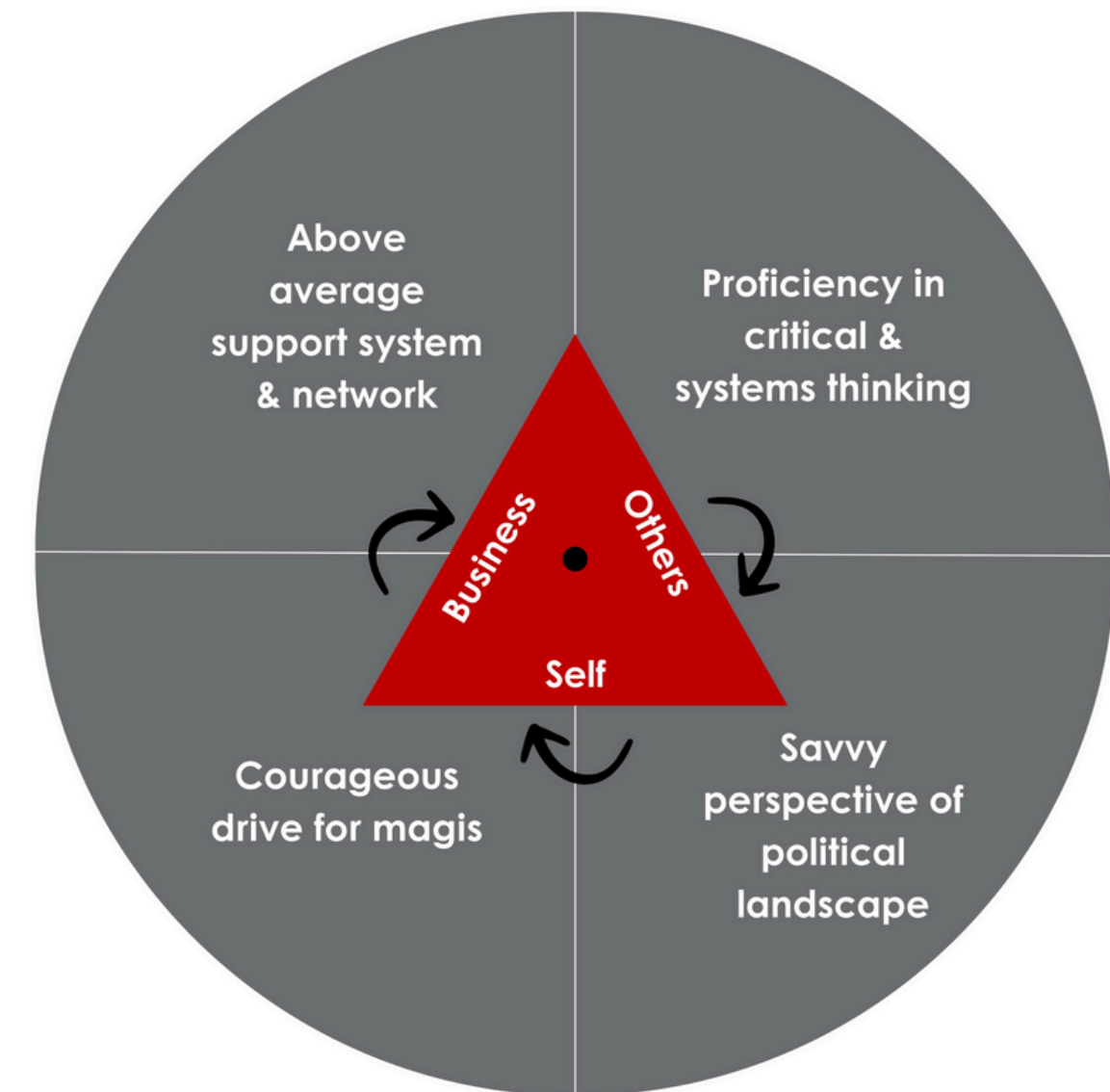
MODEL

The Self-Aware Leader (SAL) is a validated model that arms middle managers with the skills and mindset to continuously motivate alignment across the team to attain unprecedented collaboration. SAL focuses leaders on their most impactful pivot and equips them to activate and pull through on their influence.

AUDIENCE

This experience teaches middle managers how to implement proactive reinventions. It builds on fundamental leadership practices and dives into how to play more offense. SAL has successfully created significant impact across all functions, organization sizes, and industries.

THE SELF-AWARE LEADER



SAL25 Virtual Development Program **for Leaders**

CURRICULUM

This virtual experience is focused on the mindset and the behaviors of a self-aware leader. The design centers on relevant learnings and practical applications with emphasis creating profitable growth in any organization by balancing what the business needs with what the team needs.

Design highlights include:

- Four live 2-hour modules, each with a ~20-minute primer video for pre- and post-work
- Facilitated coaching circles for all breakout exercises and 1-hour monthly group coaching
- Two 30-minute 1x1 coaching sessions with Dan, with an option for additional 1x1 coaching
- A copy of *The Self-Aware Leader* book and an online self-assessment with development plan
- Option to include your manager in communications on learning/how to support application
- Options for a train-the-trainer program, content license, and custom in-house delivery

DATES + TIMES

- Two-hour Modules: (M1) February 10, (M2) March 10, (M3) April 14, (M4) May 5
- One-hour Coaching Circles: (M1) February 24, (M2) March 24, (M3) April 28, (M4) May 19;
- Two 30-minute 1x1 Coaching Sessions: Scheduled by the participant

FEBRUARY - MAY 2025

- A four month virtual experience
- Monthly 2-hr live training modules
- Monthly 1-hr live coaching circles
- Pre- and post-work exercises
- Copy of SAL book
- Online SAL self-assessment
- SAL development plan
- Two 30m 1x1 coaching sessions

PRICING

\$4,000 per person

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SAL25 Virtual Development Program **Schedule**

FOCUS	DESCRIPTION	LARGE GROUP	COACHING CIRCLE
FEBRUARY Self-Awareness + Reinvention	Building a foundation of self-awareness/reinvention, plus how the SAL model grows your influence cross-functionally to fully operate at scale	Monday, February 10 2 - 4 p.m. ET	1-hr mtg with Dan Monday, February 24
MARCH Professional Authenticity + Inclusive Leadership	Centering on self and values, plus how self-awareness connects psychological safety to your mindset and key leadership moments	Monday, March 10 2 - 4 p.m. ET	1-hr mtg with Dan Monday, March 24
APRIL Generosity Quotient® + Coaching	Capitalizing on your ability, capacity, and willingness to give as a leader and activating momentum with the right balance of push/pull as a coach	Monday, April 14 2 - 4 p.m. ET	1-hr mtg with Dan Monday, April 28
MAY Thinking Like a GM + Profitable Imagination	Improving your leadership value with a GM mindset that fuels profitable growth by working backward, pinpointing, and balancing people/tasks	Monday, May 5 2 - 4 p.m.	1-hr mtg with Dan Monday, May 19

SAL Certification for Trainers, Coaches, and Speakers

CONTENT LICENSE & CERTIFICATION

- For in-house trainers, coaches, and speakers as well as consultants
- Full access to all SAL content and products to use in your work
- Online portal with training content in multiple formats
- Assessment tools centered on the 24 validated behaviors that drive success
- Resources for marketing, participant communications, and social media content
- Options for SAL expert to lead and/or co-facilitate in-house delivery

CERTIFICATION OPTIONS

Option 1:
SAL Seat & Certification

One seat in a public SAL virtual program for leaders with 20 hours as a learner plus 6 hours certification training and 2 hours small group coaching.

\$4,000 pp includes year one license fee

Option 2:
Accelerated Certification

One seat in the SAL certification virtual program with 10 hours of self-study plus 10 hours of virtual certification work on Feb. 3-4, 2025 & 2 hours group coaching.

\$4,000 pp includes year one license fee

Option 3:
Private Certification

A custom certification for at least 6 individuals from your organization. Commitment includes self-study, classroom learning, and group coaching.

Custom

CONTENT LICENSE

ACCESS TO SAL MODELS
THREE SAL TRAINING PROGRAMS
THREE KEYNOTES

SAL SELF-ASSESSMENT*
SAL 360-ASSESSMENT*
SAL TEAM REPORT*
SAL DEVELOPMENT PLAN

MARKETING ASSETS
SOCIAL MEDIA CONTENT
COMMUNICATIONS TEMPLATES

CERTIFICATION
INDIVIDUAL COACHING
ONGOING DEVELOPMENT

NEW PRODUCT LAUNCHES
PRODUCT ENHANCEMENTS

* \$1,000 starting second year includes 20 self-assessments and two 360-assessments per year.

SAL Virtual Development Program **Faculty**

Dan Gallagher will be the primary facilitator for all SAL25 sessions. Additional thought leaders who participate in this learning journey may include:



DAN GALLAGHER
Inclusive Talent + Transformation Executive; Founder + CEO, Gallagher Leadership, LLC; Author, *The Self-Aware Leader*; former talent executive + operational leader, Comcast



DANA BAND
Founder + CEO, Dana Band Group; Presentation Specialist; Lecturer, The Wharton School; former Sales + Learning Mgr., Xerox



RON DUFRESNE, PH.D.
Chair + Management Professor, Saint Joseph's University; former US Army Officer; graduate, United States Military Academy at West Point



PHILLIP HAYES
Philanthropist; Entrepreneur; DEI Champion; former Chief Audit Executive, The Vanguard Group



GEORGE HO
Co-Founder at Vityl; Professor, Georgetown + USC; Founding Partner, Greater Human Capital; former Deloitte consultant



SUSAN JIN DAVIS
Social Impact Officer; former Chief Sustainability Officer, Comcast NBCUniversal; CSR/ESG/DEI Speaker + Thought Leader



SENA OWEREKO
Senior Strategist & Consultant - Programming, Innovation & DEI; Certified DMC, CTC, CMSC