

the **SELF-AWARE LEADER**

SAL Content License + Certification: Overview

MIDDLE MANAGERS MAKE OR BREAK AN ORGANIZATION

They drive change to scale the business and accountability to operate as one team. SAL is a proven and validated model grounded in a commitment to proactive reinvention. It focuses leaders on three reinventions via four pillars that drive profitable growth by shaping mindset, behaviors, and results. These pillars develop highly engaged middle managers who can rally cross-functional collaboration and create sustainable focus and momentum.

SUMMARY

Content license and two certification options

Available for employees, consultants, and organizations

Virtual and in-person SAL training programs + keynotes

Online SAL self-assessments, 360, and group reports

Opportunity to customize design/brand of all products

Ongoing tips/development for trainers, speakers, coaches

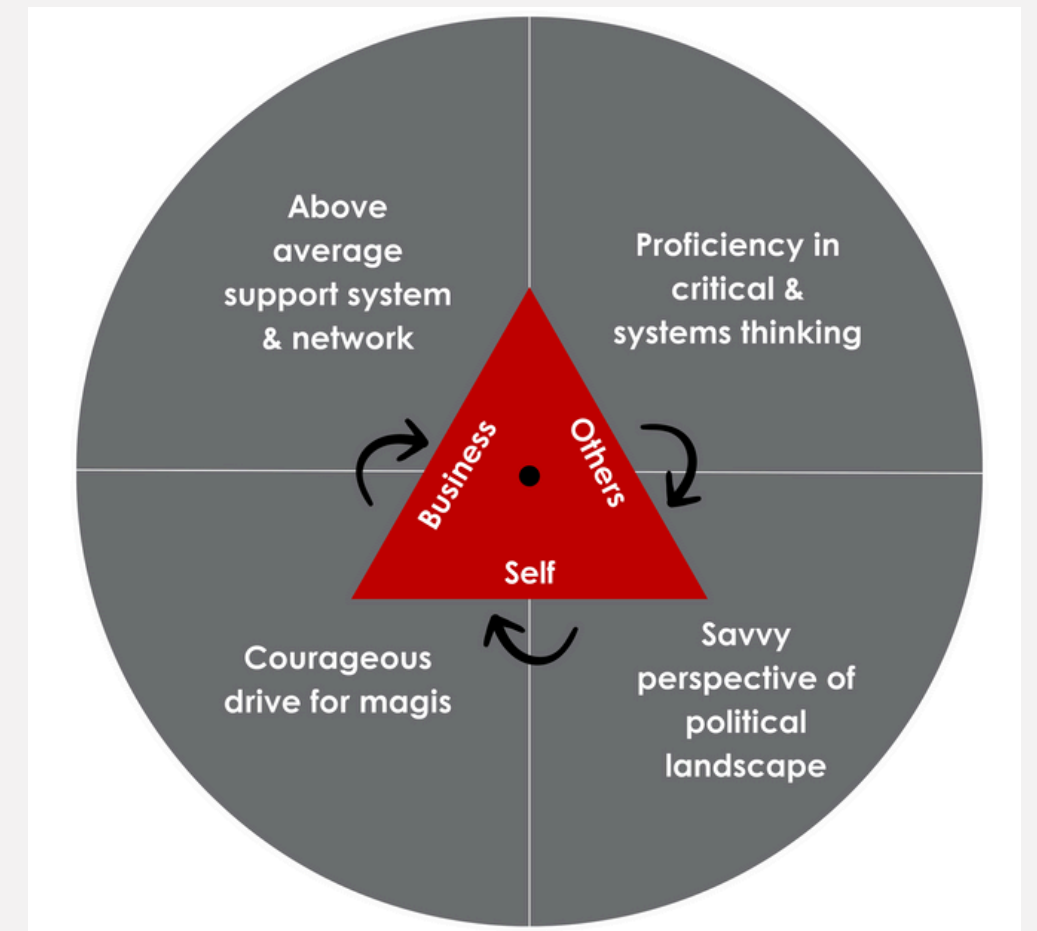
Regular product refreshes and new product launches

PRODUCTS TO ACCELERATE YOUR IMPACT

SAL is an interdependent system of products centered on a validated model and proven in organizations from startups to Fortune 100 companies. All who are certified in SAL have the opportunity to use, customize, and/or brand all SAL content, trainings, assessments, keynotes, and related materials.

COMMUNITY THAT GROWS YOUR VALUE

SAL Certification creates a community of great people with access to great content and great products. Our certification includes a forum for trainers, coaches, and speakers to share best practices that will grow their value. SAL Facilitators will also have direct input into product enhancement and new product development.



SAL Content License + Certification: A System of Products

PROVEN METHODOLOGY + PROVEN RESULTS

SAL gives trainers, coaches, speakers, and consultants lifetime access to the entire SAL product suite, plus new product launches, development workshops, marketing assets, and more. SAL products are designed to interact with and reference each other, creating a system of materials for maximum impact.

SAL Trainings: There are multiple SAL training programs: a 2-day in-person format as well as a virtual programs with four and six modules. All training content can be customized; it must source © The Self-Aware Leader. The SAL portal gives Members access to all design documents, PowerPoint files, pre/post communications, plus a video for each module highlighting facilitation best practices.

SAL Assessments: Three SAL assessment tools are available. The Self-Assessment centers on the 24 core behaviors associated with the SAL model (six behaviors for each of the four pillars). The 20-page report includes a forced ranking exercise and a development plan with ties to the SAL book. The SAL 360 Assessment and Group Reports are available for individual and team coaching. All assessments are online using a trusted digital platform.

SAL Keynotes: The SAL content license includes three SAL keynotes. Each keynote product includes a description with objectives, pre/post communications, the PowerPoint presentation, and a video for speakers highlighting best practices for delivery. This includes how to customize your presentation an optimize interaction with the audience.

SAL Book: *The Self-Aware Leader* (ATD Press, 2012) is a 200-page read with three sections: The Model, The Application, and Scaling SAL. The book can be purchased directly from the publisher and/or Amazon. Bulk discounts are available via the publisher. A refereshed SAL book will be published in late 2025.

SAL is a profound & simplified framework for driving improvement of yourself, others, and the business. It was immediately impactful in accelerating my transition from a contributing manager into a more thoughtful & disciplined senior leader in my organization.

Mike Bucher (SAL24 Cohort)
Senior Director, Sales Strategy, Campbell's

Dan is a creative, thoughtful, and engaging facilitator and has designed a robust program that I'd highly recommend. My time in each session was spent exploring different corners of my leadership style and taking a deeper look at my career journey.

Emily Grubbs (SAL23 Cohort)
Director, Talent Management, Levi Strauss & Co

SAL Content License + Certification: Trainers, Coaches, Speakers + Consultants

EXPAND YOUR PORTFOLIO + YOUR IMPACT

- For in-house professionals and external trainers, coaches, and consultants
- Full access to all SAL content and products for individuals and organizations
- Includes leadership development and train-the-trainer development experiences
- Portal with training content in 2-day in-person and six module virtual format
- Assessment tools centered on the 24 validated SAL behaviors that drive success
- Resources for marketing, participant communications, and social media content
- Develop in-house cohorts with options to include SAL experts in your delivery

PRICING

\$4,000 pp*

*Includes certification fee and annual dues for first year. Subsequent dues are \$1000/yr.

**Additional costs per learner are associated with each of the online assessment tools. Self-Assessment is \$50 per person, 360-Assessment is \$200 per person, Group Report is \$350.

INCLUDES:

- LICENSE FOR SAL MODELS
- SAL TRAINING PROGRAMS
- SAL KEYNOTES

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

- MARKETING ASSETS
- SOCIAL MEDIA CONTENT
- COMMUNICATIONS TEMPLATES

- TRAIN THE TRAINER EXERCISE
- INDIVIDUAL COACHING
- ONGOING DEVELOPMENT

- NEW PRODUCT LAUNCHES
- PRODUCT ENHANCEMENTS

Register at www.theseffawareleaders.com

Option 1: Public Certification --> 2-day virtual program + 2 coaching circles (February, June, and September)

Option 2: Private Certification --> Custom certification for your organization

SAL Content License + Certification: **FAQs**

QUESTION

ANSWER

Q1

Can anyone buy a SAL Content License?

Anyone can inquire: corporate employees, nonprofit employees, and consultants. Interested candidates are interviewed and then invited to become certified.

Q2

Can the SAL content be modified?

Yes. You can modify, customize, rebrand content; you cannot edit core SAL models. All use of the content and models must clearly reference © The Self-Aware Leader.

Q3

How does pricing work?

Certification satisfies first year dues. Annual fee is on anniversary of certification date. Product pricing for SAL assessments and SAL book are separate.

Q4

Are certifications + trainings also delivered in-house?

Yes. Companies can bring SAL in-house by (1) certifying individual facilitators, (2) purchasing an enterprise license, and/or (3) contracting SAL Facilitators to deliver.

Q5

Is the certification tied to the employee or employer?

The certification is linked to the individual. Continue to pay the annual fee, and the certification follows you wherever you go even if your employer funded it originally.

Q6

Does SAL market their products + thinking?

Yes. SAL markets via our SAL website and LinkedIn page. Anyone can amplify SAL marketing or use/customize marketing. SAL does not sell on behalf consultants.