

the **SELF-AWARE LEADER**

SAL Development for Leaders

Training: September - December 2025

Registration Deadline: August 1

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SAL Certification for Facilitators

Certification: June 9-10 or September 15-16

Registration Deadlines: May 1 + August 1

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SAL Faculty

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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.

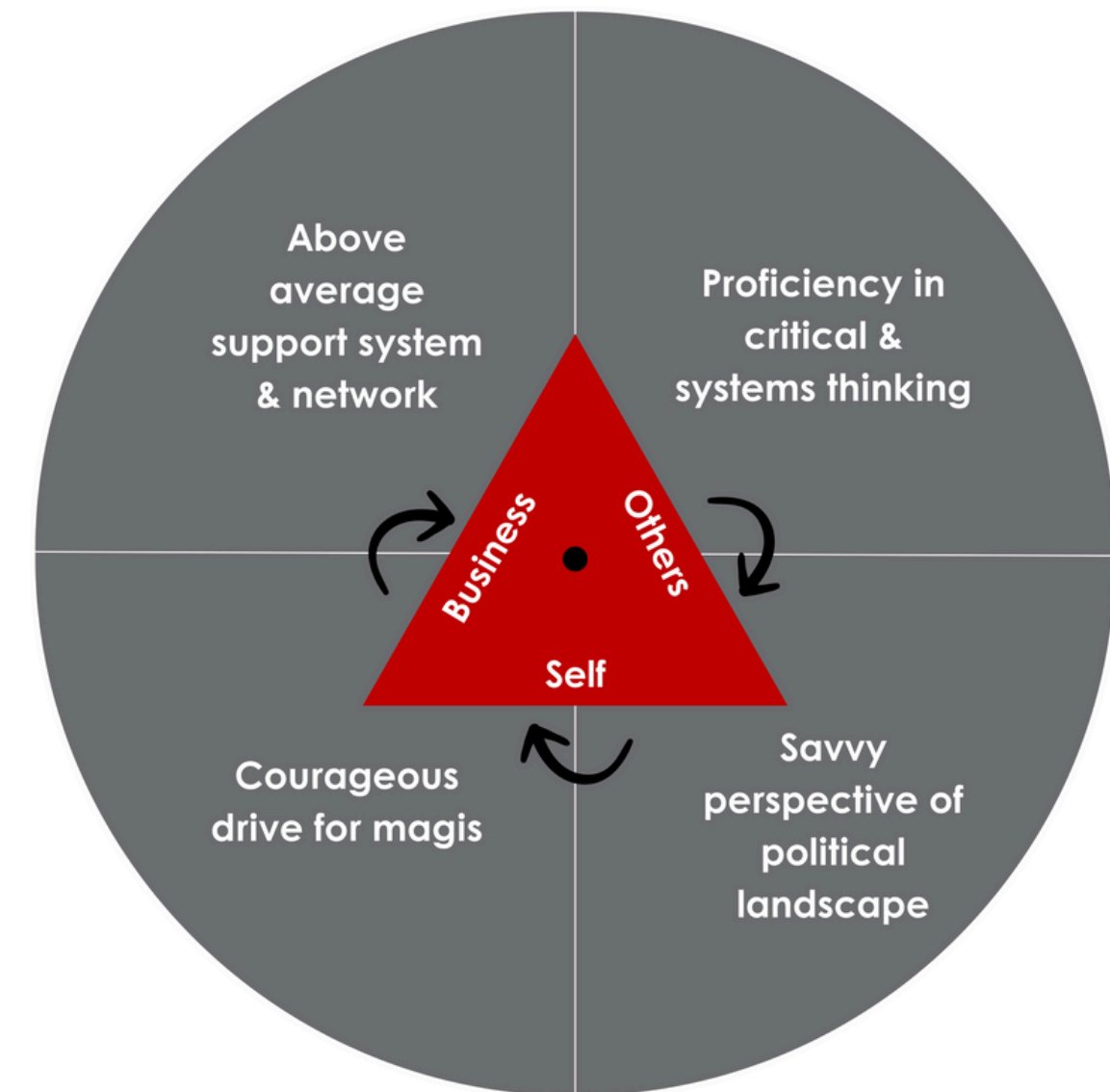
MODEL

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



SAL 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, emphasizing 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

2025 DATES + TIMES

- Four two-hour Modules (M): (M1) Sept. 8, (M2) Oct. 6, (M3) Nov. 3, (M4) Dec. 8
- Four one-hour Coaching Circles (CC): (CC1) Sept. 22, (CC2) Oct. 20, (CC3) Nov. 17, (CC4) Dec. 15
- Two 30-minute 1x1 Coaching Sessions (X): Scheduled by the participant, (X1) by Oct. 17 and (X2) by Jan. 16.

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Registration deadlines: May 1/August 1

February - May or September - December

- A four-month virtual experience
- Monthly 2-hr live training modules
- Monthly 1-hr live coaching circles
- Pre- and post-work exercises
- *The Self-Aware Leader* book
- SAL Self-Assessment (online)
- SAL Action Plan (online)
- Two 30-min 1x1 coaching sessions

PRICING

\$4,000 per person

SAL25 Virtual Development Program **Schedule**

	FOCUS	DESCRIPTION	LARGE GROUP	COACHING CIRCLE
SEPTEMBER	Introduction to Self-Awareness + Reinvention	Build meaningful self-awareness (slow yourself down to speed yourself up) as well as intentional reinvention (proactively evolving how you create value as a leader). Learn how the four pillars work together, the behaviors within each, and how the pillars drive successful reinvention.	Monday, September 8 2 - 4 p.m. ET	1-hr mtg with Dan Monday, September 22
OCTOBER	Professional Authenticity + Profitable Imagination	Center on how your values, superpowers, voice, and network influence you and how that impacts if you initiate or hesitate when working to reinvent. Discover how to prioritize and coach for profitable growth and add value by balancing the SAL roles: leader, manager, facilitator, producer.	Monday, October 6 2 - 4 p.m. ET	1-hr mtg with Dan Monday, October 20
NOVEMBER	Think Like a GM + Generosity Quotient®	Improve your cross-functional perspective and influence by balancing your vertical and horizontal leadership with work and teams. Capitalize on your ability, capacity, and willingness to give as a leader to scale your leadership to others and amplify the movement.	Monday, November 3 2 - 4 p.m. ET	1-hr mtg with Dan Monday, November 17
DECEMBER	Pinpointing, Connect the Dots, and Scaling SAL	Pinpoint how to prioritize “feeding a family versus solving world hunger” to create momentum that can scale. Connect the dots upstream and downstream, plus learn how to activate the five levers for scaling SAL strategically. Finalize your SAL Action Plan to launch your reinvention.	Monday, December 8 2 - 4 p.m. ET	1-hr mtg with Dan Monday, December 15

SAL Certification for Trainers, Coaches, and Speakers

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
- Self- and 360 Assessments centered on the 24 validated SAL behaviors that drive success
- Resources for marketing, participant communications, and social media content
- Option for SAL expert to lead and/or co-facilitate in-house delivery
- Option for enterprise license to scale SAL within your organization

CERTIFICATION OPTIONS

Option 1:

Public Certification

One seat in the SAL certification virtual program with 10 hours of self-study, plus 10 hours of virtual certification on **June 9-10 or Sept. 15-16, 2025**, and two hours of scheduled group coaching.

\$4,000 pp includes Year 1 content license fee

Option 2:

Private Certification

A custom experience for individuals from your organization. Commitment includes the same expectations as a public certification including self-study, classroom learning, and coaching.

Custom with option for enterprise license

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

- TRAIN THE TRAINER EXERCISE
- INDIVIDUAL COACHING
- ONGOING DEVELOPMENT

- NEW PRODUCT LAUNCHES
- PRODUCT ENHANCEMENTS

* Additional costs per learner are associated with each of the online assessment tools.

SAL Virtual Development Program **Faculty**

Dan Gallagher will be the primary facilitator for all SAL sessions. An additional thought leader participates in each module as adjunct faculty. In this learning journey that would include four of the following experts:



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



KRISTIN CROCKETT
Principal, Crockett Consulting; Learning and Development Executive; former SVP of People and Culture



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



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



ELAINE MAK
Chief Performance Officer + board member at high-growth and non-profit organizations; Business Insider Top 25 Innovator



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