

the **SELF-AWARE LEADER**

SAL Development for Leaders

Training: September – December 2025

Registration Deadline: August 15
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SAL Certification for Facilitators

Certification: September 11–12
Registration Deadline: August 15
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www.theseelfawareleaders.com

Develop Middle Managers to **Scale Performance**

IMPACT

Middle managers are key to scaling performance. They are exposed to opportunities to influence and collaborate every day. Increased self-awareness helps leaders lean into problem solving more informed and intentional. Paired with a commitment to reinvention, self-aware leaders learn how to pause, pinpoint, and then progress.

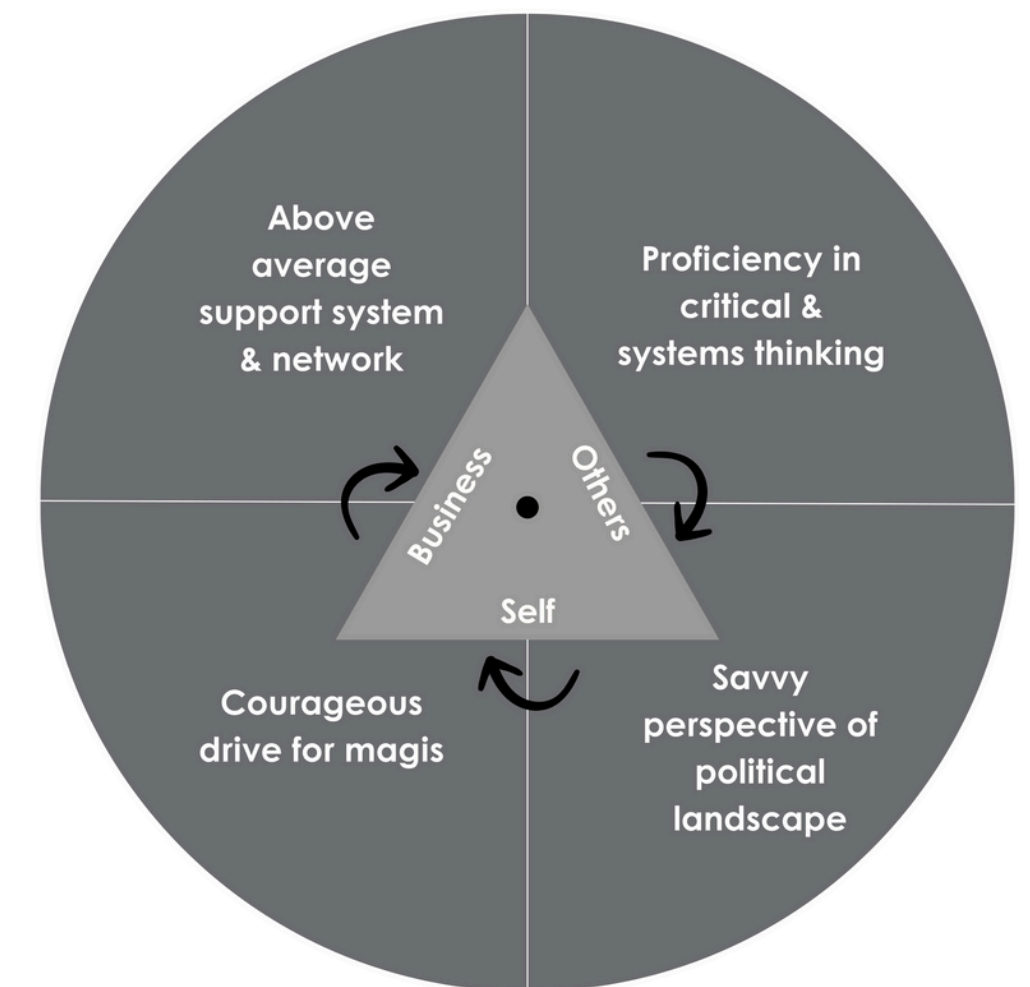
MODEL

The Self-Aware Leader (SAL) is a validated model pressure tested with thousands of middle managers to grow their ability to reinvent. The model introduces new ways to grow their voice and value as a leader. SAL focuses leaders on how to holistically balance the right mix of what is good for the business, the culture, and the team.

AUDIENCE

This experience teaches talented middle managers, and those who develop middle managers, how to proactively reinvent. It builds off fundamental leadership skills and promotes scalable practices that produce significant value across multiple functions.

THE SELF-AWARE LEADER



SAL25 Virtual Development Program **for Leaders**

	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 2-3 ET, 3-4 ET, or 4-5 ET
OCTOBER	Professional Authenticity + Profitable Imagination	Center on how your values, skills, 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 2-3 ET, 3-4 ET, or 4-5 ET
NOVEMBER	Generosity Quotient® + Think Like a GM	Capitalize on your ability, capacity, and willingness to give as a leader to scale your leadership to others and amplify the movement. Improve your cross-functional perspective and influence by balancing your vertical and horizontal leadership with work and teams.	Monday, November 3 2 - 4 p.m. ET	1-hr mtg with Dan Monday, November 17 2-3 ET, 3-4 ET, or 4-5 ET
DECEMBER	Pinpointing, Connecting 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 2-3 ET, 3-4 ET, or 4-5 ET

SAL Virtual Development Program **for Leaders**

CURRICULUM

This virtual experience develops the mindset and behaviors of a self-aware leader. The design centers on relevant learnings and practical applications, by balancing what the business needs with what the team needs. Leaders can attend the public program or run SAL in-house as a private program.

Design highlights include:

- Four live 2-hour modules, each with a 20-minute primer video for pre-work
- Two facilitated breakout exercises and 1-hour group coaching per module
- Two 30-minute 1x1 coaching sessions with Dan with an option for additional 1x1 coaching/SAL 360
- A copy of *The Self-Aware Leader* book and the SAL Self-Assessment with development plan
- Option to include your manager in communications on learning + how to support application
- Diverse set of adjunct faculty who contribute to both the primer videos and live modules

FALL 2025 DATES + TIMES

- Four 2-hour Modules (M): (M1) Sept. 8, (M2) Oct. 6, (M3) Nov. 3, (M4) Dec. 8
- Four 1-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 participant, (X1) by Oct. 17, (X2) by Jan. 16.

Public Programs:

**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)
- Two 30-min 1x1 coaching sessions
- Option for SAL 360-Assessment

PRICING

\$4,000 per person

Fall SAL25 Virtual Development Program **for Leaders**

Dan Gallagher will be the primary facilitator for all SAL modules and coaching circles. Additional thought leaders participate as faculty in both primer videos and the live modules. Below is a list of SAL Faculty and Certified Facilitators who may participate in this upcoming SAL program:



DAN GALLAGHER

Talent + Transformation Executive;
Founder/CEO, Gallagher Leadership;
Author, *The Self-Aware Leader*; and
Former talent executive and
operational leader at Comcast



KRISTIN CROCKETT*

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



GEORGE HO*

Founding Partner, Greater
Human Capital; Professor at
Georgetown and USC



SUSAN JIN DAVIS

Chief Content Officer; former Chief
Sustainability Officer, Comcast
NBCUniversal; CSR/ESG/DEI Leader



SENA OWEREKO*

Senior Strategist & Consultant –
Programming, Innovation & DEI;
Certified DMC, CTC, CMSC



GRAHAM TUTTON

Customer (CX) & Employee Experience
(EX) Executive | Operational Excellence
Leader | Founder & Advisor

SAL Content Certification for Trainers, Coaches, and Speakers

CERTIFICATION DETAILS

- For in-house trainers, coaches, and speakers as well as consultants
- Full access to all SAL content, training programs, and products to use in your work
- Self- and 360 Assessments centered on the 24 validated SAL behaviors
- 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

A seat in SAL Certification virtual program with 10 hours of self-study, 10 hours of virtual certification on **Sept. 11-12, 2025 (11:30-5 ET)**, and a 2-hour group coaching sessions on **Sept. 25 (12-2 ET)**.

\$4,000 pp includes Year 1 annual 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

SAL LICENSE:

- SAL CONTENT + 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
- CONTENT CERTIFICATION
- INDIVIDUAL COACHING
- ONGOING DEVELOPMENT
- NEW PRODUCT LAUNCHES
- PRODUCT ENHANCEMENTS

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