

the SELF-AWARE LEADER

SUMMARY

2-day virtual public cohorts or book a private cohorts

Open to employees and consultants; lifetime license

Access to use SAL trainings, keynotes, assessments

Self-assessments, 360 for SAL + Generosity Quotient®

Opportunity to customize design/rebrand all products

Monthly newsletter and quarterly development

\$1k per person. Dates on Page 3.

SAL Content License & Certification: **The Overview**

MIDDLE MANAGERS MAKE OR BREAK AN ORGANIZATION

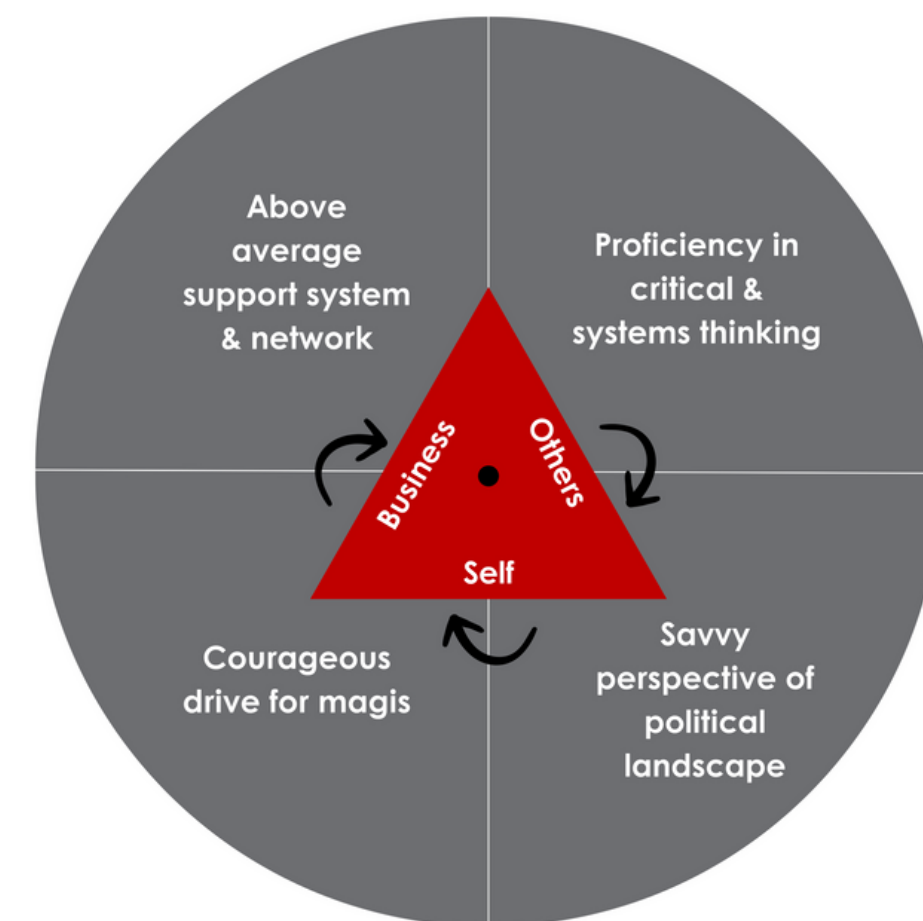
They drive change to scale the business and accountability to operate as one team. SAL is a proven model grounded in a commitment to proactive reinvention. It focuses leaders on to drive profitable growth by shaping mindset, behaviors, and results. This approach teaches middle managers how to rally cross-functional focus and collaboration.

PRODUCTS TO ACCELERATE YOUR IMPACT

SAL is an system of products centered on a validated model and used in companies from startups to Fortune 100 companies. All SAL certified facilitators can 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 and learn together. Facilitators have input on product development.



SAL Content License & Certification: **The System**

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. **Enterprise licenses** are available to create maximum impact.

SAL Trainings: Standard trainings are a 2-day in-person or a four or six module virtual program. All training content can be customized. The SAL portal gives full access to all design documents, PowerPoint files, pre/post communications, plus a video for each module highlighting facilitation best practices.

SAL Assessments: A Self-Assessment studies the six behaviors associated with each of the four pillars (24 total). The SAL 360 includes 9 additional behaviors tied to the outcomes in the three reinventions. The 20-page development report ties to the SAL book. Assessments for Generosity Quotient® go live Dec. 2025.

SAL Keynotes: There are three standard SAL keynotes with options for many more. 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 customization options.

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

Customer VP, The Campbell's Company
SAL24 Training Program

“We engaged Dan to help us scale leadership as our business scaled. Our work together over 2+ years was so positive we certified multiple team members to embed SAL in our work with leaders. The value and impact of SAL is real and we continue to use the content and tools.”



Julie Pridham

VP of People, IT & Security, Valimail
SAL Certification Cohort 1

SAL Content License & Certification: **The Details**

SAL Certification Dates:

- Cohort 1: February 2025 (completed)
- Cohort 2: June 2025 (completed)
- Cohort 3: December 4th and 5th from 11-5 pm ET
- Cohort 4: December 10th and 11th from 11-5 pm ET
- Cohort 5: January 8th and 9th from 11-5 pm ET
- Custom: Contact us for in-house/custom options.

PRICING

\$1,000 pp*

* One time payment with lifetime benefits.

INCLUDES:

- TRAINING PROGRAMS
- KEYNOTES
- SELF-ASSESSMENT**
- 360-ASSESSMENT**
- TEAM REPORT**
- DEVELOPMENT PLAN
- MARKETING ASSETS
- SOCIAL MEDIA CONTENT
- COMMUNICATIONS TEMPLATES
- CERTIFICATION PROGRAM
- INDIVIDUAL COACHING
- ONGOING DEVELOPMENT
- NEW PRODUCT LAUNCHES
- PRODUCT ENHANCEMENTS

**Additional costs per learner are associated with these products. Self-Assessment is \$50 per person, 360-Assessment is \$200 per person, Group Report is \$350.

**Book a Discovery
Meeting with Dan →**



SAL Content License & Certification: The FAQs

QUESTION		ANSWER
Q1	Can anyone be certified?	Anyone can inquire: employees or consultants. Candidates are interviewed and then invited to become certified. Certification is on content fluency, not training or coaching skills.
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?	SAL Certification is \$1,000 per participant. Purchasing SAL products is separate. Where there is no enterprise license, SAL Facilitators must buy a SAL product of their choice for each use.
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. The certification stays with you throughout your career regardless of which employer originally sponsored you.