



## Being a Leader & the Effective Exercise of Leadership

# Being a Leader and the Effective Exercise of Leadership

This new six-day program introduces the next generation of JMW's work on leadership. It is the culmination of more than two decades of research and practical application conducted with clients and reflects contributions from prominent thinkers in such complementary disciplines as economics, linguistics, and neuroscience. It brings together the principles, practices and methods that have proved most empowering, useful and enduring to the exceptional leaders that we've had the privilege of working with over the years. Yet it goes a step further ... distinguishing unique new perspectives that offer transformational insight into—and new pathways for responding to—the unprecedented challenges and unique opportunities confronting each of us as leaders today.

## OUR INVITATION

*Being a Leader & the Effective Exercise of Leadership* is the most powerful program of its kind that we have ever developed. We believe the potential impact is unprecedented ... and with it, our intent is to cause the greatest possible difference for individuals, organizations and the world. For us the perfect place to begin this journey is with extraordinary people we know and respect and for whom this opportunity could be particularly appropriate and timely. Whether you currently occupy a formal leadership role, or whether you're in career transition, or entering a new phase in work or your life, the course will speak directly and incisively to your situation.

## OUR PROMISE

You will leave this course being a leader and exercising leadership effectively as your natural self-expression.

Ultimately, the very essence of the program is designed to empower individuals who are about to embrace significant challenges far bigger than they ever have before ... or who find themselves already engaged with expansive new commitments to contribute to their own companies, industries, communities and perhaps, even society at large. To succeed now—at this new level—each of us must learn what it takes to be “bigger than ourselves.” We are excited to invite and encourage you to join us for this one-of-a-kind experience.

## PROGRAM LEADERS: JERRY STRAUS AND DAVID SPIWACK



As two of JMW's founding partners, Jerry and David have had the opportunity to observe, participate in and experience the impact of the most profound business and leadership transformations that have emerged over the past 35 years. Their perspective has informed and helped shape the evolution of JMW as a firm, and has benefitted immeasurably from ongoing collaboration and partnership with numerous JMW clients in the development of service offerings and educational programs.



Jerry and David have never been more excited than they are right now to engage with you in the unique opportunity of *Being a Leader and the Effective Exercise of Leadership*.

## PROGRAM STRUCTURE

The program consists of 2 three-day face-to-face sessions and will be supplemented by one-on-one coaching. To maximize the opportunity for cross-learning and synergy, you will have the opportunity to work intensively with other executive leaders in the program.

- Residential sessions will run from 9:00am to 5:30pm ET (lunch provided)\*

**Pre-program preparation:** Approximately 140 pages of reading, plus an associated study assignment to be completed prior to Session 1.

## DATES, LOCATION, TUITION

**2019 dates and location TBD**

**Tuition:** \$16,000 (includes in-person sessions, program materials, and individual coaching as needed.)

Should your organization require an in-house program, David and Jerry will come to you. A minimum of 12 participants is required and a schedule will be coordinated that works for you and your organization.

**For more information, please call or email:**

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