

Townsend Leadership Program



TOWNSEND
LEADERSHIP PROGRAM

Today's leaders need a complete skill set to help their organizations perform at high levels. Those critical skills break down into two categories: the **task tools** (aligning strategy to mission, vision and values; organizational structures; resourcing; and setting up systems/processes) and the **people tools** (motivating, messaging, gaining buy-in, building teams and creating a healthy culture).

The Townsend Leadership Program (TLP), created by Dr. John Townsend, develops these skills and more, equipping the leader for the challenge.

Based on Dr. Townsend's books, writings and teaching, and using the latest performance research and neuroscience findings, TLP provides a high-quality, affordable and practical value.

Aligning strategy to mission, vision and values

Organizational structures

Task Tools

Resourcing

Setting up systems/processes



Motivating

Messaging

Gaining buy-in

People Tools

Building teams

Creating a healthy culture

The Townsend Leadership Program combines traditional business foundations with what leaders often spend the most time on – the people side of their role. TLP helps leaders develop the ability to navigate through communications, relationships and conflict while reinforcing the values and culture most cherished by their organization. Leaders who model high competency in both Tasks and People transform organizations and energize their people. TLP delivers and sharpens the tools you need to become an effective, transformational leader.



“I have experienced firsthand how the growth achieved in TLP can advance the performance of an entire Department.”

– Jeff Land, VP, Corporate Real Estate, Dignity Health

Benefits of Holistic Leadership Growth

Based on John's in-depth growth paradigm, leaders learn not only processes, strategy and tactics, but also how to know and motivate themselves and other people in this one-of-a-kind personal feedback system. TLP is holistic in nature, in that it addresses the whole person — developing the leader's capacity to make a positive difference while focusing on organizational challenges and the metrics of business. Leaders who grow in this way foster trust, motivation and loyalty from others.

TLP links you with other high-capacity leaders to achieve exponential growth in your organization. During this intensive, yearlong training you will develop the ability to:

- **Create more engagement in your people**
- **Develop a culture of innovation**
- **Empower organization performance**
- **Construct motivated teams**
- **Realize goals consistent with your vision**
- **Execute a well-crafted strategy**
- **Cultivate your leadership power and presence**
- **Enhance your communication skills**



“TLP not only enhanced my leadership capabilities, but at the same time, offered me a unique opportunity for personal growth.”

– Walt Rose, Co-Chairman of the Board Emeritus, Children’s Hospital, Los Angeles

Components of the Townsend Leadership Program

Several aspects of TLP provide its unique value proposition in the marketplace.

TLP Directors

All TLP Directors have been through the TLP for a minimum of one year for their own leadership growth before going through in-depth training to become a TLP Director. Directors continue to expand their training each year at conferences with Dr. Townsend. Few coaching programs offer this sort of highly structured experience base.

Team Members

Join a handpicked, vetted team of 10 leaders at all levels: CEOs, C Suite leaders, small business owners, managers and professionals. TLP Directors assemble a team from diverse industries and sectors, of both genders and of all ages and ethnic groups.

Stretch Goals

Connect with your TLP Director to frame three big-picture goals that are most important to you, that impact your leadership, your organization, your vision for the future and the challenges you are currently facing.

Monthly Meetings

Attend monthly full-day meetings led by a motivating and knowledgeable TLP Director, trained and credentialed by Dr. Townsend and the TLP Senior Directors.

Multi-Year Curriculum

Leaders commit one year at a time, beginning each January and concluding in December. Members typically participate more than one year as they discover the power of meeting with a team of leaders to download critical issues, gaining valuable perspective, experience and objective feedback.

Marriage Retreat

Leaders often have difficulty connecting their careers with their relationships. Spouses can feel uninvolved and disconnected. The Marriage Retreat brings the spouses (or those in serious dating relationships) into the growth process for one full day. This helps them connect as a couple and increases the leader’s accountability to grow, change and transform.



Intensive full-day training agenda



- **Dashboard Sign-In:** Chart stretch goals growth and individualized homework assignment progress at a roundtable for accountability and support.
- **Didactic Sessions:** Participate in practical interactive leadership lessons based on Dr. Townsend's unique model. Representative topics:
 - Creating a High-Performance Team Culture*
 - Dealing with Negative Realities Effectively*
 - The ROI of Forgiveness*
 - Skills for Accelerating Performance During Difficult Times*
- **Process Group:** Gain understanding, feedback and solutions from members who understand your situation and collaborate to help you resolve any hindrances to your leadership success.
- **Work Group:** Benefit from your team's collective knowledge during high-value, confidential SWOT analysis segments.
- **Homework:** Create a monthly assignment based on the day's didactic session to build your skills through personalized actionable items that pertain to your stretch goals and new skills learned in the program.
- **Individual Coaching Sessions:** Further your growth trends during tailored one-to-one time with your TLP Director.

Dr. John Townsend is a business consultant, leadership coach and psychologist. He has authored or co-authored 27 books, selling 6 million copies, including the 3 million best-selling Boundaries series. He co-hosts the nationally syndicated radio talk show *New Life Live*, heard by 3 million listeners in 180 markets.

Dr. Townsend founded the Townsend Institute for Leadership and Counseling, which offers graduate degrees and credentialing in organizational leadership, executive coaching and counseling.



“TLP presents a way of realizing and growing past the glass ceilings placed over our heads by our own potential-limiting character.”

– John Tibbits, Tibbits Computers

A Licensed Provider of the



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