

EXTREME LEADERS  
AWARD-WINNING CULTURES  
RADICAL RESULTS

# THE RADICAL **LEAP**

“What can I do, right now, regardless of what others around here are or are not doing, to change my piece of this world/company/organization for the better?”



WWW.EXTREMELEADERSHIP.COM

## Who We Are

Founded by Steve Farber, world-renowned Keynote Speaker and Wall Street Journal Best Selling Author, The Extreme Leadership Institute partners with companies who want to develop their people, create award-winning cultures, and see radical results. We help our clients develop **personalized culture strategies, leadership training, coaching, and operational plans** to achieve their goals.

The Extreme Leadership Institute team consists of an experienced core team and network of partners and professionals who provide consultation and training facilitation based on the Extreme Leadership Framework: **Cultivating LOVE Generating ENERGY, Inspiring AUDACITY, and Providing PROOF.** All our team members have strong business acumen, deep leadership development, organization development and training experience. We have depth and breadth of experience across many industries and types of organizations, which enable us to deliver solutions, informed by “what works” across a broad range of culture and training initiatives. Our Extreme Leadership methodology has helped numerous organizations become recognized as a **“Best Place to Work”** by their city or state and have helped hundreds of thousands of people become “Extreme Leaders”.

Through our partnerships with our clients, it has been confirmed through case studies that our training content and culture methodology drastically **increases employee engagement**, and is **significant to the ability to attract, optimize and retain top talent** while **reducing employee turnover**. We’ve been successful in architecting effective organizational infrastructures, effortlessly blending merging companies and teams as a result of acquisition, and directly impacting considerable and timely **growth in revenue**.

## The Extreme Leadership Institute Offers:

- Leadership Training Workshops (Variety of Topics): 90 minute, 2 hours, 4 hours, 8 hours
- Extreme Leadership Workshop: 8 hours (full-day)
- Extreme Leadership 6 Month Progressive Program: 2 - 8 hours per session, 6 months
- Greater Than Yourself Mentoring Workshop: 2 hours, 4 hours, 8 hours
- Greater Than Yourself 6 Month Progressive Program: 2 - 8 hours per session, 6 months
- Company Culture Experience: 1-3 Year Program
- Leadership Training Curriculum Mapping
- Strategic Consulting
- Coaching
- Facilitation
- Team Building
- Keynote Speaking

\*Prices are quoted via proposal after a client needs-assessment consultation

## Some Examples of Our Offerings:

### Sample Workshop Design Summary – Extreme Leadership Workshop: 8 hours

This session is conducted live and may use video, interactive exercises and action planning materials.

#### WELCOME & INTRODUCTIONS

9AM – 10AM (1 HOUR)

Welcome / Business Context / Why Extreme Leadership  
Introduction to Workshop Materials  
Participant Introductions

#### GENERATING ENERGY

1PM – 2PM (1 HOUR)

Energy Defined (v video)  
Leveraging Energy Generators (small group application)  
Energy Suckers  
Action Planning

#### INTRODUCTION TO EXTREME LEADERSHIP

10AM – 11AM (1 HOUR)

The Need for Extreme Leadership  
Posers  
Accountability (We are “They!”)  
Overview of Extreme Leadership Framework (v video)  
Changing the World / Action Planning

#### INSPIRING AUDACITY

2PM – 3PM (1 HOUR)

Audacity defined  
OSIMs (Risk Leads to Massive Change)  
Change the World Guidelines  
Action Planning

#### CULTIVATING LOVE

11AM – 12PM (1 HOUR)

Impact of Love vs. Fear  
Why Cultivate Love (v video and small group application)  
How to Cultivate Love / Group Exercise  
Action Planning

#### PROVIDING PROOF

3PM – 4PM (1 HOUR)

Provide Proof in 3 Ways (v video)  
Gaining Clarity on our Action Plans

#### LUNCH BREAK / GROUP EXERCISE

12PM – 1PM (1 HOUR)

Lunch  
Group Exercise

#### WRAP-UP / APPLICATION

4PM – 5PM (1 HOUR)

Next Steps / Commitment to Extreme Leadership  
Follow-up Materials (Handbook for the Extreme Leader,  
DVD, Follow-up Videos, etc.)  
Evaluations

## Participant Materials include:

- Workbook
- Wake-Up Pad (WUP)
- Daily Handbook for Extreme Leaders
- *The Radical Leap* and *The Radical Edge* Books
- Certificate of Completion
- Series of Follow Up Videos

## Sample Workshop Design Summary –

### Extreme Leadership 6 Month Progressive Program: 2 hours per session, 6 months

Below are the subsequent 6 training session offerings which can be customized based on your company's needs. These sessions are conducted live and may use video, case studies, interactive exercises and action planning materials. Each Session is customizable in to Segments based on the allotted time for workshop. In the case of a 2-hour session, you would choose 4 relevant Segments. A CUSTOM Segment can be designed for any Session by our TELI Instructional Designers to fit the needs of your company. It is anticipated that 1 Session per month would be conducted; however, a custom cadence may be applied.

30 Min Modules	Choose a Segment	Choose a Segment	Choose a Segment	Choose a Segment	Choose a Segment
<b>Session 1</b> Extreme Leadership	*Extreme Leadership Review (default)	Manager vs. Leader vs. Extreme Leader	Case studies and the mechanics behind Extreme Leadership	Quiz – “Are You an Extreme Leader?”	360 Review Feedback– Check Your Pulse
<b>Session 2</b> Cultivating Love as a Leader	Understand Your People - Motivators	Mine the Gold– Discover the talent in Your Team	Communication Styles– Different Variations	Building Teams– Everyone In/ Everyone Wins	DiSC Assessment on Communication Styles
<b>Session 3</b> Generating Energy as a Leader	Managing Your Own Energy First – Then Others	Energy Givers vs. Energy Suckers	Building Up vs. Tearing Down	Employee Engagement at the Highest Levels	Contagious Energy – How to Be a Positive Force
<b>Session 4</b> Inspiring Audacity as a Leader	Stepping Up – Courageous Leadership	Standing Out – Managing Up	Getting Your Team to Perform – Bold Conversations	Banish Toxicity – The Good/Bad/Ugly	Take the LEAP - Calculated Risk Leads to Reward
<b>Session 5</b> Providing Proof as a Leader	Accountability – Yourself/Others “DWYSYWYD” Do What You Say You Will Do Concept	Understanding the Business – Mapping Your Business Functions	Growing Yourself – Internal Tools External Tools	Growing Others– Mentoring Others to Become Greater Than Yourself	Talk is Cheap – Points of Proof for being a good Leader
<b>Session 6</b> Extreme Leadership in Action	*Summary of concepts (default)	Starting Point – Where to Begin as an Extreme Leader	Organizational Leadership – How to spread Extreme Leadership	Going the Distance – Leadership for the long haul	Certification Presentations

### Extreme Leadership Addresses:

- Having passion for the work you do, the people you work with, and the clients you work for
- Building and being part of a highly engaged, positive team
- Encouraging a culture that takes action towards cultivating positive change
- Personal accountability and ownership for noticeable results

### Extreme Leadership Competencies:

- Emotional Intelligence
- Positive Influence
- Confidence
- Action-Orientation
- Leadership by Example
- Productive Risk-Taking
- Stellar Communication
- Greater Purpose
- High Engagement
- Resiliency

## Sample Workshop Design Summary -

### Greater Than Yourself 6 Month Progressive Program: 2 - 8 hours per session, 6 months

Below are the subsequent 6 training session offerings which can be customized based on your company's needs. These sessions are conducted live and may use video, case studies, interactive exercises and action planning materials. Each Session is customizable in to Segments based on the allotted time for workshop. In the case of a 2-hour session, you would choose 4 relevant Segments. A CUSTOM Segment can be designed for any Session by our TELI Instructional Designers to fit the needs of your company. It is anticipated that 1 Session per month would be conducted; however, a custom cadence may be applied.

Session 1 <b>Extreme Leadership</b>	Session 2 <b>GTY Mentorship</b>	Session 3 <b>GTY Mentee ship</b>	Session 4 <b>Momentum</b>	Session 5 <b>Radical Results</b>	Session 6 <b>Pay It Forward</b>
<b>Introduction</b> Concept Introduction Need for "Extreme" Posers Accountability <b>Cultivating Love</b> Love vs. Fear Why/How (video) <b>Generating Energy</b> Energy Defined (video) Energy Generators/Suckers <b>Inspiring Audacity</b> Audacity Defined (video) OSIMs Changing the World <b>Providing Proof</b> Proof 3 Ways (video) Action Plans <b>Wrap-Up</b> Commitment Next Steps	<b>Review Extreme Leadership</b> LEAP Tenants <b>Paradox of Greatness</b> GTY Concept <b>Self-Evaluation</b> Live the Example <b>Expand Yourself</b> Personal Inventory <b>Give Yourself</b> Giving vs. Hoarding Expert vs. Catalyst <b>Replicate Yourself</b> Change Someone's World Pay It Forward <b>Choosing Your GTY Mentee</b> Philanthropize Your Life Choosing Wisely The Conversation	<b>Introductions</b> Mentors Intro Mentees Share Your Vision <b>The 4 Golden Rules</b> Mutual Respect Honor the Time/Journey Communicate Honestly Stay Engaged <b>Mine the Inventory</b> Review Mentor Inventory <b>Create Journey</b> Find the OSIM Mentor/Mentee Exercise Journey Worksheet <b>Make the Pact</b> Mutual Agreement Build the Relationship	<b>Journey Review</b> Highlights/Challenges <b>Course Changes</b> Flex vs. Fold <b>Accountability</b> Nudge vs. Push Expose Your Weaknesses <b>Encouragement</b> Pattern Awareness Failure Doesn't Exist <b>Steam Ahead</b> Journey Re-Alignment	<b>Journey Review</b> Highlights/Challenges <b>Expand Yourself</b> Speed-Feedback/Mentors <b>Give Yourself</b> Speed-Feedback/Mentees <b>Stretch Yourself</b> Is the "S" in Your OM <b>Prove Yourself</b> Character vs. Competency Radical Results <b>Homework</b> Your GTY Journey	<b>Presentations</b> Mentees/Your Journey Mentors/Your Journey <b>Celebration</b> Affirmations Personal Value Value to Company <b>Pay It Forward</b> Mentors/Next Mentee Mentee/Find Mentee

### Greater Than Yourself Addresses:

- Setting a personal example
- Framework for being an effective Mentor
- Framework for being an assertive Mentee
- Focus on relational concepts between Mentor/Mentee
- Paying It Forward – continuing the loop of helping others become "Greater Than Yourself"

### Greater Than Yourself Competencies:

- Communication
- Creative Thinking
- Problem-Solving
- Leadership
- Follow-Through
- Relationship-Building
- Emotional Intelligence
- Positive Influencing
- Conflict Negotiation
- Praise & Recognition