



*CMA partners with individuals and organizations, combining best practices in business and psychological sciences, to help individuals grow and organizations succeed.*

*The Leadership Advantage™ (TLA) is a hands-on learning program for mid to senior level leaders who are ready to take their leadership skills to a higher level.*

**The program inspires breakthroughs for leaders and their organization.**

### **Improve Business Results**

*All program information, experiences and feedback focus on a single objective – helping your organization achieve its business goals – through the development of critical leadership skills.*

### **Develop Key Skills**

*Enhance leadership skills across five (5) competencies: Analysis and Decision Making, Leading and Influencing, Relationships and Teaming, Responsibility and Achievement, and Managing and Developing.*

*Build self awareness of leadership strengths and development needs. An individualized development plan, addressing individual and organizational needs, is created and implemented.*

### **ROI Opportunity**

*Choose an Action Learning Project that, when completed, can improve your organization's performance.*

*Lasting leader networks are created that facilitate continued innovation, collaboration and insight.*



*"It was great to work with the group of future business leaders in the company, to troubleshoot issues and work together on real business and professional issues during the retreat."*

## TLA Outperforms other programs:

### Customized Development

TLA is designed around the participants. Program curriculum and development plans are tailored to meet participant and organization needs, and are based on leadership assessment results, 360 results, and input from the executive sponsor and participant.

### Multi-modal Learning

TLA is not just typical classroom instruction. Workshop sessions include:

- Case Studies, discussion, reflection, group activities, and real life practice.

Training is designed to facilitate knowledge implementation, skill sustainability, and continuous learning.

### Addresses Real Organizational Issues

Apply leadership concepts and tools to address a real organizational issue in a 4 month capstone project chosen by the executive sponsor and participant.



10% Training  
20% Support  
70% Experience

### The 70-20-10 Rule

Research<sup>1</sup> indicates that the best development experiences consist of:

- 70% on-the-job experience (challenging assignments, etc.)
- 20% support (feedback, mentoring, coaching, etc.)
- 10% formal training (seminars, webinars, etc.).

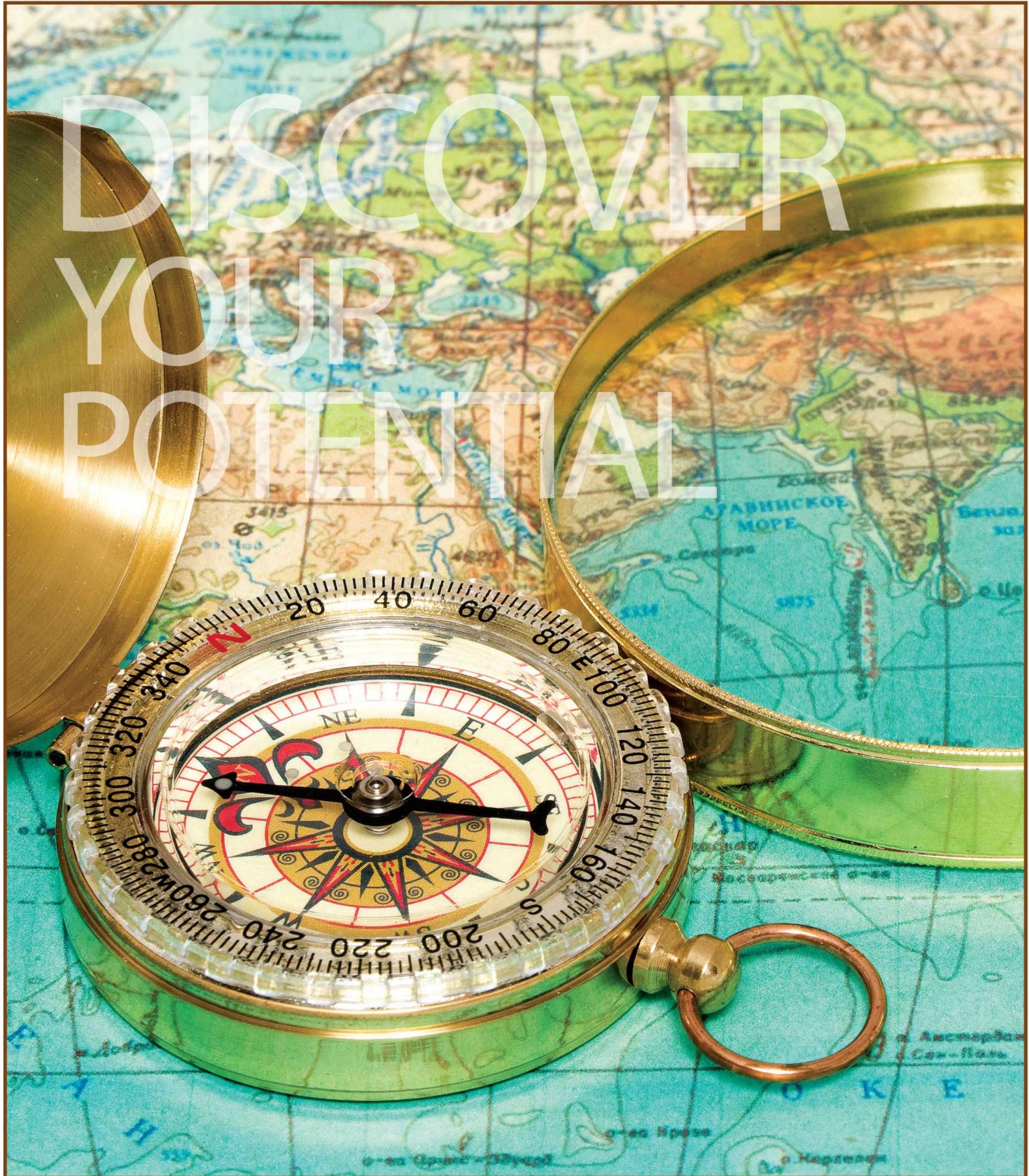
Unfortunately, many leadership development programs apply the 70-20-10 rule in reverse, with heavy emphasis on formal training, and little or no support or on-the-job experience. As a result, development ends when the leader leaves the classroom.

Not this program. The Leadership Advantage™ program closely models the 70-20-10 rule for sustained skill development and on-the-job knowledge transfer well beyond the program. Every program component is tailored to the unique needs of the leader and the organization, making TLA a comprehensive, individualized development experience.

<sup>1</sup> McCall, Lombardo, & Morrison. (1988). *The lessons of experience: How successful executives develop on the job.* Lexington, MA: Lexington Books.

## The Leadership Advantage Program Experience





*"I think this gave them the confidence in knowing that they are looked upon as high-potentials and that they are a part of the organizations' future leadership group. It gave the executive team confidence in knowing we've got some top-notch leaders ready to come in and take over when we have to leave – we won't lose a beat."*



# REACH PEAK PERFORMANCE

*"The program will give you an edge on others who have not gone through a leadership development program, or who do not get to interact with others in different levels and different positions throughout the company. The schedule may look busy, but the program is awesome at providing support and tools to your advantage to use with co-workers and peers."*

*"Leadership is lifting a person's vision to higher sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations."*

*- Peter F. Drucker*



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# See the Advantage



We designed The Leadership Advantage program to provide exceptional value to both the individual leader and the organization. We invite you to use the scorecard below to compare our program to industry and in-house competitors.

	The Leadership Advantage	Other Leadership Learning Courses	In-House Leadership Development Programs
Expert Program Facilitators	X	X	X
Exposure to Concepts & Tools in Leadership & Management	X	X	X
Offsite Leadership Retreat	X	X	X
Build Strong Networks Across Organization	X*		X
Exposure to Other Leaders Outside of Organization	X	X	
One-on-one Executive Sponsorship Within Organization	X		
Insight 360™ Assessment & Feedback	X		
Focus on Real-World, Company-Specific Application	X		X
Customized Course Content Based on Individual Development Needs	X		
Action Learning Project to Address Real Organization Issues	X		
Tracking and Feedback of Results	X		X
Comprehensive Leadership Assessment & Feedback	X <sup>a</sup>		
Professional Coaching Support Throughout the Program	X <sup>b</sup>		
Offers CEU Credits	X <sup>c</sup>		

\*When an organization sponsors multiple individuals for the program.

<sup>a</sup> Optional add-on *Comprehensive Assessment Package* - includes consultant interview, psychometric questionnaires, 2-hour results feedback with the individual, and 1-hour results feedback with the individual and manager.

<sup>b</sup> Optional add-on *Individual Coaching Package* - includes three 1-hour coaching sessions with a Ph.D.-level CMA consultant to provide in-depth, one-to-one development during the program.

<sup>c</sup> Contact CMA to learn how CMA can provide CEU credit offerings specific to your industry.

# Program Schedule



April 3, 2017	Registration Deadline – Applications accepted on a rolling basis until space is filled
May 1, 2017	Program kickoff and information conference call [executive sponsor attends]
May – August 2017	Complete Insight360™ assessment, feedback, and development planning*.
August 21 - 23, 2017	Leadership Retreat at the Charles F. Knight Executive Education Center, Washington University in St. Louis
Sept. 25 & Nov. 6, 2017	Group check-in calls with CMA coach
August - December 2017	Work on Action Learning Project
December/January (TBD)	Action Learning Project presentations and graduation ceremony with cocktail reception [executive sponsor attends]

*\*And leadership assessment, if Comprehensive Assessment Package is chosen*

## Leadership Retreat Schedule

The retreat is held at the Charles F. Knight Executive Education Center, part of the renowned Olin Business School at Washington University in St. Louis. Rooms are equipped with state-of-the-art technology and connectivity. The Knight Center is conveniently located for easy access to hotels, restaurants, sports, and entertainment.

Day 1: Leading Self

Day 2: Leading Others

Day 3: Leading the Organization

CMA has designed the TLA retreat and is exclusively responsible for its content. Olin Business School provides the first-class executive education environment for our attendees.

**Investment** (includes all program components listed in this brochure)

- Regular Program Price (regular registration deadline – April 3<sup>rd</sup>): \$4,500/participant
- Multiple Participant Price (2+ participants from a single company): \$4,000/participant

## Program Requirements

- Acquire sponsorship of an executive/senior manager in the organization (for details, see item 2 under *Certification of Eligibility* on the Program Application Form).
- Complete all program components as outlined in this brochure.
- Complete periodic evaluations during and after the program.

# Program Application Form

Deadline to submit  
Program Application is  
April 3, 2017.



## Contact Information

### Program Participant:

Mr. / Mrs. / Ms. (circle one) First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Organization: \_\_\_\_\_ Position/Title: \_\_\_\_\_

Preferred Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Number of Direct Reports: \_\_\_\_\_ Organizational Tenure: \_\_\_\_\_ (years) Management Tenure: \_\_\_\_\_ (years)

### Executive Sponsor:

Mr. / Mrs. / Ms. (circle one) First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Preferred Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

### Included Program Components *(Participant Fee: \$4,500/participant, \$4,000/participant if 2+ from any single company)*

- Insight 360™ feedback with unlimited raters
- Individual development plans
- Customized retreat curriculum selection
- Three-day leadership retreat held at Charles F. Knight Center, Washington University-St. Louis
- Action learning project, guided by executive sponsor
- Two group coaching calls to monitor progress on action learning project and development plan
- Action learning project presentations and graduation ceremony followed by cocktail reception

### Add-on Packages

To provide additional program value, CMA also offers participants in *The Leadership Advantage* program the opportunity to take advantage of add-on packages for enhanced development. Please select from the following optional add-ons:

#### Option 1: Comprehensive Assessment Package *(add \$2,400)*

- In-depth leadership assessment and developmental report:
  - o CMA Ph.D.-level consultant interview (1 hour)
  - o Psychometric questionnaires: Critical thinking, Personality, Motivation, Leadership behaviors
- Individual assessment results and extended Insight 360™ feedback session (2 hours)
- Individual and manager results feedback session and action planning (1 hour)

#### Option 2: Individual Coaching Package *(add \$1,200)*

- Three 1-hour individual coaching sessions with a Ph.D.-level CMA consultant for sustained skill transfer

#### Option 3: Comprehensive Assessment + Individual Coaching Package *(add \$3,500)*

- In-depth leadership assessment and developmental report:
  - o CMA Ph.D.-level consultant interview (1 hour)
  - o Psychometric questionnaires: Critical thinking, Personality, Motivation, Leadership behaviors
- Individual assessment results and extended Insight 360™ feedback session (2 hours)
- Individual and manager results feedback session and action planning (1 hour)
- Three 1-hour individual coaching sessions with a Ph.D.-level CMA consultant for enhanced learning transfer

# Program Application Form

Deadline to submit  
Program Application is  
April 3, 2017



## Billing Information (check if same as participant information on p. 3 )

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Preferred Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

## Certification of Eligibility

1. I am available for the following events scheduled for the following dates and times:
- a) Program kickoff and information call, Monday, May 1, 2017 8:30 – 9:30 am CST.
  - b) Three-day leadership retreat (*no overnight required*), August 21, 22 & 23, 2017 (Monday-Wednesday).<sup>1</sup>
  - c) Two group check-in calls on Monday, Sept. 25, 2017 and Nov. 6, 2017, 8:30 – 9:30 am CST.
  - d) Action Learning Project presentation & graduation ceremony, Monday, December 4, 2017, 1:00 – 7:00pm CST<sup>1</sup>

Yes  No

2. I have acquired the sponsorship of an executive/senior manager in the organization who has agreed to:
- a) Attend program kickoff and information call, Monday, May 1, 2017.
  - b) Provide input and direction on my Action Learning Project and support me through the program.<sup>1</sup>
  - c) Attend Action Learning Project presentation and graduation ceremony, Monday, December 4, 2017.<sup>1</sup>

Yes  No

3. I have read and understand the components and program requirements, and I agree to fully comply with these requirements.

Yes  No

4. I understand that upon notification of acceptance to the program, I have 30 days to submit a 25% deposit payable to CMA to reserve my spot in the program.<sup>2</sup>

Yes  No

<sup>1</sup>Retreat and graduation events will be held at the Charles F. Knight Center on the campus of Washington University in St. Louis.

<sup>2</sup>Program deposit is fully refundable through May 1, 2017. Cancellations made after May 1, 2017 will be subject to forfeiture of full deposit amount. This program is subject to cancellation if minimum enrollment is not met by the registration deadline, and that if the program is canceled, I will not be invoiced and I will have the option to rollover my application to be considered for the next available class.

## Statement of Authenticity

I certify that all information contained in this application is accurate and complete to the best of my knowledge.

\_\_\_\_\_  
Participant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Executive Sponsor Signature

\_\_\_\_\_  
Date

### Mail, Fax, or Email this completed Application Form to:

CMA, 7751 Carondelet Ave., Suite #200, St. Louis, MO 63105 – c/o The Leadership Advantage

Fax: [314] 721-1992 – Email: [tellis@cmaconsult.com](mailto:tellis@cmaconsult.com)

Or go online at <http://www.cmaconsult.com/service/the-leadership-advantage/>