

# THE ANDERSON INSTITUTE FOR LEADERSHIP EXCELLENCE



Limited to just 20 clients! Don't miss this rare chance to have exclusive access to Dave Anderson and his hand-picked leadership development team.

From the Desk of Dave Anderson:

For more than a decade, I've enjoyed great relationships with clients who attend my workshops, read my books, and utilize our online training systems. No doubt, every leader wants to maximize their return on investment, but, unfortunately, many fail to fully implement what they learn. A handful achieve their expectations, but multitudes fall short. The spirit is willing, but the pressure of running a business leaves little time and energy for instituting and monitoring the required changes to the culture. Sadly, a lack of accountability or formal structure for follow-through inhibits the full installation of noble ideas.

Even the best implementers express a desire to "go deeper and further" than they can on their own. They realize that permanent, systemic improvements require the participation of each manager and key employee. Whether the ultimate goal is to build a business known for quality and customer service or to simply focus on bottom-line profit making, these leaders recognize the need for assistance on a day-to-day basis.

For this reason, we've developed **The Anderson Institute for Leadership Excellence**. The Institute is not a training class or source of new information. Rather, this is a center for application, including Performance Coaching and Systems Consulting, where business executives and managers can participate in a transformative initiative aimed at implementing, once and for all, the principles and practices found in highly productive organizations.

If you are weary of falling short of your potential and remain serious about becoming your best, the Institute's revolutionary structure may appeal to you.

Each participant will work alongside a Performance Coach. Each executive will collaborate with a Systems Consultant. Our team and yours will be tracked by an online learning management system with integrated document and database management training, networking and collaboration tools, worksheets, and a simple method for communication with coaches and consultants.

## Systems Consulting Components of Culture

An Institute consultant will work with your Executive to discuss, select and implement the principles and cultural conditions found in high-performance teams.



## A Culture of Merit

## Performance Coaching Personal Transformation

Culture change only occurs when each manager is confident enough to implement the desired strategies and principles. This second, more intimate track ensures that no leader is left behind.

## The Systems Track Includes:

- The Culture Conversation
- The Capital Capabilities Conference
- The Position Conversation

## The Performance Track Includes:

- The Social Identity Survey
- The Value Proposition Developer
- The Desirable Traits Matrix

### ABC Trucking Co.

Welcome Blake Thompson  
Today is Wednesday, December 8, 2010

Process #1 | Tab Title 2 | Tab Title 3 | Tab Title 4

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### The Anderson Institute For Leadership Excellence

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#### Performance Coaching Report

On Schedule	% of Rev	State
Metric	67%	<span style="color: red;">■</span>
KPI	98%	<span style="color: green;">■</span>
Metric	85%	<span style="color: yellow;">■</span>
Another Metric	93%	<span style="color: green;">■</span>

#### The Effective Communicator -- Week 9

	Webinar	Read 10 pgs	Video/Test #4	Teleconference
Tom C.	Done	Yes <span style="color: green;">▲</span>	Done	Tues 9 AM
Brooke S.	Done	---	<span style="color: green;">▲</span>	Fri 3 PM
Robert D.	To Do	Yes <span style="color: red;">▼</span>	---	Mon 11 AM
Joe P.	To Do	Yes <span style="color: green;">▲</span>	---	Mon 11 AM
Humphrey B.	To Do	---	<span style="color: green;">▲</span>	Fri 3 PM
Lauren B.	Done	---	<span style="color: green;">▲</span>	Tues 9 AM
Donald S.	Done	Yes <span style="color: red;">▼</span>	Done	Tues 9 AM
Keller S.	To Do	Yes <span style="color: red;">▼</span>	---	Tues 9 AM
Sondra B.	To Do	---	<span style="color: green;">▲</span>	Fri 3 PM
Meryl S.	To Do	---	<span style="color: red;">▼</span>	Mon 11 AM
Cameron D.	Done	Yes <span style="color: green;">▲</span>	Done	Fri 3 PM
John W.	To Do	---	<span style="color: red;">▼</span>	Tues 9 AM

#### Week 9 Kickoff w/Dave

#### This Week's Executive Snapshot

Webinar	Thurs 3 PM EST
Sondra B.	20 minute sprint
Cameron D.	20 minute sprint

#### Tattletale Report - 5 Week Trail

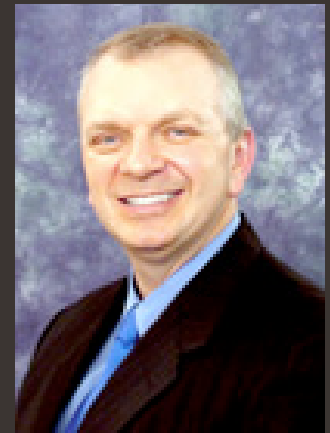
Week 4	<span style="color: green;">▲</span>	97%
Week 5	<span style="color: red;">▼</span>	75%
Week 6	<span style="color: green;">▲</span>	100%
Week 7		82%
Week 8		82%

#### Starting Strong - A Message from Your Systems Consultant

Welcome to Week 9 of The Sales Transformer™. In reviewing your dashboard, I see you've made terrific progress overall. I suggest that Brooke and Donald finish their assignments from weeks 4 and 5 because we are about to accelerate through the final 4 weeks of this process. Well done, Blake!

#### Metric #1

#### Metric #2



Your team will work with our consultants and coaches through 12 modules of high powered content, coaching and consulting.

## Services of the Institute:

- Strategic Planning Consulting
- Business Culture Consulting
- Business Process Consulting
- Training Needs Assessments
- Customized Hiring System
- Executive Coaching
- Managerial Coaching
- Specialized Training
- Marketing/Branding Consulting
- Learning Management System
- Individual Progress Metrics
- Executive Dashboard

## MODULE TWO SNAPSHOT

### The Effective Communicator

MONTH ONE

The Art of Conversation

Dave Anderson

MONTH TWO

The Electronic Community

Jeanine Guidry

MONTH THREE

The Power of the Pen

Eric Samuelson

**PURPOSE:** To build agreement around the importance of spoken and written communication; to learn the techniques associated with effective communication; to advocate for the importance of creating and maintaining an online identity; to learn the cutting edge mechanisms for attracting and maintaining a community around your message.

**SYSTEMS (COMPANY) GOAL:** Arrive at consensus for corporate communication protocols (internal and external); examine the firm's online presence and develop an improvement strategy

**PERFORMANCE (INDIVIDUAL) GOAL:** Acknowledge one's level of competence in each of the three subject areas; develop a plan for improvement; develop accountabilities for implementing that plan

## Duration:

This level of cultural transformation requires a full three years to complete. It would be foolish of us to promise, or of clients to expect, instantaneous results. Seasoned leaders know that authentic transformation requires a sustained focus of time and energy. Although clients will only be obligated for 12 months at a time, preference will be given to those indicating a desire to stay with the program throughout its implementation cycle.

## Limited Clientele:

An engagement of this nature requires highly professional staff and sophisticated technology. We cannot promise that everyone who applies to become a client will be accepted. At this juncture, only 20 firms will be accepted into the Institute so that the standards of excellence can be maintained.

## Year 1 - “Prepare the Ground”

Identify and clean out self-defeating factors in the current organization.

## Year 2 - “Plant the Seed”

Establish a framework for growth by examining and implementing several practices which lead to market dominance.

## Year 3 - “Reap the Harvest”

Fulfill the strategic plan and release the full potential of the management team



The Institute's leadership team at the inaugural retreat in Virginia.

From left to right: Tyler Blackmon, Travis Twomey, Jim Freeworth, Dave Anderson, Eric Samuelson, LuAnn Freund, Suanne Sandage

For further information, please contact:

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