



Principle-Driven LEADERS

LEADERSHIP DOESN'T JUST HAPPEN. IT'S CULTIVATED.

Enabling

ACHIEVEMENT

Principle-Driven Leaders™ is a uniquely powerful *lecture and integration workshop* that will revitalize and reinforce your innate leadership. You'll explore the often-untapped emotional component of effective leadership. Learn tools & techniques to stay grounded & focused. Translate your passion for business into greater effectiveness, productivity and success for you and your team.

Are you seeking...

- *Improved results for you and your team?*
- *To strengthen or shift your group's culture?*
- *Comfort/confidence in addressing conflict?*
- *Extraordinary 1-to-1 communication skills?*
- *To leverage the collective strength of your team?*
- *Vision or leadership clarity?*
- *Long-lasting and effective stress management?*
- *How to better LIVE your passion?*
- *Better life balance?*
- *Introduction to & collaboration with diverse leaders?*

High Impact

LEARNING

What is effective leadership? It's the ability to excite and motivate people to a common goal. It's the demonstration of passion and effectiveness—not through edict—but through example. Leadership is the creation of an environment that fosters maximum productivity and results through highly-satisfied employees and team members.

Dedicate time to intentionally evaluate your position on the leadership spectrum, and develop *what you already know* into successful outcomes. You'll improve yourself, your self-awareness, and your inherent leadership capabilities.

Still curious if PDL is right for you? Try this:
Are you and/or your team surviving or thriving?

Join us for *Principle-Driven Leaders* on
March 15-18, 2012

Holiday Inn Express – Webster
860 Holt Road
Webster, NY 14580

Tuition: \$795 *Discounts Available*

Register Today!



Principle-Driven LEADERS

BE AT YOUR BEST IN THE MOST DEMANDING SITUATIONS

AN ROI THAT'S NOT JUST FINANCIAL

PAUL R.
CAMP



*Vice President, Government Group
Global Strategy, Sales & Marketing
Global Top 200 Engineering and Construction Company*

"I greatly value PDL's meaningful contribution to my success in achieving \$1 billion in sales since 2003 and being named as Vice President within my Fortune 200 company. The Principle-Driven Leaders program is a world class, life-changing learning experience. In my 20+ years, I have never participated in such a valuable professional development leadership program."

COVERS ASPECTS OF LEADERSHIP RARELY COVERED IN OTHER PROGRAMS

CAROL
WORTH



*Customer Support, Quality Improvement Manager
Division of Homeland Security*

"So pleased at how major issues and blind spots were brought to light; it was a profound experience. Principle-Driven Leaders has helped me with relationships where I'm directing teams or where I'm being directed. I would highly recommend PDL for leaders at all levels."

PROVIDES ANSWERS TO QUESTIONS YOU HAVEN'T EVEN CONCEIVED

H. PIKE
OLIVER



*Senior Lecturer, Outreach Director
Real Estate Program, Cornell University*

"The PDL program has worked magic. It has allowed me to 'ski the bumps' through some of the organizational craziness inherent in an institution like Cornell."

Expected

RESULTS

- Improve how you are perceived as a leader
- Determine what is necessary, now
- Build an open and loyal team culture
- Profoundly improve your professional relationships
- Learn to be more influential
- Gain comfort and effectiveness in managing conflict
- Act from intention, not habit
- Motivate effectively without micromanaging
- Tie decision-making to your vision
- Profoundly improve your professional relationships
- Connect constituencies in powerful ways
- Understand and more effectively manage your emotions and the emotions of others
- Overcome barriers to effective leadership and teamwork
- Replace stress with balance
- Develop a stronger sense of purpose

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Seminar

SCHEDULE

Thursday Evening	Friday Evening	Saturday	Sunday	Post-Event	Questions
Registration: 5:00 p.m. Time: 5:30 p.m. - 10 p.m. Light Dinner, Snacks Provided	Arrive: 5:00 p.m. (networking) Begins: 5:30 p.m. Light Dinner, Snacks Provided	8:30 a.m. - 9:30 p.m. Lunch, Dinner, Snacks Provided	8:30 a.m. - 5:30 p.m. Lunch, Snacks Provided	Group Follow-Up Sessions Held on alternate weeks for 60 days (optional)	Email: pdl@g-forceusa.com Text or Call: 585-503-4560

Register Now!

www.g-forceusa.com/pdl_reg.html