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PRINCIPLE-DRIVEN LEADERS RETURNS TO ROCHESTER
MARCH 15TH – 18TH

Rochester, NY – *Principle-Driven Leaders™*, a standout leadership course supported by an emotional intelligence platform, is returning to Rochester, March 15th – 18th at The Holiday Inn Express, Webster, NY.

Principle-Driven Leaders (PDL) is a professional leadership development course whose proven methodology has been in practice in the personal development arena since the early 1970's. It was introduced into the professional realm as in 2008 as an accredited course at Cornell University's Institute of Public Administration, a graduate degree program.

According to Daniel Goleman in his landmark *Harvard Business Review* article, *What Makes a Leader?* (Goleman, *HBR*, Nov./Dec., 1998) "...Emotional Intelligence is more than 85% of what enables 'star performers' to develop into great leaders".

PDL infuses many of the Emotional Intelligence (EI) competencies into the framework of traditional leadership, bringing a new dimension based on better understanding and truer connection in the workplace.

The basis of Principle-Driven Leaders is that people work best in an open, collaborative atmosphere that revolves around thoughtful authentic, communication. In two-evening and adjacent weekend, the 30-hour professional leadership workshop provides a safe learning environment for participants to explore and assess their inter- and intrapersonal skills. As they reach certain benchmarks an action plan is formed that enables each participant to evolve or enhance those skills.

Principle-Driven Leaders is intended for anyone who has leadership responsibilities or those in pursuit of career advancement into managerial roles.

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