

The Leader's Job: Mastering the 10 Roles of a Leader

Through extensive research, we have identified the ten significant roles leaders must master to lead a business successfully. The Leader's Job seminar will help you develop an advanced understanding of the different components of work all leaders must perform well.

Prior to attending this seminar, you will have the opportunity to complete The Leader's Job Survey, a confidential 360° online assessment tool designed to give you feedback on how you now execute these ten critical leadership roles.

You will learn how to:

- ▲ Create and implement your mission, vision, and core values.
- ▲ Master the eight domains of your external environment.
- ▲ Build a great bench by selecting Achievers to work for you.
- ▲ Create your strategic plans for products and services.
- ▲ Develop your organizational design.
- ▲ Master your organization's work and processes.
- ▲ Develop the components of the human corporate system: (1) the people, (2) teamwork, and (3) culture.
- ▲ Build your leadership style and influence.
- ▲ Ensure focus, consistency, and execution.
- ▲ Lead change by building feedback systems to generate innovations.



OCTOBER 2 & 3

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| Day one | 8:30 a.m.– 4:30 p.m. |
| Day two | 8:30 a.m.– 3:30 p.m. |
| Tuition | \$2,975 |
| CEU credits | 1.2 |
| CPE credits | 14 |

No course prerequisite required.

Our company changed the day Dr. Bell said, "You can build a good company without a mission, but you will never be a great company." Thanks to Dr. Bell's timeless leadership principles, CAPTRUST is a company on a mission.

J. FIELDING MILLER
CEO, Co-Founder
CAPTRUST Financial Advisors

I have never been to a seminar that took a concept at the level that Dr. Bell did and broke it down from the importance of the subject matter to actual practical and usable ideas you could implement the next day. It was truly an outstanding program that I would recommend to anyone in a management position that wants to make a difference. I am excited to implement these ideas.

BILL FRYER
Senior Vice President
First Citizens Insurance Services

Jerry has a distinct ability to create in you a "need to know." He has developed a superior system for identifying who we are and imparting skills on how to become excellent leaders.

EDWARD SMITH
Chairman & CEO
Grady-White Boats