



**BELL**  
LEADERSHIP INSTITUTE

BUILDING LEADERS SINCE 1972



**BUILD YOUR  
LEADERSHIP TALENT**



At Bell Leadership Institute, we work with businesses ranging from complex, global enterprises to small family-owned businesses. Our clients seek us out for a variety of reasons. They may be looking to increase collaboration and improve team dynamics, address communication challenges, or tackle retention issues. Or they may want to leverage current successes and create a people development strategy that accounts for exponential growth.

## THE COMMON DENOMINATOR FOR ALL OUR CLIENTS IS THAT THEY RECOGNIZE THAT THEIR PEOPLE ARE THE MOST IMPORTANT PART OF THEIR BUSINESS.

Our clients understand that their people are the foundation, the driving force behind their success. They are committed to investing in their people and are actively seeking the most effective ways to do so. We make it our business to understand your business and partner with you to build the personal and organizational leadership skills needed to capture your opportunities and meet your unique challenges.



# THE BELL DIFFERENCE

What sets Bell Leadership apart is our unwavering commitment to providing a world-class client experience. By establishing enduring partnerships based on a deep commitment to their organization's success, we help businesses drive lasting, transformational change. Our approach results in higher levels of performance by bringing together three key elements:

## 1. RESEARCHED, TIME-TESTED SOLUTIONS

Anchored by the Bell Achiever Model™, the Bell Leadership Mastery Series™ comprises eight essential topics that are the building blocks of effective leadership. This comprehensive suite of seminars and proprietary assessment tools draw from over 50 years of research and consultation with thousands of CEOs and senior leaders. We continuously evolve our curriculum to help clients harness the behaviors of the most-effective leaders in the world, those who create the most positive results.

## 2. BEST PRACTICES IN LEARNING METHODOLOGY

Our training seminars and custom learning solutions do not resemble a traditional classroom. Whether in-person or virtual, our programs are a highly interactive and participatory experience rooted in what works for executive learning, retention, and impact. Our trainers and facilitators are experts in helping clients navigate the process of receiving feedback. Our approach fosters greater understanding between teams, breaks down barriers, and creates shared commitment.

## 3. A PARTNERSHIP APPROACH

Before any seminar or training program, the Bell Leadership team interviews participants and key stakeholders. This allows us to gather valuable input and tailor program design, content, and delivery. Each program has a Bell team of dedicated professionals to support every aspect from initial concept to program follow-up.



# BELL LEADERSHIP SOLUTIONS

Whether an organization seeks a specialized course to complement an existing training program or needs a comprehensive solution spanning the entire company, our experienced trainers and client support team can guide them through the ever-evolving landscape of leadership development.

Bell Leadership Institute has been a trusted partner to hundreds of organizations over the past 50 years because our clients know that we have the breadth of solutions and depth of expertise to build their leadership talent in a way that best meets their specific needs.

## LEADERSHIP MASTERY SEMINARS (CHAPEL HILL, NC)

Every year, Bell Leadership hosts a full schedule of seminars from the Leadership Mastery Series, including regular offerings of our flagship Achievers™ Program and covering a broad range of leadership topics. These highly interactive learning seminars allow participants from a variety of companies and industries to connect with each other, learn actionable principles, and establish a foundation for leading.

**THESE PROGRAMS PROVIDE THE  
FRAMEWORK FOR SOLVING THE MOST  
PRESSING CHALLENGES FACING  
LEADERS TODAY.**

Whether leaders attend individually or with members of their team, our seminars provide an opportunity to disconnect from the busy day-to-day and engage deeply as they build their skills. Our team of trainers and facilitators provide in-the-moment coaching and support—their expertise combined with our unique Bell approach make each program a distinctive learning experience.



PLEASE VISIT OUR  
WEBSITE FOR A  
LIST OF UPCOMING  
SEMINAR DATES





# BELL LEADERSHIP SOLUTIONS

## CUSTOM PROGRAMS (IN-PERSON OR VIRTUAL)

In partnership with our clients, we design programs utilizing core curriculum and principles from the Bell Leadership Mastery Series™ tailored to best fit your organization's needs. Our custom leadership development programs incorporate live facilitation, interactive discussions and practical, take-home actions proven to improve organizational performance. Custom programs are delivered by world-class Bell trainers and facilitators in the location of your choosing.

**In addition to programs based on one or more Bell Leadership Mastery Series™ topics, we offer the following customized solutions:**

### ▶ EXECUTIVE RETREATS:

Our executive retreats allow key leaders to interact in a distraction-free environment where they can focus, reprioritize, set goals, and solve problems while being guided by a skilled Bell facilitator.

### ▶ CUSTOM ROUNDTABLE PROGRAMS:

Bell Custom Roundtable programs are a tailored learning solution to address unique business challenges. We bring a chosen team together on a regular rhythm throughout the year to build skills and focus on the specific topics and challenges most relevant to their organization.

### ▶ STRATEGIC PLANNING:

Our experienced Bell trainers help organizations create a roadmap for future success by guiding their leadership team through a strategic planning process that is rapid and efficient, while also deep and detailed, establishing clarity and a commitment to the actual work to be done.



# BELL LEADERSHIP SOLUTIONS



## THE LEADER'S ROUNDTABLE (CHAPEL HILL, NC)

The Leader's Roundtable is a unique and exclusive program specifically designed to assist CEOs, presidents, and senior leaders in building their peer network and advancing their leadership skills. Guided by our experienced Bell Leadership Trainers, roundtable members share ideas, questions, and perspectives in a confidential setting with peers who understand the unique weight of their daily responsibilities. Executives learn concepts that can be implemented immediately, and built upon throughout the year, to form a long-lasting framework to approach their work and truly lead their companies, not simply manage them.



### HIGHLIGHTS:

- A full year of continuous, reinforced learning
- A supportive peer group that shares your challenges
- Real-life case studies that produce actionable solutions
- Expert-led training and practical guidance
- Results that drive lasting, positive changes that cascade through the organization



## LEADERSHIP & EXECUTIVE COACHING

Bell Leadership coaching uses the tools of our research-backed leadership programs to help individuals and organizations deepen self-awareness, navigate complex challenges with confidence, and improve communication and relationships.

► **ACHIEVERS™ COACHING:** Available for all Achievers™ and Achievers II graduates interested in receiving personalized guidance to integrate learnings from their Bell Personality Profile and achieve their goals.

► **EXECUTIVE COACHING:** We provide personalized support for C-Suite and top-level leaders, acting as a sounding board and enabling them to achieve personal objectives.

► **TEAM COACHING:** We support people who work together in a department, on a project, or leadership team to illuminate the interdependencies, strengths, and challenges with the purpose of creating higher levels of collaboration, more effective communication, and stronger commitment to shared goals.



# BELL LEADERSHIP SOLUTIONS

## 360-SURVEYS & ASSESSMENT TOOLS

Bell Leadership offers standardized and custom assessments designed to best meet the unique needs of our clients and complement our world-class training programs.

Developed from over 50 years of research, Bell Leadership's survey and assessment tools motivate individuals and organizations to reach mastery-level performance by using truthful and qualitative feedback, as a catalyst for meaningful and significant change.

- ▶ **BELL PERSONALITY PROFILE:** Our proprietary 360-degree assessment utilizes the Achiever Model framework to provide powerful feedback on leadership styles across eight dimensions of leadership.
- ▶ **LEADERSHIP MASTERY SERIES SURVEYS:** Embedded within our Advanced Communication, The Leader's Job, and Peak Performance & Complex Lives Seminars, these unique 360-degree assessments provide actionable feedback on key facets of a leader's role.
- ▶ **CUSTOM ORGANIZATIONAL ASSESSMENTS:** Used in conjunction with a custom program or as a standalone tool, custom surveys are designed to assess critical organizational components such as employee engagement and organizational health.

## LICENSED PROGRAMS

Bell Leadership licenses organizations and training teams to deliver our proven programs and concepts within their organization utilizing internal talent. Our licensed programs provide an effective and efficient way to build leaders at scale. Licensing Bell Leadership's programs equips an organization with the tools to facilitate our time-proven leadership programs while positioning them within the context of their unique organization and culture—resulting in increased employee engagement and company-wide alignment.

### WHY LICENSE BELL LEADERSHIP'S TRAINING?

- Attract and retain talent by providing meaningful and scalable leadership training opportunities for all employees.
- Access proven research-backed leadership concepts and learning methodology to enhance and grow an organization's culture and values.
- Create a common language of leadership for employees to communicate effectively and honestly about how they interact with each other.



# GREAT LEADERSHIP STARTS WITH ACHIEVERS™

Regardless of the challenges a company or leader is facing, the most impactful solution often begins with Achievers™.

The flagship program of Bell Leadership Institute, Achievers™ is built upon extensive research into the behaviors of the most effective and least effective leaders worldwide.

This foundational program provides leaders with not only an understanding of what they do but also why they do it. Through Achievers, individuals cultivate their “Self IQ,” gaining insights into their strengths and areas for improvement. They emerge with a comprehensive plan for personal growth, ultimately transforming into more effective leaders, which positively influences their teams, departments, and the overall business.

## THE BEAUTY OF ACHIEVERS LIES IN ITS UNIVERSALITY.

Whether an individual, a leadership team, or thousands of employees from a company engage in the program, it consistently delivers significant, positive impacts.

Notably, when CEOs experience Achievers, the effects ripple substantially, reshaping their daily responsibilities and enhancing their interactions with colleagues. This, in turn, creates a cascading effect of positive changes. The larger the leadership role, the more profound the resulting impact becomes.





## WHAT MAKES ACHIEVERS SUCH A TRANSFORMATIONAL PROGRAM?

### ▶ THE ACHIEVER MODEL

The Bell Leadership Achiever Model is the cornerstone of the Achievers program. Based on over half a century of research, the model provides a lens through which to view ourselves and others with clarity and deeper understanding. The common language and accessibility of the model allow participants a straightforward path to self-awareness and the motivation to establish more effective behaviors.

### ▶ 360° FEEDBACK

All Achievers participants receive their own Bell Personality Profile, which consists of valuable feedback from our proprietary 360-degree assessment tool. Collecting feedback anonymously from a wide array of sources, this assessment provides each individual with a detailed picture of their personality and leadership style. With the guidance of knowledgeable Bell trainers and facilitators, feedback is more easily embraced and interpreted in ways to drive positive change.

### ▶ AN ELEVATED EXPERIENCE

Every Achievers program is meticulously designed to meet the unique needs of its participants. From the layout of the room and seating assignments to the teaching methods and flip charts, each small detail is intentional. Individuals graduate the program with the highest level of learning retention and an exceptional experience that carries forward into their future leadership.

## THE IMPACT OF ACHIEVERS™



# BELL LEADERSHIP MASTERY SERIES™

The Bell Leadership Mastery Series™ comprises eight program topics that are the building blocks of effective leadership. This comprehensive suite of seminars is built on more than 50 years of extensive research with thousands of CEOs and senior leaders.

Learn more about our Bell Leadership Mastery Series topics:



## ACHIEVERS™

**Become a great leader. Build yourself first.**

Participants gain a deep understanding of themselves, their strengths, weaknesses, and motivations. They learn to lead like the best in a way that is congruent with who they are. They leave with customized action steps based on their Bell Personality Profile (360 survey) results.

## ACHIEVERS II

**Lead like an Achiever. Build your influence.**

Participants build on their Achievers experience and expand upon the essential skills and behaviors required to achieve great results through working with and leading others. They will learn how to manage challenging situations and how to influence, lead, establish relationships, and learn from the different personality types they interact with daily.

### THE COMPLETE ACHIEVERS PACKAGE

**Bell Leadership is pleased to offer a fully comprehensive Achievers™ experience!** The Complete Achievers Package empowers participants to build and deepen self-awareness and then strengthen their understanding of people and how they relate to and work with others. This transformational journey starts with our Achievers™ seminar, followed by personal Action Plan support, and culminates with the Achievers II program.

# BELL LEADERSHIP MASTERY SERIES™

## ADVANCED COMMUNICATION

### Master the 7 skills of effective communication

Five decades of Bell Leadership research demonstrates that a leader's ability to positively and effectively influence people requires exceptional communication skills. This seminar harnesses insights into human behavior and utilizes personal results from the Bell Advanced Communication Survey to provide strategies for building mastery-level communication skills around listening, confrontation, nonverbals, giving and receiving feedback, and more.

## THE LEADER'S JOB

### Maximize your impact as a leader

Leaders must think and act strategically, yet the daily tasks of running an organization often overtake their pursuit of strategic long-term goals and success. This seminar provides a powerful framework of integrated practices for leading rather than managing. Participants assess their impact as a leader and their effectiveness in the "Ten Roles of a Leader" with personal results from the Leader's Job Survey.

## SELECTING ACHIEVERS

### Hire smart to build a great company

The right people in the right positions for both new hires and existing employees is essential. Selecting Achievers offers proven techniques to evaluate candidates, select the best match, and ensure their ongoing success. Learn the skills to search effectively, assess the match between candidates and the job, and practice new interviewing skills in a live-case scenario.

## ADVANCED TIME MANAGEMENT & PERSONAL PRODUCTIVITY

### Work smart, live smart

The higher a leader advances, the more complicated it becomes to manage tasks and time efficiently. This seminar draws on decades of research on how and why highly-effective individuals set goals, plan their days, prioritize their time, and organize their lives. Utilizing insights from the Bell Peak Performance Profile, participants develop a plan to increase their personal productivity while leading a healthier, happier life.

## CHANGE LEADERSHIP

### Lead and thrive through change

The best leaders inspire their teams by leading to and through change, constantly. They engage employees in developing new approaches, adopting innovative solutions, increasing alignment, and boosting productivity. In this seminar, participants learn the methods to understand, address, and effectively lead change in their organizations.

## ADVANCED TEAMWORK

### Create effective teamwork among your people

Leading successful teams requires intention, insight, and a deep commitment to the success of the group. In this seminar, participants will learn how they personally impact each of their own teams, learn methods for promoting alignment and collaboration, and apply the skills required to create engagement among team members, so they work "hard, smart, and together."





# THE BELL LEADERSHIP TEAM

We are deeply committed to our purpose of building leaders. In fact, it has been our passion since 1972. Under the consistent mentorship of our founder, Dr. Gerald D. Bell, the Bell Leadership Institute team continues to grow and build more than 500,000 leaders in over 50 countries.

**OUR MISSION IS TO HELP PEOPLE  
DEVELOP THEIR PERSONAL  
EFFECTIVENESS AND LEADERSHIP SKILLS  
TO CONTRIBUTE TO HUMANKIND.**

The Bell Leadership trainers and facilitators embody the foundational principles and practices that make our work effective. With many experienced and long-tenured members at Bell, we value our collective skills and capability to help a wide range of organizations and industries to meet a variety of leadership needs. Our dynamic team thrives on sharing and living out the truth of what they teach, which is what allows us to create programs that are effective and engaging, with real-world applications that help our clients hone their leadership skills. We are proud to have such knowledgeable and dedicated professionals carrying out Bell's mission.

## LEADERSHIP TRAINERS, SPEAKERS & EXECUTIVE COACHES

Each member of our training team has a unique background, bringing a depth of experience and wealth of knowledge to Bell Leadership. All are true experts in the field of leadership, drawing from extensive professional experiences to compliment and expand upon the proprietary curriculum and coaching of the Bell Leadership Institute. This expertise ensures that our training programs are not only grounded in proven principles but also infused with real-world insights and practical wisdom.



**Looking for a speaker, trainer or facilitator for your next conference or team meeting?**

An experienced Bell speaker can anchor an organization's conference or company meeting. Our Bell Leaders will work to thoroughly understand the audience to create a dynamic, impactful, and memorable presentation.

# THE BELL TRAINING TEAM



**DR. GERALD D. BELL**  
**FOUNDER & CEO, BELL LEADER SINCE 1972**

In the presence of Dr. Bell, one finds themselves in the company of excellence. Thousands of leaders from around the world have experienced personal and professional growth by implementing his timeless methods. Dr. Bell's insights are formed by his decades of research and a background in business and psychology. His passion for learning and sharing his knowledge and experience with others has made him a globally respected and sought-after speaker, trainer and coach.



**BILL SANFORD, M.S.**  
**SENIOR EXECUTIVE LEADERSHIP TRAINER SINCE 2008**

Bill embodies a unique combination of earned credibility with a down-to-earth approach. Over the course of his career, Bill has used his expertise in leadership development and conflict resolution to build leaders, teams, and organizations in a wide range of industries. He has solidified his reputation as a leadership expert who holds attention, gives practical steps to improve performance, and brings laughter along the way.



**JON PLAYER, JD, MSPH**  
**LEADERSHIP TRAINER, SPEAKER & COACH SINCE 2016**

When Jon works with a client, they aren't surprised to learn about his background as an attorney and a scientist. Jon takes an investigative approach to identify and analyze issues that hinder growth, and he is a skilled presenter who has sharpened his skills before judges and juries. Companies who turn to Bell Leadership for training and consulting appreciate Jon's unique perspective from his manifold experiences.



**SUSAN GISLER, PT, DPT, MHA**  
**LEADERSHIP TRAINER, SPEAKER & COACH SINCE 2021**

Susan's skill at helping leaders navigate change shines through. Drawing on her training and time as a physical therapist, she has a genuine motivation to help others learn and grow. Susan embraces the challenge of finding the root cause of an issue, breaking it down into understandable components, and partnering with others to bring out effective solutions. Her ability to bring levity and fun to any obstacle helps to surface the best version of those around her.

# WHAT OUR CLIENTS ARE SAYING...

“Perhaps one of the best leadership training courses in the country.

Also serves as a great team-building option when sending the entire executive teams together to the same sessions.”

– **Ray Anover**, Biologics CMC Consultant, Anover Associates



“For me the Bell Leadership experience has been transformational on many levels—personally for me as a leader, for the development of our leadership team and for our overall strategic approach to building Captrust.”

– **Fielding Miller**  
CEO and Co-Founder  
CAPTRUST

“This learning is exactly what I need personally as a leader developing through rapid business growth and change, and provides our team with a framework and common language to develop hard, smart and together.”

– **Bruce Campbell**  
Managing Director & CEO  
P3 Veterinary Partners



“Achievers gave me a framework through which I was able to really see how to build a team that could work effectively for the long term...I have already begun using the Achievers as our manager training program... It's really the greatest gift that you could give to any employee.”

– **Jenn Quader**  
President & CEO  
The Smart Agency

“The staff is truly phenomenal. Genuine people that bleed the mission statement. My deepest gratitude.”

– **Chuck Hannah**  
Business Unit Director Plastics  
Herrmann Ultrasonics





# BUILD YOURSELF. BUILD YOUR PEOPLE. BUILD YOUR BUSINESS.

Today's leaders need bigger skills to effectively solve problems, adapt to change, and seize opportunities.

Drawing upon more than 50 years of research and experience, Bell Leadership offers time-proven and custom solutions to build high-performing leaders at all levels.



BUILDING LEADERS SINCE 1972

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