

Build Your Leaders. Achieve Success.

Leadership Solutions for Growth



Developing Trusted Leaders.
Building High-Performance Organizations.



People Drive Success

From global enterprises to family-owned businesses, our clients share a common goal: developing stronger leaders and building high-performing teams. Whether navigating growth, addressing communication or retention challenges, or elevating what already works, they understand that investing in people is the most powerful strategy for sustainable success.

Our commitment to gaining a deep understanding of your organization means we work as strategic partners, transforming leadership capability that drives performance, strengthens culture, and fuels growth.



THE BELL LEADERSHIP Difference

Time-Tested Solutions

The Bell Leadership Achiever Model™ anchors our programs and assessment tools, offering a clear framework for understanding yourself and others. Backed by 50+ years of research and experience, we help clients master the proven behaviors of the world's most effective leaders.

Transformational Learning

Our training programs and custom learning solutions go beyond traditional classrooms. Highly interactive and participatory, they're designed for executive learning, retention, and real-world impact.

A Trusted Partnership

Bell Leadership partners with organizations to understand their business and build the leadership capabilities required to navigate unique challenges and achieve meaningful results. Whether for 3 days or 30 years, we deliver support at every stage of development—providing clarity, continuity, and lasting impact from initial concept through follow-up and beyond.



THE BELL LEADERSHIP Experience

Those who train with Bell Leadership often say there's something distinctly different about the experience. Some point to the warmth, credibility, and depth of our facilitators. Others value the practical frameworks they can immediately apply. Many are energized by the human connection and the power of a dynamic, in-person experience.

But what truly sets Bell apart is transformation. Our work goes beyond training to create lasting change. Through a long-term partnership approach grounded in a deep commitment to your organization's success, we work alongside you to strengthen leadership capability, align culture, and drive sustainable performance.

We're proud that **99% of participants would recommend Bell Leadership Institute** to a colleague, family member, or friend—a powerful reflection of the trust we earn and the transformational results we deliver.



*"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 & Co-Founder | CAPTRUST



BELL LEADERSHIP SOLUTIONS

Open Enrollment Programs

Chapel Hill, NC

Whether you're looking to complement existing efforts or provide a broader leadership solution, Bell Leadership's open enrollment programs offer expert-led learning for individuals and teams. Each year, we host a selection of programs from our Leadership Mastery Series®, including our flagship Achievers™ program.

For Individuals

Open enrollment programs offer leaders the opportunity to step away from daily demands and focus on building practical, proven leadership skills. Participants learn alongside peers from a variety of industries in gaining fresh perspectives, actionable tools, and real-time coaching. These programs are a catalyst for personal growth and greater leadership impact.

For Groups or Teams

Bell Leadership's open enrollment programs create shared learning experiences that strengthen alignment and connection. Teams benefit from dedicated time to build skills, deepen relationships, and apply Bell's leadership principles together. Optional enhancements—including facilitated team sessions, post-program debriefs, and follow-up coaching—allow teams to reinforce learning and accelerate results back on the job.



BELL LEADERSHIP SOLUTIONS

The Leader's Roundtable

Chapel Hill, NC

The Leader's Roundtable is a yearlong, cohort-based leadership development experience for senior executives. Designed and led by Bell Leadership's expert trainers, the program brings together a small group of accomplished leaders from a wide range of industries to engage in deep, honest dialogue about the most important—and most difficult—aspects of leadership.

It's not a conference. It's not a classroom. It's a confidential forum where real-world leadership challenges meet time-tested tools, peer wisdom, and experienced facilitation. In sessions spaced across the year, participants engage in a process of learning, applying, reflecting, and growing—both personally and professionally.

BELL LEADERSHIP SOLUTIONS

Executive Coaching

Bell Leadership's Executive Coaching provides targeted, one-on-one and group support to help leaders build critical skills, navigate complex challenges, and increase their impact.

As executive responsibilities grow, so do the stakes. Our Executive Coaches work confidentially with senior leaders to address high-level challenges, strengthen leadership capabilities, and align individual growth with business outcomes.

Individual coaching, is especially effective when paired with one of our programs. This integrated approach anchors coaching in our research-backed tools and turns insight into measurable, lasting results.

"The results in my life have been amazing. Our company and team continue to grow and prosper. I have become a better person, husband, friend, and parent."

- **Barry Schlouch**

President | Schlouch, Inc

Curious what coaching can do for you and your organization? Contact us to speak with one of our experts.





BELL LEADERSHIP SOLUTIONS

Programs for Teams

Bell Leadership partners with organizations to deliver high-impact leadership programs for teams—grounded in our proven Leadership Mastery Seminars and facilitated onsite. These experiences build leadership capability, strengthen collaboration, and improve performance through expert facilitation, interactive dialogue, and practical tools leaders can apply immediately.

Customized for Your Organization

For organizations seeking a tailored approach, Bell customizes programs using our core, research-based curriculum to help leaders clarify priorities, make better decisions, communicate clearly, and translate goals into consistent results. Every program reflects your organization's priorities and is led by world-class Bell Leadership facilitators.

Scalable Solutions Through Licensed Programs

Bell's licensed programs enable organizations to scale leadership development efficiently and sustainably. By equipping internal trainers with Bell's proven content and tools, organizations build in-house expertise, ensure consistency across teams, and extend leadership impact—delivered within their own culture.

Team Program Formats

Strategic Planning

Align leaders around priorities and execution

Executive Retreats

Create focus, connection, and clarity

Cohort-Based Learning

Build capability over time

Licensed Programs

Scale leadership development internally

Ready to strengthen leadership within your organization?

Connect with Bell Leadership to explore a team solution built for results.

OVER 50 YEARS OF RESEARCH

Building Leaders from Within



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

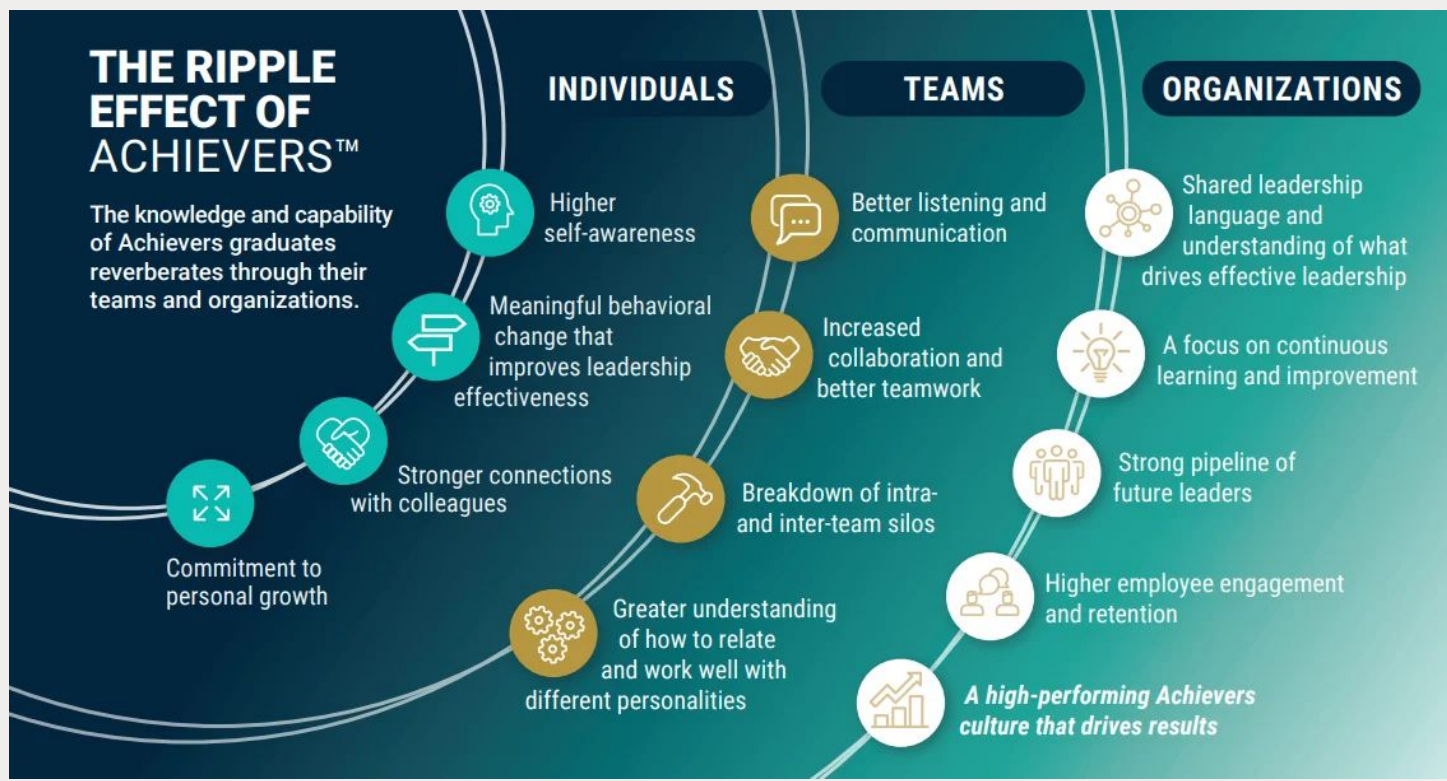
The flagship program of Bell Leadership Institute, Achievers™ is built upon extensive research into the behaviors of the most effective and least effective leaders worldwide.

BELL LEADERSHIP'S SIGNATURE PROGRAM

Achievers™

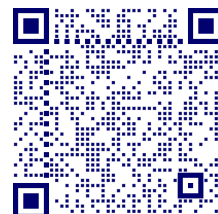
Achievers is our foundational leadership experience that builds Self IQ—helping leaders understand not just what they do, but why they do it. Participants gain powerful insight into their strengths, blind spots, and growth opportunities, leaving with a clear, actionable plan for personal development. The result: more self-aware leaders who drive stronger performance and healthier cultures.

Designed for impact at every level, Achievers delivers transformative results whether experienced by individuals, leadership teams, or entire organizations. When senior executives and CEOs participate, the impact multiplies—reshaping how they lead and creating a ripple effect of positive change.



The Bell Leadership Mastery Series™

Scan to learn more.



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

Achievers™

Great leadership starts with Achievers.

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 emerge with a comprehensive plan for personal leadership growth based on their Bell Personality Profile survey, ultimately transforming into more effective leaders that deliver greater impact and results.

Advanced Communication

Master the 7 skills of effective communication.

A leader's ability to positively and effectively influence people requires exceptional communication skills. This program 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.

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 learn how to manage challenging situations and how to influence, lead, establish relationships, and learn from the different personality types they interact with daily.

**Note: Achievers is a pre-requisite.*

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. This program 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.

Placing the right people in the right roles is essential to building a strong, enduring organization. Selecting Achievers equips leaders with proven techniques grounded in sound judgment and emotional intelligence to move beyond instinct or technology alone. Participants learn to design meaningful roles, assess fit, and apply a reliable selection framework while strengthening interviewing skills through a live-case scenario.

Peak Performance & Complex Lives

Work smart, live smart.

The higher a leader advances, the more complicated it becomes to manage tasks and time efficiently. This program 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 survey, participants develop a plan to increase their personal productivity while leading a healthier, happier life.

Change Leadership

Lead and thrive through change.

Change happens with or without acceptance. Effective leaders guide their teams through it with steadiness and purpose—engaging people in shaping new approaches, adopting innovative solutions, and strengthening alignment. This seminar teaches practical methods to understand the dynamics of change, address resistance, and lead transitions with confidence, momentum, and long-term impact.

Advanced Teamwork

Create powerful teamwork among your people.

Leading successful teams requires intention, insight, and a deep commitment to the success of the group. In this program, 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

Meet the Trainers

Our training team combines deep expertise with real-world experience, bringing practical insights to our proven curriculum to ensure programs are both relevant and impactful.



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, MS

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 dynamic 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 and growth shines through. Drawing on her training and time as a leader in healthcare, she has a genuine motivation to help others learn and grow. Susan excels at finding an issue's root cause, breaking it down into understandable components, and partnering with others to bring effective solutions. Her ability to add levity and fun to any obstacle helps to surface the best version of those around her.

CLIENT SUCCESS STORY: HEARTLAND DENTAL

Thriving Through Expansion



Heartland Dental has partnered with Bell Leadership Institute for over 20 years to build consistent, values-based leadership at scale. By aligning leaders around accountability and performance, Heartland Dental strengthened engagement, improved results, and created a leadership culture that continues to fuel sustainable growth.

Bell Leadership Solutions

Thousands of Heartland Dental employees have built their leadership abilities with Bell Leadership training and coaching.

200+

Participants in Bell's **ACHIEVERS™, ADVANCED COMMUNICATION, CHANGE LEADERSHIP, SELECTION & TEAMWORK** programs

5,000+

Participants completed **BELL LICENSED PROGRAMS** with a Heartland Dental Facilitator

50+

TEAM-SPECIFIC PROGRAMS

4+

Years of continuous **CUSTOMIZED ROUNDTABLE EXPERIENCE** designs for Heartland Dental Executives

25+

Heartland Dental Leaders have been members of **THE LEADER'S ROUNDTABLE**, Bell's exclusive year-long program for senior executives

Impacts

- A Shared Leadership Language
- Critical Leadership Skills
- A Scalable Goal Setting Framework
- An Effective Hiring Strategy
- Deeper Employee Engagement

*"The impact that Bell Leadership has had on Heartland Dental cannot even be measured. The amount of people that have been touched and changed because of Bell is astronomical. **Our business is better because of our relationship with Bell.**"*

Pat Bauer
CEO, Heartland Dental

BUILD YOUR LEADERSHIP

Get Started Today

From leadership development programs and coaching to custom team and strategic solutions, we work as your partner to strengthen leaders, build high-performing teams, and drive sustainable growth.



Scan the QR code to
schedule a conversation
with our team.

Whatever your leadership challenge, investing in people is the most powerful strategy for long-term success.

Let's start the conversation.