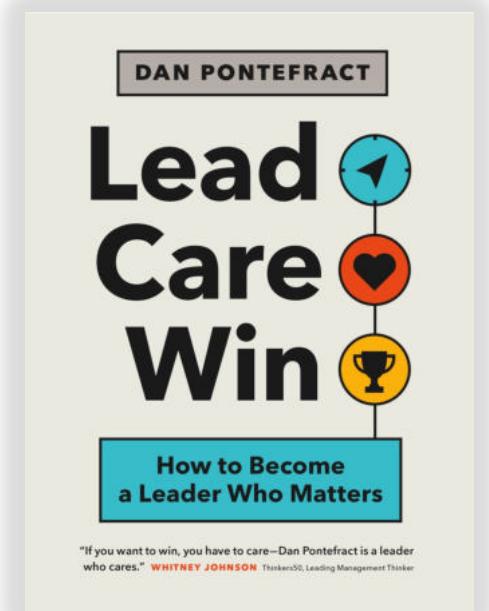


# How to Become a LEADER THAT MATTERS

## OVERVIEW

Two-Day, Full-Day and Half-Day F2F Workshop Options or  
5-Part Virtual Masterclass



# How to Become a Leader Who Matters



## Overview

There are only two kinds of leadership in this world: leading self and leading others. It's that simple, only two. Your ultimate goal is to master and deliver on them both. Now, more than ever, how you lead yourself and others might become the defining moment of your leadership career. It's time to care about your leadership style. It's time to make improvements in how you treat others.

Based on best-selling author Dan Pontefract's book, "**Lead. Care. Win. How to Become a Leader Who Matters**," there are nine key leadership lessons that make up a leader who matters. Considerate and engaging leaders—ones who fully understand the critical importance of crafting meaningful, respectful relationships among all stakeholders—are leaders who know how to handle not only crises, but they work more effectively with others to achieve the goals of the organization.

Every human interaction is crucial. Every exchange can be mutually beneficial. The 9 leadership lessons in this course center on your willingness to:

- Be relatable and empathetic
- Act not out of ego but out of purpose
- Share knowledge to build a wise organization
- Stay present and attentive to the needs of others
- Embrace change and the opportunity for growth it offers
- Stay curious and adopt lifelong learning
- Think and act with clarity
- Commit to balance and inclusivity in all your dealings
- Act with humility and thoughtfulness



When you care enough to champion others, the workplace becomes happily engaged and your organization benefits in more ways than one. It's how to become a leader who matters.

# Lessons Overview



## Lesson #1: Be Relatable

- How to be more personable in your interactions
- Importance of respect and emotional intelligence
- Interpret and owning your mistakes
- Three types of empathy and why they matter
- Assessing feedback and asking for assistance



## Lesson #2: Play for Meaning

- Being a leader who acts with purpose
- Factors that get in the way of meaning
- The relationship between purpose and meaning
- The three secrets to being a leader who demonstrates meaning & purpose in all actions



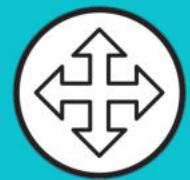
## Lesson #3: Stay Present

- Determining the value of focused work
- Prioritize your time and become mindful
- Capacity, efficiency, and productivity issues
- How people use their time in the workplace
- Best practices to make better use of your time



## Lesson #4: Remain Curious

- Why lifelong learning is a critical leadership skill
- Determine any gaps in your skills and knowledge and how to fill them
- Develop habits to become a lifelong learner
- Explore ideas for curiosity in yourself and others



## Lesson #5: Embrace Change

- Adapt to change in present and future situations
- How to listen in order to embrace change
- Develop skills to reframe how think about change
- Interpret change in a positive way
- When to ask for help during moments of change



## Lesson #6: Dare to Share

- Reasons why people are resistant to sharing
- Up, Down and Around: the art of sharing
- Discover gaps in your own willingness to share
- Disseminating content across the organization
- Create regular routines for collecting and sharing



## Lesson #7: Command Clarity

- Apply the principles of honesty and transparency to everything you do in a leadership role
- Develop strategies for staying clear with others
- Identify opportunities to balance your workload
- Evaluate your decision-making capabilities



## Lesson #8: Commit to Balance

- The value and importance of team diversity
- Identify opportunities for inclusion in your team
- Develop a flexible work style operating model
- Demonstrate the act of employee recognition
- The 10-minute coaching rule while trekking around

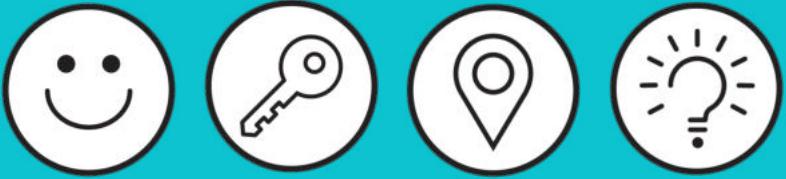


## Lesson #9: Champion Others

- Recognize the value of humility
- Expose your weaknesses & highlight strengths
- Listen to and learn from the next generation
- Analyze ideas & feedback from others
- Prioritize civility and respect of others

# Two-Day F2F Workshop Option

## Day 1:



### Lesson 1: Be Relatable

break

### Lesson 2: Play for Meaning

lunch

### Lesson 3: Stay Present

break

### Lesson 4: Remain Curious



Day 1 Recap / Overview of Day 2

## Day 2:



### Lesson 5: Embrace Change

break

### Lesson 6: Dare to Share

lunch

### Lessons 7 & 8: Command Clarity / Commit to Balance

break

### Lesson 9: Champion Others

Day 2 Recap / Overall Review

# One-Day / Half-Day F2F Workshop Option

## One-Day Choose 4 of the 9 Lessons

**First Lesson:** ~90 minutes

break

**Second Lesson:** ~90 minutes

lunch

**Third Lesson:** ~90 minutes

break

**Final Lesson:** ~90 minutes

**Summary + Closing Activities**

~ 30 minutes

## Half-Day Choose 3 of the 9 Lessons

**First Lesson:** ~60 minutes

**Second Lesson:** ~60 minutes

break

**Third Lesson:** ~60 minutes



# MASTERCLASS SERIES

## LEAD. CARE. WIN. COHORT-BASED LEADERSHIP DEVELOPMENT SESSIONS

Choose five of the nine lessons and invite team members into a cohort program. Each of the five lessons are taught during a 2-hour virtual masterclass session by Dan Pontefract, 10 hours and five workshops in total.

Each session comes with pre-work, homework, discussions, activities, and in-class techniques to help team members become a leader who matters. All activities and discussions can be tailored to your organization's needs.

Maximum 30 attendees per masterclass Zoom or Teams (no Google Meet or WebEx) Sessions scheduled once every 1-2 weeks

Choose five lessons from:

- Be Relatable
- Play for Meaning
- Stay Present
- Remain Curious
- Embrace Change
- Dare to Share
- Command Clarity
- Commit to Balance
- Champion Others



# LEAD. CARE. WIN.

## ONLINE LEADERSHIP DEVELOPMENT LEARNING PLATFORM

Best-selling author and leadership strategist Dan Pontefract is pleased to offer 9 online lessons that map to each chapter in his latest book, LEAD. CARE. WIN.

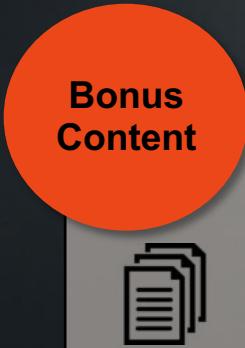
These interactive modules are not only practical, but they also act as a handy job-aid for your professional development.

With over 16 hours of videos, audio files, job aids, assessments, knowledge checks, exercises, stories, and additional resources, it's chock full of leadership development.



### Core Lessons

Each of the 9 core lessons contain videos, assessments, quizzes, and job aids. ~60 minutes in length



### Bonus Content

Every lesson also contains bonus content that helps to further understand the material. ~45 minutes in length



### Extra Resources

All 9 lessons have curated resources from Dan, including books, films, art, poems, quotations, songs and heroes.



# About Dan Pontefract



**Scan to add  
Dan to your  
LinkedIn**

Dan Pontefract believes that the future of work (and life) is now.

He is the best-selling author of four award-winning books: LEAD. CARE. WIN. How to Become a Leader Who Matters, OPEN TO THINK, THE PURPOSE EFFECT and FLAT ARMY. His fifth, WORK-LIFE BLOOM publishes in 2023.

A renowned speaker, Dan has presented at four different TED events and also writes for Forbes and Harvard Business Review. Dan is an adjunct professor at the University of Victoria, Gustavson School of Business and has garnered more than 25 awards over his career.

Dan is honoured to be on the Thinkers50 Radar list. HR Weekly listed him as one of its 100 Most Influential People in HR. And PeopleHum listed Dan on the Top 200 Thought Leaders to Follow.

Previously as Chief Envisioner and Chief Learning Officer at TELUS—a Canadian telecommunications company with revenues of over \$15 billion and 90,000 global employees—he launched the Transformation Office, the TELUS MBA, and the TELUS Leadership Philosophy, all award winning initiatives that dramatically helped to increase the company's employee engagement to record levels of nearly 90%.

His clients include the likes of Salesforce, Amgen, Alberta Blue Cross, Autodesk, TELUS, BMO, Canada Post, UBC, Government of Canada, CPA, Conference Board of Canada, City of Toronto, City of Vancouver, ATD, and many more.



Got 2 minutes?  
👉 Watch Dan's  
sizzle reel



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