



Effective
Leadership Institute
Inspiration • Knowledge • Tools

A LEADERSHIP GREATER WASHINGTON INITIATIVE

“The test of leadership is not to put greatness into humanity, but to elicit it, for the greatness is already there.”

– James Buchanan



ARE YOU THE LEADER YOU WANT TO BE?

The Effective Leadership Institute (“ELI”), a Leadership Greater Washington initiative, is launching in January 2010.

ELI will offer in-depth educational tools for developing and enhancing personal leadership skills through a variety of courses.

“21st Century Leadership” is the first offering. Howard Ross, founder and Chief Learning Officer of Cook Ross, Inc., will conduct the class, focusing on the tools that are pertinent to effective leadership.

BENEFITS

BECOME A MORE EFFECTIVE LEADER

PRODUCE MORE EFFECTIVE LEADERS

ADD VALUE TO YOUR ORGANIZATION

PARTICIPATE IN GREAT NETWORKING

“I start with the premise that the function of leadership is to produce more leaders, not more followers.”

– Ralph Nader

Effective Leadership Institute

delivers effective leaders

AN EFFECTIVE LEADER

- Adds value to the organization
- Brings about constructive and necessary change
- Builds infrastructure
- Creates trust
- Delivers results
- Develops commitment and collaborative relationships
- Facilitates self-leadership in others
- Has foresight
- Has a competitive and sustainable business advantage
- Is a problem solver
- Leverages diversity
- Manifests energy and commitment

Possesses

- Confidence
- Flair
- Good organizational skills
- Originality
- Self-knowledge
- Strong interpersonal skills
- The ability to create a vision
- The ability to listen
- Takes initiative
- Thinks critically and strategically



21ST CENTURY LEADERSHIP

The course integrates the best of experiential and cognitive classroom learning with practical action learning.



SUBJECTS COVERED WILL INCLUDE

- Thinking strategically
- Learning how your personality affects your leadership style
- Understanding and developing emotional intelligence
- Enhancing situational leadership
- Creating a vision
- Inspiring through effective communication
- Building strategic partnerships
- Improving your presentation skills
- Marketing and branding your organization
- Providing inspirational leadership

SPECIFICS

WHEN

This six-month course will meet once monthly. There will be NO overnight stays.

- January 26 & 27 (Opening session/retreat)
- February 23
- March 23
- April 27
- May 25
- June 22 & 23 (Closing session/retreat)

TIME

8:30 am to 5:00 pm

WHERE

Leadership Greater Washington
1727 I Street, NW, Washington, DC

REGISTRATION DEADLINE

Friday
November 20, 2009

WHO CAN ATTEND?

Whether you are a seasoned executive or just stepped into a leadership role, this course will provide you with the tools and self knowledge to become a stronger, more effective leader. Open to LGW Members and non-members. Participants can earn a maximum of 4.8 CEUs.

REGISTRATION FORM

Name _____

Title _____

Organization _____

Address _____

Phone _____

Email _____

LGW Member Class Year _____

Check _____ Amount Enclosed _____

Credit Card # _____

Name on card _____

Signature _____

Expiration Date _____

Leadership Greater Washington

1725 I Street, NW, Suite 200
Washington, DC 20006

Attention

Jackie Dilworth
Or register by calling
202.777.4491

Registration Fee

\$4,500 for LGW Members
\$5,500 for Non-Members

WHAT PEOPLE ARE SAYING ABOUT 21st Century Leadership

“...an opportunity to see how to be successful, how to grow within an institution.”

– *Elita Christiansen*
VP, Community Health & Cultural
Competence INNOVA Health System

“A wonderful class that allows you to recognize who your effective self is, and to then speak from the heart when you are communicating.”

– *Program Graduate*



“One of the hardest tasks of leadership is understanding that you are not what you are, but what you’re perceived to be by others.”

– Edward L. Flom

EFFECTIVE LEADERSHIP INSTITUTE

Is designed to complement LGW’s signature program. Whereas Leadership Greater Washington (“LGW”) is about Connecting and Collaborating for the benefit of the Greater Washington Community, Effective Leadership Institute (“ELI”) is about acquiring knowledge and tools to help you inspire others and yourself to be a more effective leader.

COOK ROSS, INC. Inc. is a 20 year old, nationally recognized, certified woman-owned consulting firm specializing in leadership and other success-related training. Programs have been proven to strengthen leadership and leverage diversity, inclusion and cultural competency, increasing profit and performance.

For additional information, go to www.cookross.com

LEADERSHIP GREATER WASHINGTON

Is a 24 year old 501c (3) organization that connects top level regional leaders from diverse sectors and backgrounds to create a powerful network dedicated to improving the quality of life in Greater Washington.

For additional information go to www.lgwdc.org
Or call Jackie Dilworth at 202.777.4491



The power to lead. The power to change.