



**Work Institute**

# SIGNATURE EXECUTIVE PROGRAM

“FOR LEADERS BY LEADERS”  
EXECUTIVE EDUCATION FOR  
HIGH-POTENTIAL INDIVIDUALS

## Signature Executive Program

Open only to high potential individuals identified by senior leadership in their organizations, this "for-leaders, by-leaders" executive education program was designed by leading business minds to develop the people they most need to support the continued success of their organizations. The program offers a unique and engaging means of transferring leadership experience to the next generation of business leaders.

### Overview

- **Designed to produce real, sustainable change in tomorrow's leaders**
- **Includes 18 class days of executive education over a 14-month period**
  - Orientation: one full day devoted to getting to know fellow participants and discovery of what the next 14 months will hold
  - Retreat Week: 5 days of intense learning at the Monteagle Inn
  - Follow-Up Sessions: 6 two-day sessions featuring new learning, accountability progress reports, and executive panel discussions
- **Key learning topics include:**
  - Handling difficult business conversations
  - Developing people in your organization
  - Coaching and being coached
  - Creating and delivering effective presentations
  - Developing effective listening skills
  - Work/life balance
  - Dealing with change
- **Establishes Accountability in Three Ways:**
  - Every participant has a mentor who meets regularly with the participant
  - Each participant has a peer coach in the class that he/she has scheduled conversations with regarding those things they have committed to
  - Each participant gives a progress report at each of the follow-up sessions to share how he/she has become a better executive

# Course Content

## Retreat Week Topics:

- *Presenting Effectively*  
Recognize the need for and demonstrate a method of presentation that allows individuals to organize their thoughts and present them effectively and persuasively.
- *Handling Difficult Business Conversations*  
Develop the ability and courage to successfully plan and manage difficult business conversations, including diagnosing the challenge and moving from blame toward problem solving.
- *Understanding Your DISC*  
Identify the major elements of personality style and learn to enhance interpersonal relationships.
- *Coaching and Being Coached*  
Learn to use a people development process, incorporating developing a plan to make positive and measurable enhancements of individuals' strengths to the benefit of their organization.
- *Living a Balanced Life*  
Recognize and develop the ability to use methods that enable individuals to live their best lives, including life balance, optimism and resilience.
- *Developing People in Your Organization*  
Develop an environment in which learning and growth are ongoing high priorities.

## Follow-Up Sessions Topics:

- *Best Practices in Employment*  
Review the various employment laws which impact organizations and their day-to-day business, including updates and new laws, and identify actions required to ensure compliance.
- *Employee Experience*  
Identify ways to attract, select and retain the best talent available while creating an engaging and productive workplace.
- *Effective Listening*  
Develop the most critical communicating skill and make it an integral leadership tool.
- *Building Your Strengths*  
Optimize individual and team effectiveness by identifying strengths and finding ways to maximize the use of those strengths.
- *Storytelling*  
Learn and practice the important skill of storytelling in the organization.
- *Dealing with Change*  
Learn to lead organizations through change by increasing everyone's understanding of the change, including discussing the "un-discussable".
- *Business Integrity*  
Learn the importance of integrity in every area of business.
- *Level 5 Leadership*  
Learn the characteristics that distinguish leaders of great companies from those of companies with good, or acceptable, performance.
- *Managing the Generations in the Workplace*  
Understand the importance of managing each of the generations in the workplace to optimize performance.

## Executive Panel Discussions Topics:

- Ethics in Business
- Building and Supporting the Right Culture
- Your Learning Agenda
- Decision Making at the Top
- Crisis Management
- Mergers/Acquisitions

## Executive Mentoring:

Participants will select a senior executive to serve as a mentor to regularly coach the student. Typically, the mentor will be in the same organization as the participant. In some cases, however, where this is not practical, a mentor is assigned from outside the organization. Agenda topics will be provided and we request that mentoring sessions be conducted at least twice a month. It is also requested that the mentor not be the employee's immediate supervisor. Additional information regarding the mentoring process will be presented at the beginning of the program.

# Testimonials

## **CEOs**

The Signature Executive Program is by far the most cost effective program I have used for executive development. Four of my senior staff have attended and in 14 months they all developed leadership skills that quickly elevated their performance beyond what I thought possible. They are more effective, more capable and more loyal employees because of this experience. Consider this the one training program you cannot afford to miss.

***-John Cerasuolo, President and COO, ADS Security***

The Signature Executive Program through the Scarlett Leadership Institute provides an effective and practical approach to leadership development. A solid core curriculum along with opportunities to interact with other participants and to hear from seasoned executives on current business challenges has proven to be a meaningful and worthwhile learning experience for Genesco participants.

***-Bob Dennis, President and CEO, Genesco Inc.***

## **Instructors**

The Signature Executive Program creates a culture of learning and improvement for all of us. As an instructor, I learn something new from each class of executives. We incorporate the fresh ideas into programs for the next class—it's all about looking for better, more effective ways to lead.

***-Mimi Bliss, Bliss Communications***

The Signature Executive Program has a proven track record for developing high-potential leaders into executive leaders. Skill development in a wide range of topics form the foundation for effective and durable leadership. Moreover, students establish a network of peers for a lifetime. The value of such an investment cannot be overstated.

***-Michael Hewitt, Research Director for Exercise Science, Canyon Ranch Spa***

## **Students**

The classes and discussions were great but I think the greatest value was in meeting executives from other companies. This is really going to improve the quality of my “peer group” and supply great resources for personal and professional support.

***-Michael Blankinship, VP, Product Development, Genesco***

The program's level of class, commitment to excellence and professionalism speak very clearly throughout the entire education and leadership training process. You have built something unique and special for Nashville and the state of Tennessee.

***-John Mark McDougal, Partner, Accounting and Assurance, Lattimore Black Morgan and Cain PC***

# Additional Information

## ***Investment***

- Retreat week including 5 days of intense learning at the Montegale Inn (accommodations included)
- 18 class days of executive education over a 14-month period
- Mentor who meets regularly with the participant
- Peer coach in the class that he/she has scheduled conversations with regarding those things they have committed to
- Progress report from each participant with follow-up sessions to share how he/she has become a better executive

**\$15,000 Per Student**

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