



ANDERSON
LEADERSHIP
SOLUTIONS

OFFICERS AND AGENCIES OF CHARACTER

People don't follow you because of **WHAT** you can do,
they follow you because of **WHO** you are!



Module 1:
Becoming an Officer and a Leader of Character

Module 2:
Communication, Conflict, and Coaching

Module 3:
Leading a Team of Character

www.PDLEAD.com

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(903) 262- 6843

OFFICERS AND AGENCIES OF CHARACTER

MODULE 1: BECOMING AN OFFICER AND LEADER OF CHARACTER

People don't follow you because of What you can do, they follow you because of Who you are. Who you are is the sum total of your habits—your character.

Part 1: The Foundational Habits of Character— Courage, Humility, and Integrity

Part 2: Serving with Character — Selflessness, Duty, and Positivity

Learning Objectives:

- Understanding the role of individual character in a leader's ability to lead on the job and at home.
- Understanding the two most common reasons leaders fail.
- Identifying strengths and weaknesses in personal character.
- Developing an individual plan for strengthening your weaknesses.

Appropriate Audience: All

Minimum attendees: 25

Class Fee: \$210 / attendee (1 day session—8 hours)

Includes a free copy of the Best Seller:
Becoming a Leader of Character

MODULE 2: COMMUNICATION, CONFLICT, AND COACHING

Communication is an audience centered sport. To communicate and coach with character you must adapt to the person you are trying to influence.

Part 1: Communicating with Character

Part 2: Coaching with Character

Learning Objectives:

- Understanding the leader's role in communicating and coaching others.
- Understanding different personality types.
- Developing conflict resolution strategies based on personality styles.
- Developing coaching plans for high, average, and low performers.

Appropriate Audience: All

Prerequisite: Module 1

Minimum attendees: 25

Class Fee: \$210 / attendee (1 day session—8 hours)

Bulk Discount:

\$375 / attendee total for Module 1 & 2
(2 day session—16 hours)

\$495 / attendee for Module 1, 2, & 3
(3 day session—24 hours)

MODULE 3: LEADING A TEAM OF CHARACTER

The character a team displays is the leader's job. If the team lacks trust, plays politics and is stuck in the CYA mode, it is the leader's responsibility to create the Organizational Character that combats those issues.

Part 1: How a Leader Builds Trust

Part 2: Organizational Character

Learning Objectives:

- Understanding the five strategies to developing trust.
- Implementing strategies to develop trust on teams.
- Understanding the leader's responsibility for Organizational Character.
- Implementing the Five Steps for developing Organizational Character.

Appropriate Audience: Those currently leading or about to take over leadership positions.

Prerequisite: Module 1

Minimum attendees: 25

Class Fee: \$210 / attendee (1 day session—8 hours)

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"Straightforward, practical, and accessible. Whether you are a CEO or a recent high school graduate *Becoming a Leader of Character* speaks with clarity to all leaders."

**-Coach Mike Krzyzewski
(Coach K)**



"Perhaps the most relevant leadership training material I've ever encountered. To first read about why most leadership failures are failures of character in "Becoming a Leader of Character" and then to hear Dave explain it were two of the most profound "aha!" moments of my professional life."

**-Chase Stapp, Chief of Police
San Marcos, Texas**



Contact us today if you need more information
or your agency is interested in hosting an
Officers and Agencies of Character training session!

Call: (903) 262 - 6843

Email: info@alslead.com



ANDERSON
LEADERSHIP
SOLUTIONS

DAVE ANDERSON

West Point Graduate – BS in Engineering

Decorated Combat Veteran – Bronze Star

20 Years with Fortune 50 Company

15 Years in Sales Leadership Positions

MBA – Honors in Marketing

Co-Author: *Becoming a Leader of Character –
Six Habits that Make or Break a Leader at Work
and at Home*

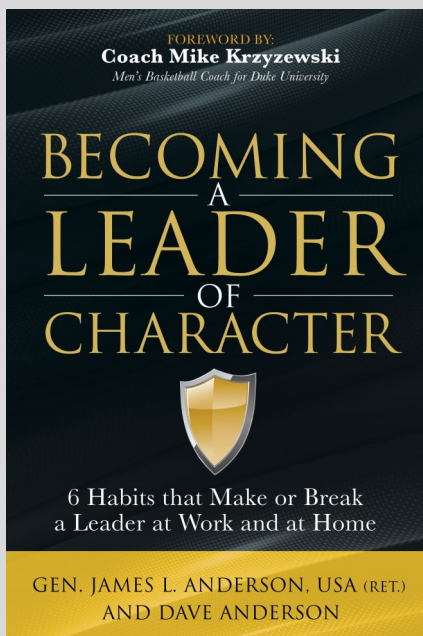


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BEST SELLING AUTHOR



“Finally, a PRACTICAL book on ethics and character!”

“Should be required reading for any leadership program.”

“Gripping read that will inspire you to be a *Leader of Character*.”