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 tel: 415.453-5050
 info@learnaslead.com
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“The personal revolution and growth I’ve experienced has had a major impact in both my personal and professional life. **I am amazed at how much clearer my thoughts/ processes have become and how that translates to growth.** This is truly a remarkable life-altering program and one that I recommend highly.”

Peter Fritz,
 Manufacturing Manager,
 3M

“I have had many opportunities during my 48-year career for personal development and growth. Several years ago when I embarked upon the most recent such program (LaL), you might have thought I shouldn’t have a lot to learn about myself or leadership, but you would be wrong. **LaL is one of the most effective programs for leaders at all levels that I have ever experienced in my career.** When my NASA Langley Research Center leadership team and I were facing the huge challenge of a 50% budget cut, many of us began LaL’s program to help us work together more effectively.

Simultaneously during this challenging experience, my daughter was bravely fighting a battle against cancer that she eventually lost. I’ve never been through a rougher time in my life. The difference that LaL made was simply phenomenal. LaL helped me come through this very difficult time whole and successful in keeping my family together while leading a team that succeeded with the most difficult challenge they had ever faced.”

Roy Bridges, Director,
 FORTUNE 100 COMPANY;
 Former Astronaut,
 USAF Major General and
 NASA Center Director
 FORTUNE 100 COMPANY

“In attending LaL together with my team, we realized that until we were able to have non-ego-driven, open, honest and complete communication, we only stayed on the surface of the issues. **LaL has helped me to learn how not to avoid conflicts, but to use them to address the real issues and save immeasurable time and energy.**”

Ben Phillips,
 President and CEO,
 PELICAN COMPANIES

“LaL is a unique developmental experience that uses proven tools to help you understand why you behave the way you do and actually improve. **I realized by unconsciously wanting to be the smartest guy in the room I was not engaging my team despite my best intentions.** LaL greatly enhanced my ability to unleash my and my team’s potential. I’m seeing similar breakthroughs in my division presidents and their VPs. I would recommend LaL to anyone interested in improving their style, the trust on their team and the culture of their organization in a fundamental way.”

Steve Macadam,
 CEO,
 ENPRO INDUSTRIES

“LaL is the most impactful training program I have attended in my 12+ year career. Thanks to the ongoing coaching and feedback I have received in my company, I’ve become much more aware of my areas for improvement and the importance of addressing them.

Nevertheless, I've been frustrated by my lack of progress in improving certain areas of my leadership style.

The LaL program provided a set of experiences and tools that allowed me to better understand the root cause of these counterproductive behaviors. I now have better understanding of why part of me continues to cling to them as a source of security amongst other benefits.

The change in my actual behavior has been most rewarding."

Todd Kennedy,
Senior Vice President,
CAPITAL ONE

"I have worked with the team at Learning as Leadership for many years. They deliver high impact, in depth, developmental programs that fundamentally transform the way leaders lead and build relationships. They are one of the most impactful organizations in this space that I have ever worked with."

Alison James,
Executive Vice President of
Human Resources,
ENCORE CAPITAL GROUP

"Starting with myself, I have been able to empower my 60-person department to transform negative competition to collaborative partnership. **The productivity gains have exceeded 100%;** my staff became willing to go the extra mile."

Carol Cain,
Senior Vice President
VISA INTERNATIONAL

"I've made real changes in my leadership and communication style. Staff members learned new ways to resolve key issues. We brought our multimillion dollar project in, on time, on budget, and projected a 700% return on investment!"

Autumn Wagner, Manager,
Human Resources
Information Management
Systems,
CALIFORNIA STATE
AUTOMOBILE ASSOCIATION

"As our executive management team engaged in LaL's one-year leadership development program, we developed a level of trust and communication unique to the LaL experience. During this time, even though we reorganized our entire business, we were able to retain key members of our

team who were receiving competitive offers from Internet start-ups and to significantly increase our business revenue while the entire industry imploded around us. LaL's involvement was a very critical factor in our miraculous success.

One important observation regarding the investment of seminar time: we have experienced to conclusion that the best time to attend LaL is when you believe you can least afford to spend the time. **Our return on investment in both time and money has been substantiated through the feedback of our employees, our vendor partners and our families."**

David Raab,
Executive Vice President of
Operations,
SARCOM, INC.

"LaL has played an essential role in our ability to build and run one of the largest tension leg oil platforms (TLP) in the world. Summarizing our learnings in a few words is impossible. I will say that my leadership team and I have gained insights, skills and tools to achieve dramatic improvements in our communication and our

commitment to each other, our team and our mission. **The results speak for themselves:**

» **Four-month acceleration in construction schedule, estimated \$40 million in savings**

» **50% decreased operating costs** from business plan

» Achieved "Best in Class" uptime performance of 99%

» 43% annual production increase

» Outstanding safety performance

» Ahead of targets and on path to achieving aggressive environmental goals

» Outstanding inspection performance by regulators

» High morale among personnel, high rate of skill acquisition and advancement"

Rick C. Fox,
URSA Asset Leader,
SHELL EXPLORATION &
PRODUCTION COMPANY
(SEPCo)

"We had been working on improving product development cycle time for nearly ten years, with little to no real change. We tried project management techniques, TQM, Statistical Process Control and Theory of

Constraints. We had expertise in each of these areas, yet we could not make any significant improvement.

LaL's workshops and coaching helped us to see how our individual patterns of behavior did not allow us to make use of our collective expertise. After a year of working with LaL, **our pilots achieved cycle times of 90 days, compared to our previous average of over 270!**"

Rik Glover,
Senior Engineering Manager,
FAIRCHILD
SEMICONDUCTOR

"By the time any manager has reached an executive level, he or she has spent hours, days, months in countless training programs, little of which create lasting change. The LaL work is ground-breaking; it builds an understanding of root causes, rather than focusing on symptoms."

Jeffrey Stiefler,
Former President,
AMERICAN EXPRESS

"My experience has been fantastic! It has been the most impactful program I have attended in my 14-year career at Boeing.

I was able to uncover specific patterns in my behavior and their root causes. For example, I'm now aware how often I'm driven by my (previously unconscious) desire to be liked. In some cases, this driver leads me to not as direct with my team as needed or don't set high enough expectations for those I lead.

While I was aware of these counterproductive behaviors thanks to the regular Boeing performance management feedback, and made them a regular developmental priority, I had not been able to make more than incremental progress in changing them despite, until I uncovered the unconscious driver.

Over the past couple of months I've put my learning into daily practice with higher expectations, improved delegation, more clarity in my communications, and accountability. **I now take feedback as a learning opportunity rather than a discouraging threat, using it for inspiration rather than focusing on my failure. My team really appreciates it."**

Lynette McKinnon,
Chief Engineer,
THE BOEING COMPANY

"LaL has been incredibly helpful to me over the past few years as both a leader at work and with my family at home. I have discovered that I was a person who avoided conflicts at all costs. This made it difficult for me to hold people accountable or for them to know where I really stood. I also realized how wedded I was to being right. At our company, the top 20 leaders have gone through the executive program, we have cascaded the methodology down to another 100 or so. As individuals, we have shifted from a space of needing to be right to finding the right answer, no matter who came up with it. We have open dialogues about what has hindered our ability to collaborate and how we can do things differently. Instead of viewing feedback as something that is dreaded and feared, we welcome it as a positive, learning opportunity. As a result, our company has made incredible financial progress. Our revenues, cash flows and profits have more than doubled and our stock price, over the last year, outperformed our competitors and the

S&P 500 by more than three times. **Our work with LaL allowed us to focus on the things that mattered to grow our business profitably and not waste our time and efforts on turf warfare and interpersonal struggles."**

Paul Grinberg,
EVP and CFO,
ENCORE CAPITAL GROUP

"LaL has been incredibly helpful to me as a CEO and a husband/father over the past few years.

Throughout my career I have been provided the opportunity to participate in many leadership development seminars and have read countless books with a formula for becoming a great leader. Despite accumulating a vast amount of knowledge, my general leadership style didn't change very much. On the surface, that hasn't seemed to hurt my career.

However, through the LaL process, I came to realize just how far I was willing to go to be right and the impact that had on my co-workers, friends and family. When I perceived the threat of being wrong, I compensated by diverting to a new topic, debating

with people over things that didn't matter or seeking allies that will agree with me. Obviously, that isn't the environment where a free exchange of ideas and learning can occur. I know that, and you know that. What I didn't suspect was how much I do it, why I do it, nor how to change it.

LaL is an incredibly unique leadership program that has evolved over 25 years of empirical research, training, coaching and consulting. **Many programs describe what leaders should do, but I haven't found another program that helps me understand the root causes of my unhelpful behaviors, and then provides real, useable tools to change them.**

As a CEO, I'm realizing more and more how key business challenges are fraught with people issues, unacknowledged performance gaps and long-standing silos. Through our partnership with LaL, we have disseminated the methodology down several layers of company. This has led to the dissolution of a number of difficult "Us vs Them" dynamics

has resulted in a very significant uptick in our employee engagement numbers, and numerous unsolicited comments from new hires about the unprecedented openness in our culture compared to their previous organizations. I have experienced such a deep satisfaction from investing in my employees in a way that really makes a difference in their lives. The results? They are embedded in our strong financial returns; that despite the industry and macroeconomic headwinds."

Brandon Black,
CEO,
ENCORE CAPITAL GROUP

"I have done a number of leadership programs, but Personal Mastery has been the most intense and beneficial. It was completely worth the time commitment."

Daniel Rebeor,
EVP and General Counsel,
LANDMARK DIVIDEND LLC

"The whole LaL experience has been a huge gift to me. It has helped me grow in areas I did not realize I had

issues or weaknesses, including tackling my procrastination from the inside out, learning to truly inspire and develop others and asking others for help. My colleagues and I who have been through LaL have learned that when we have truly open, undefended dialogue, when we are willing to stand up and be vulnerable, it gives everyone else permission, too. It ignites empathy and then people can say what's really on their mind without fear of judgment. **We are getting to the real issues quicker and get more valuable input with which to make much better decisions."**

Scott Bednarcik,
VP Finance,
CPI, AN ENPRO INDUSTRIES
COMPANY

"The best money I've ever spent on a training. It was extremely valuable for our entire team to attend together."

Tracy Trent,
CEO,
STELLCOM

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