

What is Savage Leader launch?

Savage Leader Launch is an experiential leadership development program designed to help managers and people leaders adopt the principles in Darren Reinke's book, *The Savage Leader: 13 Principles to Become a Better Leader from the Inside Out*.

The Savage Leader is a blueprint to become a great leader from the inside out. To be Savage is to be bold enough to look inside yourself to assess and live up to your values, be authentic, foster patience, and tackle self-limiting beliefs, doubt, and fear. Being Savage isn't about being aggressive and unpolished.

Savage Leaders are values-centric leaders who are able to connect, inspire, and develop their team members to achieve their own sense of Greatness. Savage Leaders have a relentless desire to learn and grow and embody

that spirit in their teams. They also are able to overcome the internal barriers, such as self-limiting beliefs and doubt, that get in their way as they move upward within their organizations and into new roles. Savage Leaders also nurture patience, focus, and perseverance to stay anchored during the ups and downs of being a leader and the inevitable marketplace shifts.

Savage Leader Launch is a six-session program comprised of a series of structured, interactive sessions and exercises that are grounded in principles that have been tested and proven by our work with leaders across a broad range of companies, from fast-growing startups to Fortune 500 corporations and groundbreaking non-profits. Regardless of position or title, each one of us possesses the ability to become a great leader. Savage Leader Launch is your path to get there.

SAVAGE LEADER LAUNCH CONTENT

SESSION 1: Defining Greatness and Leading with Authenticity

Savage Leaders possess the innate desire to be great. In the first session, participants will create their personal definition of greatness (the intersection of purpose and success) and develop a Personal Greatness Statement (PGS). The PGS will act as their north star throughout the course and guide their journey as a leader. Leaders will also create a Team Greatness Statement to inspire their team members and ensure organizational alignment. Next, leaders will identify current habits that are impeding their ability to lead authentically and create new habits to do so while pursuing their personal sense of Greatness.

SESSION 2: Communicate With Impact

The ability to communicate separates great leaders from mediocre ones. Communicate to connect, inspire, gain alignment, and to develop your team. This session will introduce the communication mindsets (Willingness to Change, Curiosity, Humility, Empathy) and communication skillsets (Be Present, Active Listening, Powerful Questions, Tailor Communication Style to the Audience) and includes experiential exercises to become a better communicator, both one-on-one and in a group setting. Prior to the session, participants will take the Strengths Deployment Inventory 2.0 assessment to provide an objective perspective into individual motives and communication strengths. The assessment results will help inform the session and provide insight that will boost participants' ability to communicate.

SESSION 3: Embracing Lifelong Learning & Growth

The world is changing faster than ever and organizations need to be agile to survive. Agile organizations are created from agile leaders who are fueled by a desire to embrace lifelong learning and growth. This session is designed to arm leaders with the tools needed to become a lifelong learner and preemptively address and acquire future skillsets. It begins with a mindset shift, helping leaders take an active approach to develop skills, acquire knowledge, adopt behaviors, and gain new experiences. The Growth and Discomfort Index is used to gauge participants' willingness to embrace discomfort in service of growth while providing action steps to accelerate ongoing development. Finally, leaders will build a Learning Map to identify potential skill, knowledge, leadership behavior, and experience gaps and create a plan that will build actionable habits to close these gaps.

SESSION 4: Overcoming Headwinds

The path to greatness is never linear. We all face adversity along the way. This session focuses on recognizing and overcoming the barriers that get in our way; self-limiting beliefs, doubt, and fear. Participants will learn to not accept these beliefs as fact and instead, challenge them head on. Participants will learn a process and use tools to shift their internal perception of these beliefs so that they no longer stand in their way. They will also learn to use them to drive their ongoing growth and development. By the end of the session, leaders will have the tools needed to deal with pressure, adapt to change, overcome doubt, and be more decisive.

SESSION 5: Creating a Savage Team

Savage Leaders successfully lead their own lives and careers, but they also create strong, resilient teams. In this session, leaders will learn how to integrate the lessons from the other sessions into the fabric of their current and future teams. Participants will learn to create teams that are anchored by values, resilient to change and uncertainty, constantly learn and grow, confidently take smart risks, and are characterized by trust and strong, effective communication. Specific focus will be on fostering strong team dynamics through the effective facilitation of team meetings, offsites, and one-on-one coaching sessions.

SESSION 6: Sustaining The Savage Principles and a “New Way” Forward

In the sixth and final session, leaders will commit to continued application of The Savage Principles moving forward. To help support ongoing growth and success, this session will introduce a Peer-to-Peer Learning and Accountability framework to address issues that come up along the way. The agenda and coaching framework can be used among participants of the cohort as well as internally within participants' respective teams and divisions. At the end of the course, cohorts commit to staying in contact to drive continued growth and support throughout their journeys to Greatness.

FORMAT AND STRUCTURE

Savage Leader Launch is delivered over the course of 6 months via monthly deep dive sessions. The program is applicable for individual leaders looking to elevate within their role as well as groups of leaders within a single organization who share a common role or growth objective.

Each of the modules consists of a 2-hour in-person or videoconference session to go in-depth on each topic and to build an action plan to apply new mindsets, behaviors, and skills over the course of the month and beyond. Participants will also receive 45-minute one-on-one coaching calls between sessions to ensure accountability to action as well as to gain additional coaching around each topic.

In addition, participants will form accountability groups to support one another throughout the course and in their journey to become a Savage Leader. Doing so ensures action and accountability to ensure the behavior changes are sustained over time.

EXPECTED OUTCOMES

By participating in the Savage Leader Launch program, participants will:

- **Gain a deeper understanding of what it means to be a Savage Leader within their business, career, and personal life**
- **Define their own sense of what it means to be great and how to connect it to their team and organization's purpose and values**
- **Identify the core values that act as the drivers for their life and career**
- **Improve the ability to communicate, connect, engage, empower, and inspire their teams**
- **Gain the ability to build a strong team that is anchored by values, resilient to change and uncertainty, constantly learns and grows, confidently takes smart risks, and is characterized by trust and strong, effective communication**
- **Adopt the mindset of a lifelong learner and build a Learning Map to help close skill, knowledge, leadership behavior, and experience gaps**
- **Identify and eliminate self-limiting beliefs, doubt, and fear that can impede progress**
- **Develop the ability to nurture greater patience, focus, and perseverance required to endure the ups and downs of the leadership journey**
- **Learn to apply a Peer-to-Peer Learning and Accountability model to ensure the 13 Savage Principles stay top of mind and are incorporated in their day-to-day lives**