

Welcome

Thank you for your interest in The Institute for Leadership Fitness and the Leadership Fitness Coach™ Certification Program. Our unique model of leadership development is derived from over 20 years of personal leadership experience and over 10 years professionally coaching and training high-potential leaders.

Our mission at The Institute is to graduate 10,000 Fit Leaders by 2020. To accomplish this goal, we are committed to collaborating with others who share our passion for leadership development. We are now enrolling qualified individuals who enjoy both facilitating leadership development programs and selling those programs to organizations around the world.

If you are looking for an opportunity to offer a signature leadership development experience to your existing clients and/or prospects, we invite you to learn more about our program by reading this information packet.

What is Leadership Fitness?

Leadership Fitness is an integrated model of leadership development that centers around four crucial components of leadership success that create long-term impact for leaders and their organizations: clarity, confidence, effectiveness and vitality. For over a decade, more than 1,000 leaders have field-tested and refined the Leadership Fitness model into a transformative experience that produces sustained excellence.

What is The Fit Leader's Program™?

The Fit Leader's Program introduces 32 unique tools and processes that create vibrant leaders who go on to enjoy balanced lives marked by personal health and sustained contribution. Sixteen of these tools and processes are taught in Year 1 of the Program, and the other 16 are taught in Year 2 of the Program. Participants enroll in Year 1 of the Program, and then decide at the end of the first year if they would like to complete Year 2.

In each Year of the Program, participants attend four full-day workshops, one every 90 days, during which they learn new tools in each of the four faces of Leadership Fitness: clarity, confidence, effectiveness and vitality.

- Clarity – to create and articulate a compelling vision that enrolls others
- Confidence – in taming self doubts and acting boldly
- Effectiveness – at execution and implementation
- Vitality – for sustained contribution

We enable leaders to replace confusion with clarity, replace fear with confidence, replace frustration with effectiveness and replace overwhelm with vitality.

In addition to the quarterly workshops, each participating leader is assigned an executive coach with whom he or she works throughout the year to create and execute a customized development plan. Participants also benefit from several leadership assessments, including profiles of their communication and conflict management styles.

Where is The Fit Leader's Program Offered?

The Institute for Leadership Fitness offers The Fit Leader's Program in two highly interactive formats: city-based, open-enrollment programs and onsite programs. Participants enrolling in an open-enrollment program attend all of their quarterly workshops with a cohort of leaders from other organizations. Participants enrolled in an onsite program attend quarterly workshops with colleagues from their own organization.

How is The Fit Leader's Program Different from Other Leadership Development Programs?

The Fit Leader's Program leverages four critical elements of the learning process: training, coaching (support), assessment and follow up. While other programs tend to focus on only one or two of these learning components, The Fit Leader's Program comprises four full-day workshops, professional coaching between workshops, three leadership assessments and access to a customer-only website providing 24/7 access to a comprehensive set of follow-up resources.

Our program is designed as a long-term relationship with our clients so that we "keep skin in the game". Rather than cramming our content into a two-or three-day program, we spread the learning over the course of a year, and then provide ongoing support along the way to create accountability and sustainability around what we teach in our quarterly workshops.

The coaching component of The Fit Leader's Program enables our customers to successfully work through barriers and overcome challenges as they implement changes they commit to during our workshops.

Another key differentiation point of our program is the inclusion of vitality in our model of Leadership Fitness. We have had many participating leaders in our program tell us that while they have participated in numerous leadership development programs during the course of their careers, ours is the first that treats them as a whole person by teaching how to become a healthy executive.

What Can Customers Expect as a Result of Participation in Our Program?

At the end of our program, participating leaders are more effective at:

- Setting a clear direction consistent with the strategic goals of their organization
- Sorting and prioritizing opportunities competing for their attention
- Selling their ideas to colleagues and customers
- Creating a work environment in which high performers thrive
- Managing important change initiatives and managing transitions
- Increasing the creativity, innovation and adaptability of their teams
- Taming their self-sabotaging "inner voices" so self-doubt doesn't get in the way of taking action
- Utilizing delegation as a means to accelerate the development of successor candidates
- Developing and delivering more impactful presentations
- Choosing foods, exercises and other healthy habits to maintain peak performance
- Adjusting to the communication preferences and styles of others
- Balancing periods of high engagement with periods of rest and rejuvenation

What Organizations Have Already Enrolled Their Leaders in The Fit Leader's Program?

Over 300 leaders have already been trained in our model of Leadership Fitness, including leaders from the following organizations:

- Arizona Heart Institute
- Arizona Medical Board
- Automotive Credit Corporation
- Behr-Hella Thermocontrol, Inc.
- BorgWarner
- Cambridge Information Group
- Carhartt
- C.S. Mott Children's Hospital
- DANTOM Systems
- Emergency Physicians Medical Group
- Helios Education Foundation
- Illinois Institute of Technology
- Innoventures
- Institute for Social Research
- Michigan Chamber
- Michigan Economic Development Corporation
- Perrigo
- ProQuest
- R.L. Polk & Co.
- Right Management
- Saint Joseph Mercy Oakland
- Spartan Stores
- Spectrum Health
- Thomson Reuters
- Trinity Health
- TRW Automotive
- University of Michigan Health System

What Are Customers Saying About Their Experience?

Many customers have called The Fit Leader's Program the best training they've ever received. Here are just some of the testimonials we've received from our customers.

"I have attended many management seminars over the course of my career, and this experience has been by far the best! The quarterly workshops, with coaching in between, are a winning combination."

"My impact at work, judged by the level of my strategic contributions, has greatly increased...and has been noticed by others."

"This program has invigorated me in my pursuit of becoming a better person, leader and mentor. The year-long approach has provided me with the opportunity and the time to practice what I am learning, and to get meaningful feedback and support throughout the learning process. Thank you for a great experience."

"The 90-day focus was very helpful. It forced a commitment to action. I will use this model each quarter to calendarize my goals and celebrate my accomplishments."

"My coach was exceptional. She provided me with an objective perspective around my experiences and challenged me to think about them differently."

How Do I Know If I Am a Good Fit for the Leadership Fitness Coach™ Certification Program?

If you're thinking of applying, consider whether you agree with the following statements:

- I have a demonstrated passion for developing talent.
- I have several years of experience facilitating or training – being “at the front of the room”.
- I have an entrepreneurial zeal for expanding my reach, my portfolio and my revenue.
- I have the capacity and willingness to sell and deliver The Fit Leader's Program™.
- I have experience and credibility working with organizational leaders.
- I have a well-developed network of professional contacts.
- I am comfortable marketing and selling learning programs.
- I have the financial ability to pay the annual license fee.

What Benefits Will I Receive if I Become a Certified Leadership Fitness Coach™?

Here are some of the reasons you might consider becoming a Certified Leadership Fitness Coach™.

- We offer a quality product and brand to add to your portfolio.
- We offer a product with a track record with big name clients.
- We offer an opportunity to develop Fit Leaders around the world.
- We offer the opportunity to increase your own Leadership Fitness.
- We provide you with excellent opportunities for generating income.
- We provide you with the opportunity to engage with a committed community of people like you that are making a difference.

How is the Certification Program Structured and How Long Does it Take?

The Certification Program will take approximately three months to complete. Everyone who applies will have a telephone interview with David Chinsky to ensure a mutual fit.

Upon selection, Certification candidates will complete a License Agreement, pay the first-year license fee and schedule their training sessions.

All candidates will shadow a live Fit Leader's Program workshop conducted by a Certified Leadership Fitness Coach and will be required to successfully demonstrate their understanding of the Leadership Fitness model and their ability to facilitate the Program.

The Certification Program will focus on both how to effectively deliver the program, and on how to market and sell The Fit Leader's Program to individuals and organizations. Candidates will learn how to facilitate our quarterly workshops and how to build a pipeline of prospects.

What Investment is Required to Become Certified to Sell and Deliver The Fit Leader's Program?

The Certification Program costs US\$5,000, which includes the first-year license fee, and is payable upon acceptance into the program.

To maintain Certification, Certified Leadership Fitness Coaches will be required to pay an annual licensing fee of US\$2,500, beginning on the anniversary date of their certification, as well as enroll at least 20 leaders in The Fit Leader's Program during the previous year.

How Will I Earn Money as a Certified Leadership Fitness Coach™ and How Much?

I want you to be an active promoter and deliverer of this workshop, and we know that for this to happen the program must make sense not just philosophically but also financially.

Our pricing model is designed to make this an exciting financial opportunity for trainers, to encourage sales (the more you sell the more you'll earn), to encourage your on-going commitment and engagement and to support the Institute for Leadership Fitness brand and The Fit Leader's Program as a quality, high-end training program.

Detailed information on our revenue-sharing program will be shared with all eligible applicants.

What Are the Risks I Should Consider Before Applying?

Your success in this program is partially technical – mastering the program – and partially entrepreneurial. If you're unwilling or unable to market and sell this program, you may not get the success you're looking for.

We might be able to generate work for you, but you shouldn't count on it. We will continue to sell the program ourselves and we may be able to provide opportunities for you to facilitate workshops based on the programs we sell.

But you should work on the assumption that we won't provide work for you – and it's up to you to make things happen by selling The Fit Leader's Program to your network of professional contacts.

Where Do I Apply?

Simply complete the attached Application Package. We look forward to answering your questions and to determining whether we are a good Fit for each other.

APPLICATION FORM

Name of Applicant _____

Name of Applicant's Business _____

Address _____

Phone _____ Email _____

Website _____

How long have you been in business? _____

What professional services do you currently offer to your customers?

Who are your current organizational and/or corporate customers? The Fit Leader's Program is targeted primarily at medium to large organizations so I'm curious as to which customers you already work with.

What other programs are you licensed to provide to your customers?

How do you market your services to customers today?

How do you stay in touch with customers? Please point me to any newsletters, blogs or Twitter accounts, etc. you currently utilize.

Please describe your corporate or other organizational experience, if any.

Have you had any formal coach training? If so, with whom, and when?

What training or facilitation experience have you had?
