



MANAGEMENT IS A JOB. LEADERSHIP IS A CHOICE.

You understand the value of strong leadership within your organization. Investing in your team's growth pays dividends in performance, engagement, and innovation. By supporting your employee's enrollment in the SUCCESS® Leadership Lab, you're enabling them to learn and implement actionable insights and strategies that will benefit your entire team.



The Value of Leadership Training

7x ROI

on average for every dollar spent on leadership development

—"The ROI of Leadership Development," a 2023 study from New Level Work

71%

of U.S. workers said upskilling increased their overall job satisfaction

—"The American Upskilling Study," a 2021 report from Gallup

25%

increase in organizational outcomes that leadership training can lead to

—"Leadership training design, delivery, and implementation: A meta-analysis," a 2017* analysis published in Journal of Applied Psychology

*the most recent data available for this statistic

Course Overview

SUCCESS® Leadership Lab is an 8-day, virtual leadership certification course designed to equip ambitious, decisive individuals with practical, actionable strategies they can implement immediately to step up, lead with confidence, and make an impact.

**100%
virtual**

**accessible
anywhere**

**January
21-30, 2025**

**Weekdays
11:30 a.m.-1 p.m. ET**

**90 min.
per day**

**just 1.5 business
days total**

\$997

**group discounts
and payment plan
available**

EXPERT SPEAKERS

Attendees gain rare access to exclusive insights and direct advice from industry experts, like...



Amy Somerville

CEO of SUCCESS® Enterprises with 20+ years' experience in growing businesses and mentoring leaders



Fred Reichheld

Founder of Bain & Company's loyalty practice and creator of the Net Promoter® system



James Whittaker

Private coach to billion-dollar CEOs and Olympic gold medalists



Adele Gambardella

Crisis communications expert and co-author of *Convince Me: High-Stakes Negotiation Tactics to Get Results in Any Business Situation*



Jen Larsen

Global speaker on personal and professional development, vice president of training and instructional design at Assessments 24x7



Courtland Warren

Visionary leader empowering individuals and organizations to achieve extraordinary results



Rocky Garza

Peak performance coach and consultant for top career and business professionals



Chip Massey

Former FBI hostage negotiator and co-author of *Convince Me: High-Stakes Negotiation Tactics to Get Results in Any Business Situation*



Frederik Pferdt

Pioneer in innovation and creativity and founder of Google's Innovation Lab



Rich Diviney

Retired Navy SEAL commander, and founder of The Attributes Inc., offering practical strategies for developing high-performing individuals and teams in any environment

Key Takeaways

Your employee will gain...

- **A clear understanding of how leadership has evolved and the key differences between leadership and management.** This knowledge will enable them to lead with greater insight and purpose, empowering them to become a true leader within your organization.
- **The ability to communicate more effectively with their team, fostering clarity, empathy, and influence.** These enhanced communication skills will allow them to guide and motivate their team more efficiently, strengthening their leadership presence and driving performance.
- **Proven strategies to master the art of persuasion and negotiation, enabling them to build stronger relationships and inspire greater trust within their team and beyond.** This will empower them to secure support for their ideas, projects, and leadership vision.
- **The knowledge to build lasting loyalty and trust with both their team and your organization's audience.** Strengthening these connections will increase employee engagement, improve retention, and amplify their leadership influence across the company.
- **The tools to attract and recruit top talent from diverse backgrounds, while developing a strong, inclusive team.** This will drive innovation and create a high-performing work environment that delivers prosperity and growth for the organization.
- **The strategies to shape a workplace culture that thrives on respect, peace, and enthusiasm.** This will foster an environment of empowerment and creativity, leading to higher employee satisfaction, retention, and a stronger organizational identity.
- **The ability to effectively balance immediate goals with long-term objectives, ensuring sustainable growth.** This strategic mindset will enable them to set their team and organization up for continued achievement, creating a path toward long-term prosperity.
- **The skills to inspire and lead both remote and hybrid teams, turning challenges into opportunities for bold, innovative growth.** This will help your organization stay ahead of the curve and navigate change with confidence, driving future achievement and competitive advantage.

Discount group pricing available.

Learn more by contacting customerservice@success.com

SUCCESS[®]

Who is SUCCESS[®]?

For nearly 130 years, SUCCESS[®] has been at the forefront of personal and professional development, providing inspiration, practical advice, and learned strategies to self-motivated professionals, company founders, and solopreneurs operating in the modern gig economy and beyond.

