

CDA LEADERSHIP ACADEMY

Developing Leadership Presence

powered by  **GRITT**
BUSINESS
COACHING

Dive headfirst into a living lab with our integrated approach to developing high-performance teams.

The Leadership Academy is presented in partnership with GRITT, who oversees all aspects of program registration, delivery, content, and logistics.

The GRITT Advantage

Individual Coaching
Live and Virtual Classes
Homework & Application

TWO 2.5 DAY WORKSHOPS
TWO LIVE VIRTUAL SESSIONS

\$4,450

OUTCOMES

We pride ourselves on not just what we teach but what you take away. Graduates of the GRITT Leadership Academy return to their workplace with:

- **New Perspectives**
Find the opportunities within current challenges and approach them with a new set of solutions.
- **Growth Mindsets**
Build your own personal development plan for continuous improvement with individualized feedback from your own Executive Coach.
- **“Found” Strengths**
Gain a deeper understanding of how to leverage your own strengths as well as how to spot them in others.
- **Industry Best Practices**
Come away with tried-and-true approaches to crafting teams, giving difficult feedback, and speaking to inspire.
- **Leadership Presence**
Intentionally create yourself as the kind of leader that unites, elevates, and motivates teams and individuals to their highest potential at work and at home.

WHO SHOULD ATTEND

High-Potential Employees, New Managers, and other Managers looking to broaden their communication, management, financial, and leadership skills.

FACULTY

For this program, GRITT University assembled expert faculty of in-demand consultants and practitioners who live their disciplines and are committed to sharing their insights with you.



Tom Bagwell | **VP of Learning & Development**

Tom has 30 years sales, marketing and operations experience in senior leadership positions. Tom also is a lecturer for MBA programs at Cal State East Bay. Tom holds degrees from UC Berkeley (BA), University of Chicago (MBA), and the University of Pennsylvania (MAPP).



Alexa Lott | **Senior Certified HR Professional**

Alexa has over 25 years of experience working with large and small companies in various industries. She is also a Predictive Index Certified Partner.



Crystal Jeffers | **GRITT Business Coach**

Crystal has 10 years of experience in marketing and facilitating MBA programs. After receiving her BA from Cal State East Bay, she got a Masters in Communication and certified in Appreciative Inquiry.

LEARN

1ST IN-PERSON SESSION | Dallas, TX (Canvas Hotel Dallas)

JUNE 10 - 12*

- What it Takes to Lead
- What Employees Want
- Positive Leadership
- 4 Communication Principles
- 5G Framework
- Strengths & Values
- Resilient Storytelling
- Giving & Receiving Feedback
- Scoreboards & Metrics
- High Performance Huddles
- Financial Literacy

ONLINE SESSIONS

JUNE 20

- Goal-Setting: Flywheel of Success
- Intrinsic & Extrinsic Motivation
- Balance Multiple Goals at once
- What to Say to Yourself when You "Win" and "Lose"

AUGUST 4

- Sprints
- Why Games Work
- Aligning Games to Goals
- What to Say to Your Teams when You "Win" and "Lose"

2ND IN-PERSON SESSION | Chicago, IL (Hyatt Chicago/River North)

AUGUST 19 - 21*

- How to Leverage Storytelling
- Post-Traumatic Growth
- Meaning & Purpose in Work
- Coherence, Purpose, and Significance
- Turning a Job into a Calling
- Action-Planning

*9AM - 5PM on Day 1 and 2 of each session

8AM - 12PM on Day 3 of each session

Travel expenses and hotel accommodations are not included in course price.

Host hotel and booking information will be provided after registration.

Each participant will receive:

- One Leadership Workbook
- One pre-class 1:1 conversation
- 2 Hours of 1:1 Coaching as Follow-Up
- Ongoing Learning through the HERO Lab

The HERO Lab is based on the work of Dan Tomasulo, psychologist, author, and pioneer in positive psychology. This digital resource is designed to reinforce concepts related to the science of happiness and well-being, with an emphasis on Hope, Empowerment, Resilience, and Optimism.

APPLY

Homework | Apply learning in your Workplace
"Knowledge without Action is of Little Use"

Coaching | Receive Executive Coaching to
Maximize Program Impact

REGISTER ONLINE AT

www.grittbusinesscoaching.com/cda

Deadline for Registration is March 31, 2025



Full refund if canceled before 30 days. 50% fee will be charged for cancellation less than 30 days out. Any cancellation less than 7 days out is non-refundable, however GRITT will honor the registration for the next CDA Leadership Academy or any open Academy Cohort.

QUESTIONS? Contact alora.moore@grittbusinesscoaching.com