



# 2019-2020 Course Catalog



GO BEYOND TO MAXIMIZE YOUR POTENTIAL  
**EQUIPPING LEADERS TO LEAD**

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# ABOUT

**"Leaders cannot be the same, think the same and act the same if the hope to be successful in a world that does not remain the same."**

-John Maxwell

## **Introduction and Overview**

Go Beyond Consulting (GBC) delivers professional development for current and aspiring leaders. GBC Leadership Academy is designed to support the development of high-impact leaders. The nine-unit (10 total classes), five-month program is a compilation of strategic and purposeful core competencies. All content is delivered in a model designed to engage leaders in discovering and developing high-impact leadership skills and capacity. Each 2.5 hour unit includes exploration and discovery, collaboration and development, and continuous review and refinement of individual dynamic growth plans. The academy framework includes content delivery, in-person interactive activity based learning, collaborative learning and individual study and implementation.

Visit [www.gobeyondconsulting.net/enrollment-form](http://www.gobeyondconsulting.net/enrollment-form) to reference the 2019-2020 Leadership Academy course schedules and related locations. If you are interested in scheduling a Leadership Academy at your organization, please contact us at [www.gobeyondconsulting.net](http://www.gobeyondconsulting.net).

## **Who Is The Leadership Academy Designed For?**

The academy is designed for current and aspiring leaders at **any** phase of their leadership journey. Leadership is influence and the ability to deliver results. It is not a position, title or a destination. It is a process and life-long journey that requires continuous discovery and growth to meet the ever-demanding change and complexities in our world.

At Go Beyond our dynamic leadership development solutions are designed to strategically meet every leader exactly where he or she is on their leadership journey and facilitate their learning, discovery and development. Individuals are equipped and empowered to expand their influence, strengthen agility and magnify their impact as they deliver even greater results.

## **Course Materials**

GBC Leadership Academy combines world class renowned leadership course content, action learning, coaching and mentoring to deliver high impact leadership development. Leadership Academy course content includes leadership principles, insights and real-life lessons drawn from several of the world's greatest leaders. Several major resources include: Stephen Covey, John Maxwell, Jim Collins, Jon Gordon, Peter Drucker, Jim Rohn, Ken Blanchard, Sheryl Sandberg, Laurie Beth Jones, Patrick Lencioni, Henry Cloud, Zig Ziglar and Tom Rath (Clifton Strength Finders).

## **Instructor and Facilitators**

Gina Bullis, Founder and President of Go Beyond Consulting

Ruby Perez, Leadership Development Trainer/Facilitator

Facilitator - Shannon Springer, Director of HR at Columbia Basin Health Association

Facilitator - Angela Von Esson, Assistant Superintendent at West Valley School District

For more information on our team visit [www.GoBeyondConsulting.net/ourteam](http://www.GoBeyondConsulting.net/ourteam)

## **2018-2019 Clients**

Ephrata School District (2,600 students)

Mead School District (10,600 students)

Riverview School District (3,300 students)

Washington State Risk Management Pool

West Valley Yakima School District (5,400 students)

Insight School of WA (9-12 online)

Lake Washington School District (29,600 students)

## **2019-2020 Clients**

American Children's Cancer Organization Inland Northwest (ACCOIN)

Ephrata School District (2,600 students)

Mead School District (10,600 students)

West Valley Yakima School District (5,400 students)

# REGISTRATION AND POLICIES

## Registration Information

### Leadership Academy scheduled at selected sites:

Leadership Academy(s) is limited to 30 participants per five-month program (minimum class size of 20). Leadership Academy runs October through March, excluding December. Register early to secure your seat. A purchase order number from your employer and copy of the purchase order document are required to reserve your seat. Reference the Early Bird Savings and Registration Policies sections for additional information on leadership academy fee, deposit and payment options.

Select the course schedule that best fits your calendar by visiting [www.gobeyondconsulting.net/enrollment-form](http://www.gobeyondconsulting.net/enrollment-form).

### Leadership Academy scheduled on-site:

Organizations interested in scheduling the Leadership Academy at their business location should complete the contact form by visiting [www.gobeyondconsulting.net](http://www.gobeyondconsulting.net) and clicking on [contact](#). Leadership Academy(s) are limited to 30 participants per five-month program, (minimum class size of 20). Leadership Academy runs October through March, excluding December. Contact us early to reserve academy dates. Reference the Early Bird Savings and Registration Policies sections for additional information on leadership academy fee, deposit and payment options.

## Continuing Education Units

Leadership Academy trainings qualify for continuing education units (CEUs), also known as clock hours. CEUs are expressed in the measurement of one (1) unit per hour of instruction. Please refer to the individual training descriptions for eligible CEUs. The Leadership Academy is equal to 25 CEUs.

CEU or Clock hours are available for training provided through an approved CEU provider, including Public School Districts, Professional Organizations, Colleges, ESDs, Private School Associations and Private Schools. Go Beyond Consulting is an approved clock hour provider. Visit <http://www.k12.wa.us/certification/clockhours.aspx> for a current list of CEU providers.

## Leadership Academy Fee

The Leadership Academy registration fee must be paid by check or credit card. The fee covers:

- 9 units (10 total classes)
- Program materials
- Clock hour eligible (participants are responsible for Clock Hour fee) - reference above section on *CEU qualification*

See below for pricing.

## Early-Bird Savings

### Individual Enrollees:

Save \$200 when you register early! Registrations submitted by July 31 will qualify for the Early Bird Rate. Reference the Leadership Academy Pricing section for specific details.

### Leadership Academy scheduled on-site:

Early registration discounts and payment terms for organizations that schedule the Leadership Academy on-site are subject to the terms of Go Beyond Consulting's contract service agreement. For more information please contact us by visiting [www.gobeyondconsulting.net](http://www.gobeyondconsulting.net) and clicking on [contact](#).

# REGISTRATION AND POLICIES

## Late and Walk-In Registration

The deadline to register for a Leadership Academy is August 15. Any registrations after that must be completed on-site and will be accepted on a space-available basis only. Walk-in registrations must be accompanied by a purchase order or check (no cash or credit) for the registration fee. In the event there are not enough materials available for walk-in registrants, materials will be mailed after the training. (Walk-in registrants must contact [gina@gobeyondconsulting.net](mailto:gina@gobeyondconsulting.net) to request these materials.)

**"There are risks and costs to a program of action, but they are far less than the long range risks and costs of comfortable inaction."**

-John F. Kennedy, 35th U.S. President

## Registration Policies

### Leadership Academy Pricing\*

| Participant                    | Early Bird Rate   | Regular Rate  |
|--------------------------------|---|---|
| School District Employee       | \$1,495   | \$1,695   |
| ESD Employee                   | \$1,495   | \$1,695   |
| K-12 Partner Employee          | \$1,495   | \$1,695   |
| Service Industry Professionals | \$1,495   | \$1,695   |
|                                | The Early Bird Rate requires a \$500 deposit at the time of registration. Registration and deposit deadline is July 31. Registration is not complete until deposit is paid. The remaining balance is due September 1. | Registration and full payment is due by August 15. *Monthly payment options available for groups. |

*Early registration discounts and payment terms for organizations that schedule the Leadership Academy to be held on-site (company employees = participants), are subject to the terms of Go Beyond Consulting's contract service agreement. For more information, please contact us by visiting [www.gobeyondconsulting.net](http://www.gobeyondconsulting.net) and clicking on contact.*

*\*Leadership Academy fees and pricing is inclusive of travel expenses within Washington state. Travel expenses will be added to contracts for Leadership Academies outside of Washington state.*

## Payment Options

Payment can be made via check or PayPal. If you are paying by check, the check should be made payable to Go Beyond Consulting and sent to PO Box 657, Othello, WA 99344. If paying by PayPal, please select that option when filling out your enrollment form on our website and enter your payment information.

## Cancellation Policy

To cancel your registration, submit your cancellation request to [gina@gobeyondconsulting.net](mailto:gina@gobeyondconsulting.net) at least sixty (60) days prior to the first class of the academy. Participants who cancel their registration will be assessed a \$250 cancellation fee. Participants who cancel their registration less than sixty (60) days prior to the first class of the academy will forfeit their deposit.

GBC reserves the right to cancel the Leadership Academy if it has fewer than fifteen (15) participants registered in a single location. In the event GBC cancels a leadership academy, registrants will receive a full refund. In the event a Leadership academy class is cancelled due to weather or other unforeseen event, the class will be rescheduled.

# SELF-AWARENESS AND DEVELOPMENT

## Unit 1 – Self-Awareness, Development & Action Plan

Clock hours: 2.5

### In this course participants will:

- Explore and understand the power of self-awareness
- Discover strategies to effectively “lead oneself”
- Develop a detailed growth plan, unique to their values, goals and strengths

### Content:

High-impact leadership requires keen awareness of the effect of one's actions and personality on others. It's that simple. All too often leadership analysis focuses only on results, and not how those results are attained. In every interaction a leader is the pivotal element. As a leader you possess the ability to tailor your message, approach and actions to shape desired outcomes. Leaders are the primary tool for achieving high-level results, as opposed to elements outside the leader (other people, circumstances, organizational culture).

### This course will provide strategies for:

- Leading yourself first.
- Understand the impact of “how you show up, how you affect a room and the environment you create”
- Developing your “A” game plan (high-impact action plan)

High-impact leadership is a result of day-to-day disciplines, behavior and intentional focused action. Leading oneself is a crucial process. Leading self begins with a focused internal journey of discovery, understanding and developing self-awareness. Self-awareness provides a realistic assessment of one's abilities: strengths, weaknesses, values, effect on others, emotional intelligence and the gaps that need to be filled. Self-awareness explores: how you show up, how you affect a room, the environment you create and ultimately the impact you have on others, your organization and beyond. Discovery and development of a growth plan culminate from the process of reflecting on values, strengths, assessment of successes/failures, and contemplation of perceptions, expectations, assumptions and the ability to manage conflict. Your “Growth/Action Plan” becomes the roadmap for development, maximizing potential to effectively lead others and achieve high-level results.

# SELF-AWARENESS AND DEVELOPMENT

## Unit 2 – Feedback and Affirmation

Clock hours: 2.5

### In this course participants will:

- Explore and understand the power of feedback
- Explore how to identify truth, relationship and identity triggers that block learning and growth
- Discover strategies to gather, receive, filter and benefit from feedback, even when it is off base or poorly delivered
- Discover strategies to uncover blind spots to see hidden impacts of behavior
- Explore and learn the power of significance and communicating value to others
- Identify strategies to consistently affirm and add value to others
- Define intentional actions to “put to action” new knowledge and strategies

### Content:

“We all need feedback. That is how we improve.” -Bill Gates

This session is about mastering skills to receive feedback well and drive your own learning. You will explore how to recognize and manage your resistance, how to engage in feedback conversations with confidence and even when feedback seems wrong, how to find the nugget (insight) that could lead to growth. Asking for feedback requires both courage and vulnerability. Courage to ask; vulnerability to be open to honest responses. Courage to filter, discern, commit and act on areas that will result in growth.

“Feedback is the breakfast of champions.” -Ken Blanchard

“Encouragement is oxygen to the soul.” -George Adams

This session includes a deep dive into the power of affirmation. Affirmation, encouragement... perfectly timed words of appreciation and “a job well done” have tremendous power. Life changing power. Appreciation conveys, “thank you” ... “I see you” ... “I know how hard you have been working” ... “You matter to me”. It is a spark to fan the flame... a bounce in our step and recharges our energy to double down our efforts.

Authentic and consistent affirmation is the key to unlock power, belief, passion, drive and potential within every individual. Leaders who understand and consistently affirm their team members create environments that foster belonging, synergy and innovation... an environment where every individual and team energy have the potential to maximize impact and deliver great results.

# SELF-AWARENESS AND DEVELOPMENT

## Unit 3 – Strengths and Leveraging Capacity

Clock hours: 5.0

### In this course participants will:

- Discover individual strengths
- Understand strengths and how to leverage capacity
- Learn strategies to work consistently in strengths
- Explore and unpack the four domains

### Content:

Every person has dynamic talents waiting to be unlocked, developed and launched to reach greater heights and have expanded influence. The Clifton Strength Finders assessment tool measures an individual's natural aptitudes in areas including interpersonal skills, leadership abilities and creative potential. We are not designed to be great at everything. Discover the transformational power in learning, developing, living and working in your unique strength areas.

Strengths = Talent + Knowledge + Skills (developed over time)

Beyond discovering strengths this unit includes identifying where strength themes fit within the four strength domains. The thirty-four strength themes are categorized into four domains: **Executing, Influencing, Relationship Building and Strategic Thinking**. Discover where your strengths fit within the domains. Understanding how the domains relate to your leadership style is key to development as high impact leaders.

Unit 3 is covered over two classes (Part I and Part II)

# SELF-AWARENESS AND DEVELOPMENT

## Unit 4 – Managing Stress/Calm Under Pressure

Clock hours: 2.5

### In this course participants will:

- Discover strategies to master the art of thriving in stressful environments
- Discover the strategies to develop “Clutch” (being great under pressure)
- Discover strategies to identify stress points and develop effective actions for navigating stress
- Discover strategies for self-regulation, how to respond with diplomacy and tact
- Discover and incorporate strategies to show up and remain composed under pressure

### Content:

Leaders are expected to lead effectively within environments where interactions include challenging staff, angry or upset customers, high demands, tight resources, etc. They are responsible for leading with and modeling composure (professional and calm under pressure) in all situations. Leading is not all about execution. The reality is that our ability to execute is directly impacted by how we show up under pressure and our capacity to see people and situations with clarity.

Project deadlines, seasonal fluctuations in workload, difficult co-worker or boss, office politics, system changes, uncertainties within the industry, local/national/international economic factors are a few of the major contributors to stress. This unit is an exploration and discovery of essential tools designed to equip leaders to effectively navigate stress and develop skills that allow composure in high-pressure situations. As leaders discover, develop and deploy composure under pressure the impact ripples to team members/ colleagues and leaves a positive impact on organizational culture. Managing stress and showing up composed are significant to establishing a culture of trust (the next unit of study).

# SELF-AWARENESS AND DEVELOPMENT

## Unit 5 – Lead with Agility

Clock hours 2.5

### In this course participants will:

- Explore and understand the core dynamics for developing agility
- Discover strategies to navigate and lead amid diversity
- Explore and understand VUCA (Volatile, Uncertain, Complex and Ambiguity)
  - What is VUCA?
  - How to lead, navigating the tension between the stability that gives security and the adaptability that opens opportunity.
- Explore how agility shift dynamics; relevance, responsiveness, resilience, resourcefulness and reflection, are essential navigate and leading with agility
- Develop key actions to lead with agility, moving your team from the false comfort of a plan to achieving a state of readiness to find opportunity in the unexpected

### Content:

There is a well-known Chinese proverb that says that the wise adapt themselves to circumstances, as water molds itself to the pitcher. Perhaps at no other time in recent history has adaptability been more important than it is now. Agility, adaptability – the ability to change (or be changed) to fit new circumstances – is a crucial skill for leaders, and an important competency in emotional intelligence.

In today's world, change occurs at warp speed. Leaders must continually develop their ability to be nimble and agile to navigate volatile, uncertain, complex and ambiguous situations and environments. Leaders need to stay ahead, to see more than others, and to see before others. In this session we will explore: What is VUCA? How to deal with the tension between the stability that gives security and the adaptability that opens opportunity. Discover the power of relevance (the why), responsiveness (over reaction), resilience, resourcefulness and reflection in leading with and empowering an agile mindset. Culminating work will include selecting key strategies for intentional action to move forward courageously amid complexities and constant change.

# BUILDING LEADERSHIP CAPACITY

## Unit 6 – Create and Foster High-Trust Culture

Clock hours 2.5

### In this course participants will:

- Discover the power and impact that showing up and choice have on culture
- Discover strategies to identify, address and go beyond issues impacting trust and culture
- Discover the ABCs for building and strengthening trust
- Discover strategies to lead in a manner that protects the organizational vision
- Develop an action plan to set the stage, tone and culture for a results-driven organization

### Content:

Have you ever worked in an organization where the culture is toxic? Trust issues, poor communication, absence of accountability and lack of leadership are a few contributors that result in an unhealthy work environment. Culture is powerful. Positive or negative, trusting or cynical, culture is contagious.

"Leaders are ridiculously in charge of all elements that create culture and they must own what they either create or allow to exist." -Henry Cloud

Leaders throughout the organization are responsible for creating, modeling and ensuring the culture aligns with organizational core values and supports the mission, vision and strategic goals. An ideal, growth focused, results-driven culture where employees focus their attention on what matters most, employee connections boost energy and momentum, and high performing teams organize around behaviors that drive results, is a result of trust and intentional leadership. This unit provides opportunity to discover strategies for creating and sustaining an energy infused and results-oriented culture.

# BUILDING LEADERSHIP CAPACITY

## Unit 7 – Communication

Clock hours: 2.5

### In this course participants will:

- Discover strategies for strengthening communication skills for negotiation, persuasion and influence
- Discover strategies for communicating with brevity, clarity and confidence to deliver succinct and compelling messages
- Discover common barriers to effective communication
- Discover communication strategies that go beyond words to create quality connections;  
Everyone Communicates, Few Connect, John Maxwell
- Develop key action steps to enhance communication effectiveness

### Content:

Communication impacts everything. It is impossible to be a high-impact leader without being a great communicator. Effective communication goes beyond delivering information to audiences of varying sizes. Beyond words, it is the key to connection and the call to action. Without connection, communication is void of power.

Communication is the ability to connect with others and effectively facilitate the delivery of information in a succinct, clear format to multiple audiences of varying sizes with the purpose to creating vision, igniting passion and inspiring action. Tall order! Communication is made up of several key parts (skills). This unit will focus on non-verbal/body language, clarity, concision, confidence, empathy, respect and open-mindedness. Listening and feedback, two significant communication skills, are covered in the following unit.

# BUILDING LEADERSHIP CAPACITY

## Unit 8 – Emotional Intelligence

Clock hours: 2.5

### In this course participants will:

- Discover the impact of emotional intelligence on performance and success
- Discover strategies for understanding moods, behaviors and motives that drive a person's responses
- Discover characteristics of emotionally intelligent people (principles from Daniel Goleman, Ph.D.)
- Discover strategies to boost your EI (Emotional Intelligence) quotient
- Develop key action steps to develop emotional intelligence

### Content:

Decades of research support emotional intelligence over IQ as the key factor that sets peak performers apart from the mainstream. IQ is fixed, whereas emotional intelligence are skills that are flexible and learnable. "No amount of intellect will make up for a lack of ever-important emotional and social abilities" (Daniel Goleman, Ph.D., Emotional Intelligence: Why it Can Matter More Than IQ.) They are the "something" in each of us that is a bit intangible. EI is like a ship's rudder, affecting how we manage behavior, navigate social and emotional complexities and make decisions that achieve positive results. Emotional intelligence affects everything we say and do. According to TalentSmart, emotional intelligence outranked 33 other workplace skills as the number one high performance indicator for success. In this unit you will discover and develop how emotional intelligence is the differentiator between the masses and the high achievers.

# BUILDING LEADERSHIP CAPACITY

## Lead and Develop Leaders

### Unit 9 – Teamwork

Clock hours: 2.5

#### In this course participants will:

- Discover strategies to identify team member strengths and generate synergy
- Discover strategies to cultivate an interdependent, we-opic team
- Discover strategies to inspire, equip and build high-performance teams
- Develop key action steps to model, connect and involve employees

#### Content:

Teamwork is more than just working efficiently as a team. Leaders need to be able to identify individual team member strengths, strategies to align strengths to work responsibilities and strategies to motivate, ignite enthusiasm and lead their team to focus relentlessly on the mission and vision.

The collective strategies discovered in units 1 –8 of the Leadership Academy provide the bricks and mortar to establish a strong foundation for developing and leading high-performing teams. Effective leaders are intentional in identifying and unleashing the power of their people. They are masters at leading people to continually operate in the “excellence zone” where they win together and achieve big goals; the true meaning of teamwork.

In this unit you will explore and discover the power within the **Lead Simply** framework: Model... Connect... Involve... to create a high-performing team of people that deliver important and meaningful work, every day.

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