

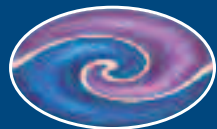


WOMEN'S EFFECTIVENESS IN LEADERSHIP AND LIFE

LEAD LIFE

WELL™

An extraordinary offering for women leaders



the lead life  
institute

# An extraordinary offering for women leaders:

You are invited to enroll in The Lead Life Institute's premier executive offering, Lead Life WELL—Women's Effectiveness in Leadership and Life. Lead Life WELL is a unique offering carefully designed by women leaders for women leaders to strengthen and enhance professional effectiveness, while serving to better balance overall quality of life. More specifically, Lead Life WELL supports the special issues, circumstances and power of women in both work and life.

*At the end of the day, enriching your...*

**Business Acumen**

**Leadership**

**Influence**

**Resilience**

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# ABOUT

LEAD LIFE



The result is enhanced business and leadership success.

## LEAD LIFE WELL

Lead Life WELL is a powerful executive development initiative that melds business, organizational and leadership skill building with the perspectives, circumstances and issues unique to women. Specifically we target...

- How businesses and leaders succeed
- How individuals become more influential
- How women attain next-level effectiveness

*The result is enhanced business, and leadership success.*

Each Lead Life WELL session is limited to 4-6 participants to allow for individualized attention and feedback. Participants represent diverse industries, organizations and businesses.

*Past participant commentary:*

*"Having presenters with different styles and areas of expertise kept it interesting. I was able to keep focused and take in more information than I usually do at these sessions."*

## OUT OF THE ORDINARY

Why is Lead Life WELL out of the ordinary? First and foremost, Lead Life WELL is a high-level professional development initiative designed solely for women.

Secondly, Lead Life WELL teaches new competencies, perspectives, and tools, while providing opportunities to apply what is learned to your specific leadership challenges.

Using state-of-the-art experiences, substantive discussions and individual attention, each participant can decide on the best approaches for them.

A third and final point of distinction is Lead Life WELL's facilitators who represent broad-based experience, education and philosophies. As a result, they will work with you in powerful ways, helping you sort through your strengths and issues and create a plan going forward that will net you substantive results.

LEAD LIFE

WELL™

# COMPONENTS

Drive for results

Lead and influence

Become more resilient

## OVERVIEW

The three-day seminar, held at a retreat-like setting, takes you through a series of development experiences that enhance your business skill and acumen, your leadership ability and your personal effectiveness.

Specifically, the seminar explores ways in which you can best drive business results, influence and lead others and enhance your resilience. Formal tools are used throughout the three-day experience to direct development opportunities.

The three-day seminar is facilitated by Dr. Mary Lou Décosterd, women's leadership author and founder of The Lead Life Institute, along with one or more of WELL's team of women's leadership experts. All facilitator bios are detailed on pages 10 and 11 of this brochure.

Through coordinated teachings, Lead Life WELL facilitators will work in an integrated and progressive manner to help hone your business, influencing, leadership and life skills.

Much information and varied perspectives will be presented over the course of the session, all in order for you to develop your personalized plan for next-level impact. At the end of the three-day seminar you will walk away with a clear set of development targets, tools to address those targets and most importantly, an attainable plan for success.

## CUSTOMIZED SESSIONS FOR YOUR ORGANIZATION

Some organizations have preferred to arrange for customized sessions of Lead Life WELL rather than sending individual participants to a session.

Customized small and large group offerings of Lead Life WELL are tailored to your organization's specific needs. See page 14 for further details.

*Past participant commentary:*

*"This experience was life-changing, eye-opening, engaging and truly the best leadership training seminar I've attended so far because of the calibre of the facilitators, the way the material was presented and how I was expected to challenge myself."*

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# OUTCOMES

## SPECIFIC OUTCOMES

- To better apply today's best business practices
- To better understand and impact your organization culturally
- To enhance leadership skill sets with emphasis on influence, execution and results
- To develop techniques for more effective decision making
- To learn quick and easy energy activation and energy recovery techniques
- To strengthen your professional image
- To have a set plan for next-level business, leadership and life success
- To be part of a substantive professional development experience with other high-powered women

# SPECIALIZED EXPERIENCES

In addition to the mainstream group learning formats, you will participate in two specialized experiences.

## ENERGY RECOVERY

Lead Life WELL integrates into its format specific and varied ways to develop and maintain optimum energy levels throughout the day and during challenging times.

## INDIVIDUAL COACH

At Lead Life WELL you will also work individually with an executive coach. Your coach will help you process the three-day session and create your final development plans.

### **Mary Lou Décosterd, Ph.D.**

Dr. Décosterd is an internationally known leadership author and speaker, recently recognized by the National Association of Professional Women as *Woman of the Year for the state of Pennsylvania in leadership development*. She is the founder and managing executive of the Lead Life Institute, a leadership psychology consultancy offering programs and services to help executives, teams and organizations become their best. Dr. Décosterd has 25 years of experience in organizational development, applied psychology and university teaching. Her leadership books include a broad-based work - *Right Brain Left Brain Leadership: Shifting Style for Maximum Impact*, an assessment of President Obama's rise to power - *Right Brain Left Brain President: Barack Obama's Uncommon Leadership Ability and How We Can Each Develop It* and her newest work on women and leadership - *How Women are Transforming Leadership: Four Key Traits That Power Success*. Dr. Décosterd has also written a children's book entitled *Magical Max Makes*

Friends, aimed at supporting character development in young children. *Magical Max* is a philanthropic project. Sales of the book support book donations to children in need.

Dr. Décosterd is adept at assessing individual and organizational needs and obtaining results. She works as a seasoned executive coach to leaders and leadership teams, and as a facilitator, speaker, trainer, and training designer for organizations.

Dr. Décosterd is a graduate of the University of Hartford, the University of Oklahoma, and the Fielding Institute. She holds a BA in Psychology, master's degrees in Educational Psychology, Organizational Development and Clinical Psychology, post-master's certification in Community Psychology, and a PhD in Human Development. She has been recognized by Who's Who in Teaching, Outstanding Women of America and the National Association of Professional Women.

### **Jerri L. Frantzve, Ph.D.**

Jerri L. Frantzve is a managerial consultant who specializes in individual and organizational change, strategy and development. For more than two decades, Dr. Frantzve has worked with leaders and leadership teams from Fortune 500 companies, not-for-profit organizations, and government agencies.

Additionally, Dr. Frantzve teaches graduate courses in Organizational Change at the University of New Mexico's Anderson Schools of Management, introducing students to cutting edge issues in the field and preparing them to development into consummate professionals. Dr. Frantzve has also taught graduate courses in Human Resource Management at the New School University's Milano School of Management, in New York.

She earned a Ph.D. in Industrial/Organizational Psychology from the University of Georgia, a M.S. in Counseling and Organizational Psychology from George Williams College, and a B.A. in Psychology and History from Marian College.

### **Michelle G. Rooney**

Michelle Rooney is an organizational development professional with experience in human resources processes, team effectiveness and executive development. She has worked for both entrepreneurs and large global companies assisting diverse groups of individuals with training, talent and team development needs.

Ms. Rooney has a Bachelor of Arts degree in Psychology and Communications with a concentration in Systems Analysis from McDaniel College and a Master's of Science in Human Resource Development from Johns Hopkins University.

## FEEES/ EXPENSES

Enrollment fees for Lead Life WELL are \$4,500.

Fees do not include travel and lodging costs.

## INITIAL 3-DAY SEMINAR

<i>Day</i>	<i>Time</i>	<i>Topics</i>
Tuesday	7:00pm-9:30pm	Orientation/Visioning
Wednesday	8:00am-5:00pm	Business/Organizational Foundations Power and Power Strategies Leadership Development Mental Clarity Energy Recovery/Rejuvenation Dinner on Your Own
Thursday	8:00am-9:30pm	Assessments/Feedback Organizational Savvy Resilience Group Dinner
Friday	8:00am-3:00pm	Key Learnings Powerful Speaking Individual Coaching Individual Development Plans Session Closure

## HOW TO ENROLL

Session months and locations are listed below. Contact Dr. Mary Lou Décosterd directly at 215.794.8516 for specific session dates and for your personal enrollment consultation.

<i>Session Dates</i>	<i>Location</i>
April/May	Lambertville, NJ/New Hope, PA
September/October	Lambertville, NJ/New Hope, PA

*Past participant commentary:*

*"This class helped me see things about myself and my career that I've been told, but never really understood or knew how to address—now I do."*

# CUSTOMIZED

LEAD LIFE

WELL™

For Businesses and Organizations

## CUSTOMIZED

Lead Life WELL is also available as a customized offering for businesses and organizations. Customized offerings are designed to be in full alignment with the mission, strategies and goals of your business or organization and tailored relative to numbers of participants, program length, and content areas.

Content areas that could be included in your customized offering include:

- Business Foundations
- Power and Power Strategies
- Leadership Development
- Organizational Savvy
- Mental Clarity
- Resilience
- Energy Recovery and Rejuvenation
- Success: Core Elements
- Individual Leadership Assessments

Customized Lead Life WELL offerings could be held on-site or at any location of your choosing. To plan your customized offering of Lead Life WELL, contact Dr. Mary Lou Décosterd at 215.794.8516 or via email at [mdec@leadlifeinstitute.com](mailto:mdec@leadlifeinstitute.com) for a personalized design consultation.



the lead life  
institute, llc  
Helping you to be your best

## ABOUT THE LEAD LIFE INSTITUTE, LLC

The Lead Life Institute is a research-based learning consultancy offering dynamic programs and services to help executives and their teams realize their potential and become their best.

Recognizing the challenges, opportunities and complexities of today's world, The Lead Life Institute provides state-of-the-art approaches for business and organizational success. As our name indicates, we focus on the successful integration of leadership and life skills.

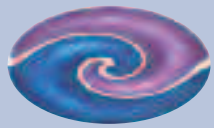
For us, leadership is a broad term encompassing business and professional acumen, how we favorably impact the world and how we make a difference. The life piece focuses on attitude, interpersonal power and resilience.

Our overall aim is to help individuals and organizations attain next-level success through sound strategic leadership and strong, aligned operating cultures.

## THE LEAD LIFE INSTITUTE OFFERS

- Executive Coaching
- Leadership Development
- Women's Executive Development
- Team Excellence
- Training Design and Delivery
- Work/Life Success Seminars
- Individual/Organizational Assessments
- 20+ Areas of Subject Matter Expertise





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For more information about  
The Lead Life Institute, contact us at:

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