

NFSA Leadership Institute

An In-Depth, Year-long Leadership Course

About This Course:

The Leadership Institute is a year-long process, advancing a three-tier model of leadership development. Designed for both emerging and existing NFSA leaders.

This three-tier leadership program includes:

LEADING YOURSELF • LEADING TEAMS • LEADING ORGANIZATIONS

A Powerful Collaboration:

NFSA has teamed up with NFSA ambassadors and world-wide bestselling authors, Drs. Jackie and Kevin Freiberg. For more than 30 years, the Freibergs have been equipping business leaders for a world of change. Together, with Jackie and Kevin, NFSA is offering this first-time-ever course to prepare leaders in our industry to grow their businesses and protect and promote our cause of saving lives.

Who Should Take This Course:

The NFSA Leadership Institute has been specifically designed for those responsible for solving problems that matter. This includes owners, entrepreneurs, senior and middle managers who want to develop the kind of leadership needed to grow their businesses.

This Program is for You if You Want to:



Objectives: Participants will explore, practice and develop critical leadership competencies for advancing themselves, their teams and their businesses:

Self-Leadership: Develop the skills needed to become a gutsy Leader. Thinking big and acting bold is contagious, it opens the door for others to do the same. This tier is about finding the courage to do brave work and live an epic life.

Team-Leadership: Develop the skills to lead a high performing team. While diverse, the very best teams perform AS ONE. That means they find ways to not just tolerate their differences, but appreciate and leverage their differences to make things happen. This requires the kind of leadership that is comfortable being UNcomfortable. Participants will learn how to manage the creative tension that emerges when people with different perspectives have the freedom to use their voice.

Organizational-Leadership: Develop the skills to build a successful business. In an uncertain world, where the speed of change has never been this fast, and will never be this slow again, leaders must be able to create courageous cultures. This means moving with speed and agility. Finding ways to say “yes” fast. And, creating an environment where impassioned people come to work, fully awake, fully engaged, firing on all cylinders.

***Most failure in Leadership is a failure of nerve,
a failure of grit, guts and courage.***

To succeed in this certification program, you must step in, step up, think big and act bold.

Participants will gain the skills for:

- being a courageous leader,
- developing the leadership potential in others and
- leading a CAUSE-driven business that is a magnet for great talent.
- designing and leading a capstone project to create ROI for either their business or the industry.

Take-Aways:

- A personal development plan for growing your Leadership Brand
- A team plan for building Culture and Chemistry
- A business plan for being people, performance and CAUSE driven
- A proposal plan for business and/or industry transformation.

The 12 modules are designed specifically for NFSA industry members to help you learn, practice and master what it takes to become a more courageous leader at work and in life.

How You Will Learn:

Monthly modules: The Leadership Institute is broken down into manageable modules. Participants will join Drs. Jackie & Kevin Freiberg for a 90-minute session each month that will include lecture and discussion.

Enjoy a wide range of interactive content including: inspiring lectures, compelling video clips and real-world case studies.

Monthly cohorts: Connect with your peers between modules for interactive study and group discussions.

Guest speakers and panelists: Go behind the scenes as you hear from industry sages, shakers and movers and thought leaders who are shaping the future of this heroic industry.

Quarterly Group Coaching: Each quarter Jackie & Kevin Freiberg will facilitate a large group discussion on a topic relevant to the Institute curriculum. During these sessions the Freibergs will also be sounding boards for participants who want to dig deeper into specific concepts discussed in previous modules.

What You Will Learn:

I. Self-Leadership: Discovering the Leadership Potential in You.

Module 1: What is Leadership?

- Getting to know your Leadership Brand?
- How do you land on people?
- Discover your leadership call to courage.

Module 2: Professing vs practicing values.

- Values and life reflection:
Where are you thriving, declining and flatlining?
- What values define you?
Your values refined and defined.

Module 3: Knowing what it takes to be trustworthy.

- How is trust measured?
- How you can grow trust with others.
- Building a trust tribe.

Module 4: Disrupting fear and resignation:

- Stepping through fear.
- Dismantling resignation.
- Building resilience.
- Refusing to play small.
- Design a plan for growing your leadership brand.
Set SMART improvement goals

II. Team Leadership: Drawing the Leadership Potential in Out of Others.

Module 5: Why culture and chemistry are your secret weapons

- Recruiting/hiring great talent.
- Developing great talent.
- Getting great talent to gel, to play AS ONE.

- Getting to the story behind the story.

Module 6: Radical collaboration

- What drives radical collaboration.
- What kills radical collaboration.
- Managing misfits.
- Choosing service over self-interest

Module 7: Master the art of coaching and being coachable

- Foster a culture of accountability
- Develop a team of feedback junkies
- Develop the skills to rumble

Module 8: Design a team plan that defines, protects and promotes culture and chemistry.

III. Organizational Leadership: Making Vision, Values and CAUSE the Boss.

Module 9: Connecting WHAT and HOW to the WHY

- Create a direct line-of-sight to the larger cause for everyone
- Discover the practical reasons why a compelling vision is so powerful
- Learn how to tell a gripping story

Module 10: Stay Hungry for Change

- Think different – standing out in a sea of sameness
- Be the change you want to see
- Leading other through the MESSY MIDDLE of change

Module 11: Foster a Culture of Innovation

- Make Innovation Everyone's Job
- Empathy drives design...of everything.

- How innovators think and what they do

Module 12: Draft a business plan for being people, performance and CAUSE driven

Capstone Project:

During the final tier now that participants have been exposed to new ways of leading self, teams and their businesses, it is time to use those skills and engage in collective genius to design and lead a capstone project to create ROI for either their business or the industry.

Projects Proposals will be presented to board members, NFSA leaders and invited guests as a final ceremony of completion at the Leadership Institute Capstone Retreat.

About the Certificate:

The NFSA Leadership Institute offers you the opportunity to earn a certificate of completion from the industry's premier association. The certificate is awarded to those who attend each of the 12 modules, participate in cohort discussions and complete each of the course assignments.