



“True North (is) one of the most important books on leadership to come along in years.”

—New York Times

“In the 21st century, without authenticity in leadership, organizations can’t deliver sustained growth.”

- Bill George, Best -Selling Author of *True North* and *Authentic Leadership*

True North: Discovering Your Authentic Leadership

An intensive 1-day program based on *Finding Your True North* Jossey-Bass: June 2008 to help executives tap into their unique gift as a leader. Program participants will learn how to follow their internal compasses to become Authentic Leaders with the ability to foster dynamic growth and sustained business results.

The Fundamental message of True North:

- You can discover your Authentic Leadership right now.
- You do not have to be born with the characteristics or traits of a leader.
- You do not have to wait for a tap on your shoulder.
- You do not have to be at the top of your organization.
- You can step up to lead at any point in your life: you’re never too young – or too old.
- Leadership is your choice – not your title.

Program Overview

Thousands of studies have tried to determine the perfect mix of leadership styles, skills and personality traits that define great leaders. **While many leadership models have been derived from this research, most offer a “one-size fits all” prescription** of skills, competencies, strengths or intelligences. Far too often, this cure-all approach neglects to take the individual into account, delivering disappointing results.

True North: Discovering Your Authentic Leadership utilizes a proven program of field-tested strategies and accessible tools to help you **discover your own unique and authentic leadership model!** Achieve long-term, positive transformation by **learning how to stay true to your authentic self**, define personal values and principles, understand your motivations, build a support team, and stay grounded by integrating all aspects of life.

The ALI Advantage

True North: Discovering Your Authentic Leadership is based on the renowned **Authentic Leadership MBA course at Harvard Business School and on *Finding Your True North* by Bill George and Nick Craig**. The strategies used to support the findings are set forth in the best-selling book *True North* (Jossey-Bass: March 2007) written by Bill George.

A Unique Learning Experience

True North is the internal compass within each of us. When you lead from your True North, your true passions direct your purpose, guiding you on your journey to Authentic Leadership. Profound, transformative leadership is the result. **Imagine how much more successful you, your colleagues and your organization would be if you totally understood and were fully operating from your innate genius as a leader.**

True North: Discovering Your Authentic Leadership shows you how to **tap into your own powerful, inner resources to become an expert practitioner** in your leadership development. This one-day experience incorporates both engaging group work and individual reflection to power your breakthrough.

Highlights and Benefits

The seminar program offers a powerful set of tools designed to help you deepen your capacity to lead authentically.

During the program you will:

- **Clarify the experiences in your life that define who you really are as a leader.**
- **Discover your “Sweet Spot”: Where do you best operate as an Authentic Leader?**
- **Understand how to be an Authentic Leader in all parts of your life**

Program Outline

Day 1 Morning: Identify Your True North

- What is an Authentic Leader?
- Identify Your Crucible Stories that define your True North

Day 1: Afternoon: Discover Your True North

- Discover Your “Sweet Spot” as a leader
- Being an Authentic Leader in all parts of your life
- Final Integration of Learnings and Next Steps

Lead Presenter

Nick Craig is the President of the Authentic Leadership Institute (ALI). Nick’s collaboration with Bill George of Harvard Business School is documented in “Finding Your True North.” He has over 20 years of experience helping leaders create a strong culture of execution balanced with high integrity, congruency and authenticity. Nick is skilled at delivering programs and interventions for top teams and large groups, as well as at providing individual coaching. His talent lies in his ability to integrate the work of Authentic Leadership with the achievement of sustainable business results. Nick has

designed and delivered leadership programs across the globe for many Fortune 500 companies, including BP, GE and Siemens.

Beyond his work with Bill George, Nick has been influenced by his work with Michael Beer, Director Emeritus of Harvard Business School's Organizational Change practice, helping top teams have honest dialogues that drive strategic implementation. He has also worked with MIT Sloan School to develop their Leadership Center and executive coaching program based on the Distributed Leadership Model.

About ALI

The Authentic Leadership Institute (ALI) brings the latest applied and theoretical knowledge to help clients identify and consistently operate from their own unique True North. ALI offers programs of varying scope for public enrollment, organizations and intact top teams, drawing on our experience as consultants, coaches, trainers and educators in the most demanding of academic and corporate environments. Programs range from 2-day and 3-day introductory workshops to long-term development programs.

“True North once again provides a roadmap for leadership in the 21st Century. The best people will only follow authenticity.”

—Jeff Immelt, CEO, General Electric

True North 2 Day Authentic Leadership

Day 1

8:30 Overview

- **Intro & Flow and Outcomes for the program**
- **Authentic Leadership Case**

9:00 What's Your Story Exercise/Crucible

9:15 Triads tell 2 stories, Key Insights and break

10:30 Debrief

11:00 Sweet Spot Overview

11:15 New Subgroups work strengths exercise

12:15 Debrief

12:30 Lunch

1:15 Overview of Sweet Spot Individual Work

1:30 Individual work

- 2:00 Sub-group Debrief
- 2:45 Break
- 3:00 Large Group Debrief on Sweet Spot
- 3:30 Leading an Integrated Life: Authentic In all Parts of Your Life
- 4:00 Sub-Groups discussion and finalize key Learnings from the day
- 4:45 Sub-Group report outs
- 5:15 Large Group Final session
- 5:30 Close

[BrightSight Group](#) is proud to exclusively represent Nick Craig and Bill George.

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