

The **RBL** Group

USA | 2025

THE ART* OF LEADERSHIP

A leadership development experience for high potential leaders

*Accelerating Results Together

OVERVIEW

In today's dynamic and global landscape, effective leadership is paramount for achieving desired outcomes. Leaders face unprecedented challenges, emphasizing the urgent need for adept and resilient leadership.

How are you preparing your leaders?

Welcome to The Art of Leadership—an intricately designed program empowering leaders with the skills, capabilities, and business acumen essential for success in the modern business environment.

Through a blend of theoretical insights, practical applications, and interactive sessions, participants will:

- Develop strategic thinking and decision-making skills
- Enhance execution capabilities to achieve organizational goals
- Master the art of talent management and human capital development
- Elevate personal proficiency for impactful leadership
- Gain a deep understanding of the RBL Leadership Code® Model

Unlike traditional approaches that start from within, we begin “outside-in,” engaging directly with your organization's stakeholders.

Why? Because leadership is not about self-isolation; it's about serving those who rely on your guidance.

How does the program work?

Our program is designed for a seamless and impactful learning experience. It starts with a two-day in-person intensive session, bringing together up to five executives from diverse companies. Following this kickoff session, participants engage in a 360 RBL Leadership Assessment and embark on an individual or team project. This hands-on phase challenges leaders to apply their knowledge and develop essential skills for effective leadership in today's business environment. The program then wraps up with another two-day in-person learning session, where leaders reinforce their knowledge, exchange best practices, and gain exposure to new concepts.

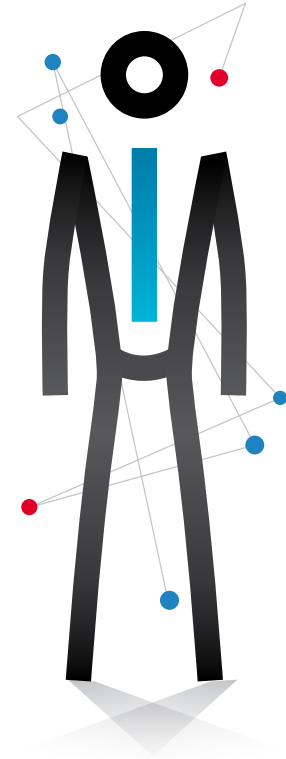
It's a comprehensive journey that ensures leaders not only learn but also apply and enhance their leadership skills for the desired results.

WHO SHOULD ATTEND

This program is tailored for aspiring and established leaders across industries who seek to elevate their leadership capabilities. It is designed for executives, managers, and professionals aiming to enhance their strategic thinking, talent management skills, and personal proficiency.

Whether you are looking to navigate complex business landscapes, drive organizational growth, or strengthen your leadership core, this program provides invaluable insights and tools for leaders at all levels.

Get in contact today to learn more about how to register.



KEY BENEFITS

RBL Leadership Code Model: Unlocking Success Across Dimensions

Developed by industry leaders and visionaries Dave Ulrich and Norm Smallwood, founders of The RBL Group, The Art of Leadership, aims to deliver a journey where expertise meets innovation, shaping leaders for success. Executives will walk away with the expertise to:



Navigate the Complex Terrain | **Strategist**

Today's leaders grapple with intricate strategic landscapes. Our program addresses this pain point head-on, providing strategic frameworks and insights to help leaders navigate complexity, make informed decisions, and drive organizational success.

Turn Vision into Reality | **Executor**

Execution is the linchpin of leadership success. "The Art of Leadership" hones in on effective execution strategies, equipping leaders to translate vision into tangible results and lead their teams to operational excellence.

Maximize Human Potential | **Talent Manager**

Talent is the heartbeat of any organization. Leaders face the challenge of attracting, developing, and retaining top talent. Our program delves into effective talent management, enabling leaders to build high-performing teams and foster a culture of continuous growth.

Nurture Organizational Growth |

Human Capital Developer

Leaders must be adept at developing human capital to ensure sustained organizational growth. This program provides tools and strategies to cultivate a dynamic, adaptable workforce, positioning your organization for long-term success.

Lead from Within | **Personal Proficiency**

Leadership starts with self. The program emphasizes personal proficiency, helping leaders develop self-awareness, resilience, and emotional intelligence. Strengthen your inner leadership core to inspire and guide others with authenticity and impact.

A program created by thought leaders for top *future leaders*.

Our curriculum draws inspiration from our best-selling books, “Leadership Brand” and “The Leadership Code.” These thought-provoking perspectives integrate the latest research on what constitutes effective, customer-focused leadership.

The Art of Leadership program is shaped by two true visionaries and founders of The RBL Group:

Norm Smallwood An authority in business and leadership development, Norm Smallwood focuses on building “outside-in” organizations, leadership, and people capabilities that measurably impact market value.

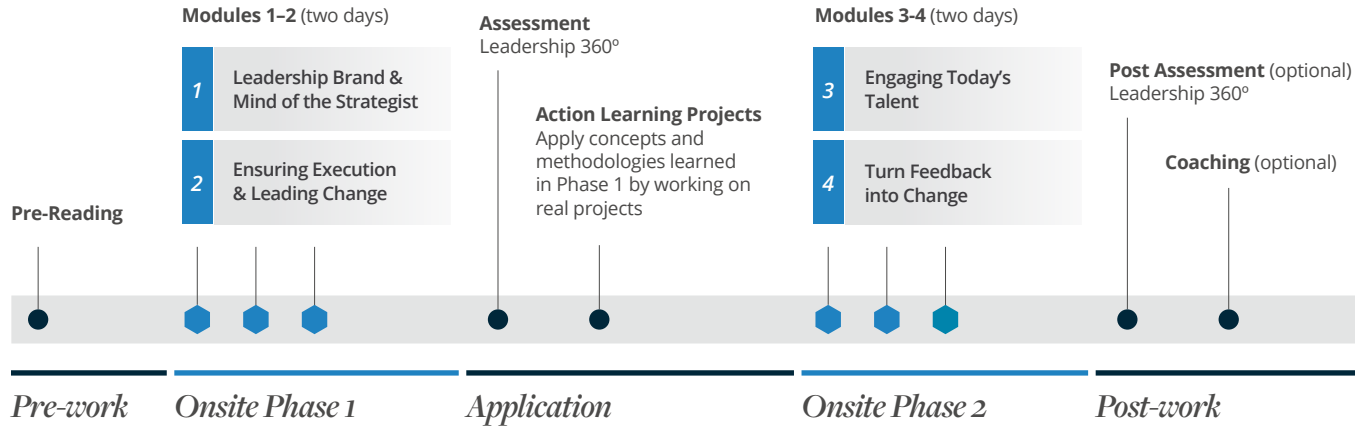
Dave Ulrich Globally recognized as a leading business thinker and considered to be the “Father of Modern HR,” Dave Ulrich’s passion lies in ideas that make a real impact on leadership and management.

*Are you ready to redefine leadership, unlock your potential,
and create a brighter future for your organization?*

**Join us for “The Art of Leadership” program, where
leadership becomes an art form worth mastering.**



PROGRAM TIMELINE



ONSITE LEARNING

Three to five high-potential leaders from your team will come together to collaborate with representatives from six companies during two intensive onsite learning sessions facilitated by RBL faculty. The two onsite sessions last for two days scheduled one month apart.

During these encounters, we will introduce and deep dive into core models, frameworks, and practical tools for leadership excellence in a competitive. The program's thoughtful design promotes the exchange of best practices among team members and teams across companies, fostering a dynamic learning environment that extends beyond individuals and individual companies. Join forces, share insights, and elevate leadership proficiency through collaborative discovery.

PHASE 1: Leadership from the Outside-In

Module 1

**Leadership Brand
& Mind of the
Strategist**

Module 2

**Ensuring
Execution &
Leading Change**

PHASE 2: Developing Talent for Today and Tomorrow

Module 3

**Engaging
Today's Talent**

Module 4

**Turn Feedback
into Change**

PHASE 1: Leadership from the Outside-In

1

Leadership Brand & Mind of the Strategist:

Creating stronger leadership and a vision for the future

Leadership Brand is pivotal for inspiring confidence in investors, customers, and employees. During this session executives will cultivate a forward-looking approach, aligning organizational direction and teams. This involves adopting a customer-centric view, effective storytelling, and strategic capability building.

2

Ensuring Execution & Leading Change:

Translating strategy into action

Cultivating employee engagement is a critical factor in achieving impactful results. Leaders must craft a cohesive direction, communicate effectively, provide necessary resources, and foster a positive work environment. During this session executives become adept at ensuring that individuals remain actively involved in the execution of organizational goals.

TRANSFORMATION THROUGH APPLICATION

Learning is not just about knowledge acquisition; it's about transformation through application. At RBL, we understand that classroom learning is vital, but to truly embrace the ART of leadership, knowledge must be put into practice every day. That's why, in addition to our four days of immersive learning, we empower our leaders to apply their newfound insights and skills beyond the classroom by:

LEADERSHIP CODE 360 ASSESSMENT

Participants will have the opportunity to participate in The Leadership Code 360 Assessment, this tool gathers feedback from varied perspectives, fostering self-awareness and identifying growth areas. From the report, leaders can craft targeted development plans, aligning their approach with organizational goals. The result is enhanced stakeholder relationships and a results-driven leadership focus.

ACTION LEARNING

Between Phase 1 and Phase 2 of the program, participants may choose to embark on a hands-on journey by undertaking individual or team projects. This encourages participants to directly apply key concepts, theories, and skills acquired during the program to address their team and organization's unique challenges. This project phase serves as a practical bridge, transforming theoretical knowledge into actionable insights.

PHASE 2: Developing Talent for Today and Tomorrow

3

Talent Manager: *Engaging Today's Talent*

Master the Talent Manager role, vital for sustaining engagement. The emphasis is on fostering a work environment that enhances productivity and morale. Talent managers align organizational direction, communicate effectively, and provide essential resources. This session equips participants to create a positive culture, ensuring teams are actively engaged in achieving results.

4

Turn Feedback Into Change: *Building from strengths and opportunities*

The pursuit of Personal Proficiency, leaders embark on a journey to unleash their full potential. This session involves introspection and self-improvement based on the RBL Leadership Code™ 360 feedback and results desired. Armed with this knowledge, leaders can construct a tailored development plan that prioritizes goals aligned with their strengths, fostering a pathway to personal and professional excellence.

LIMITED SPOTS AVAILABLE!

Limited to just 6 companies, each with a maximum of five participants, individual applicants are also welcome. Don't miss this opportunity to elevate your leadership!

Secure your spot now and unravel the path to transformative leadership excellence.

For more information, contact Isabel Mayoral at imayoral@rbl.net

Additional dates and locations can be available upon request, subject to interest from local markets.

2025 Program Dates

Cohort 1	Session 1	Session 2
Miami, FL	February 11 & 12	March 18 & 19
Cohort 2	Session 1	Session 2
Miami, FL	May 5 & 6	June 12 & 13

Cost per company: USD\$2,500/participant, USD\$10,000 (5 participants)

Includes all program fees, materials, group coaching sessions and Leadership Code 360 group/individual feedback reports.

Single Participants: Possible to attend as a single participant.

The Learning Application Project will be done as an individual.

Act swiftly – your leadership evolution awaits!

RESERVE YOUR TABLE NOW!