

JUMPSTART YOUR LEADERSHIP



# 90 DAY LEADER

12 WEEK EXPERIENCE



HELLO@90DAYLEADER.COM

# CONTENTS

## WHY 90 DAY LEADER?

**The Problem:** What's wrong with the way we develop new leaders?

**The Solution:** What makes 90 Day Leader an effective program?

**The Experience:** What's the new leader experience like?

## THE 12 WEEK EXPERIENCE

**The Three Goals:** Our three main areas of leadership development.

**The 12 Weeks:** A breakdown of each of the twelve weeks.

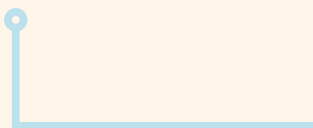
**The 90 Day Leader Toolkit:** The bonus tips and tools you'll get right of the bat.

## LET'S GET STARTED

**The Cost:** How much the 90 Day Leader program costs (and ways to pay).

**The Onboarding:** How we set up our cohort attendees for success.

**Your First Step:** How to get started.





# Why 90 Day Leader?

# THE PROBLEM

**“82% of new leaders  
are “accidental.”**

-Chartered Management Institute

More than 2M people are promoted to leadership every year. But being a stellar contributor doesn't prepare you to be a stellar leader. And because it's a totally different skill set (that's rarely developed prior to promotion), half of those 2M newly promoted leaders report that they are struggling or entirely failing.

90 Day Leader combines a proven leadership curriculum curated from thought leaders like Patrick Lencioni with weekly, virtual cohorts to give new leaders the knowledge and practical-training they need to be successful.

It matters because when leaders flourish, businesses (and their humans) flourish.



[www.90dayleader.com](http://www.90dayleader.com)

# THE SOLUTION

## Don't just teach...train.

There's plenty of resources to learn more about leadership. What 90 Day Leader does is create actually good leaders, that not only have the tools they need but know how to use them well.

That's why we combine curated content with personalization guides, culminating in our "secret sauce" which is the weekly cohorts.

Every week our cohorts get a tool they need, they personalize how they use it, and they practice it in a safe and constructive environment.

The result is actually good leaders in 90 days that drive better retention, results, and flourishing for their organizations.

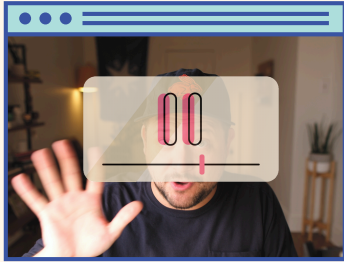


# THE EXPERIENCE

## WEEKLY FLOW



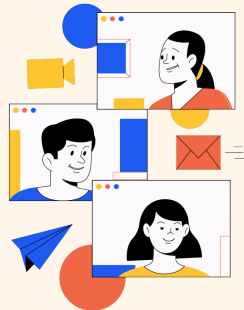
17 MIN VIDEO



PERSONALIZATION GUIDE



VIRTUAL COHORT



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# SOME KIND WORDS

**“I’ve received executive coaching and attended countless professional development offsites, but what sets the 90-day Leader program apart is its focus on transformation, not just information.”**

**-Andy Kim | InterVarsity**

**“90 Day Leader has been amazing for my leadership skills. Not only have I learned so much from the content and videos but I’ve gotten to practice those skills in our weekly meetings and get feedback from other leaders in other organizations.”**

**-Paige Cash | Avad3**



# The 12 Week Experience



# THE THREE GOALS

## HEALTHY TEAM

The foundation of a flourishing team starts with its health and cohesion. There's real tools new leaders can learn to use to be stellar builders of healthy teams.

## CLEAR TEAM

More than being a great individual contributor, teams need leaders to be stellar creators of clarity. Clarity is what allows individuals to reach as close to 100% of their unique contribution as possible.



## PRODUCTIVE TEAM

On the basis of a healthy and clear team, there are real ways leaders can drive their people to boost productivity and fulfillment at the same time.



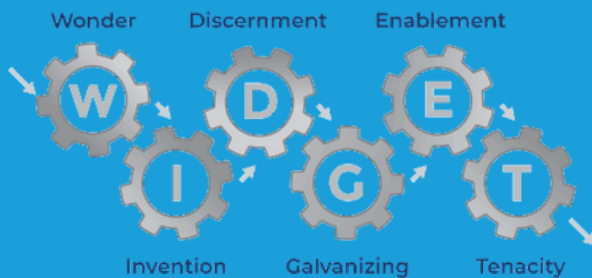
[www.90dayleader.com](http://www.90dayleader.com)

# THE TWELVE WEEKS

## Week One

### THE 6 FUNDAMENTAL ACTIVITIES OF WORK

+ Your Personal Leadership Profile



**Core Model** - The 6 Types of Working Genius

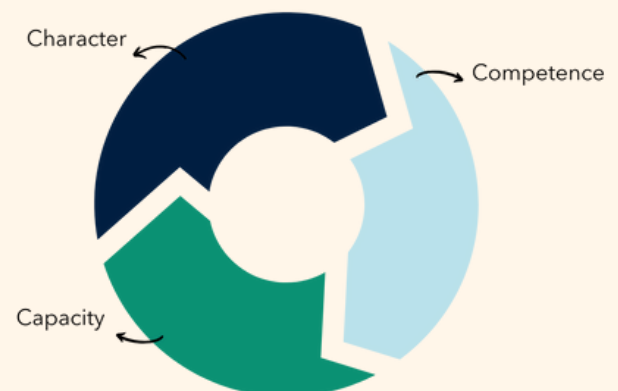
**Description** - A live, virtual 90 minute kickoff with multiple cohorts in a main session plus breakout sessions to explore profiles with just your cohort.

## Week Two

### WHAT IT TAKES TO BE A GOOD LEADER

**Core Model** - The Three C's

**Description** - Tools and practices for assessing and developing character, competency, and capacity.



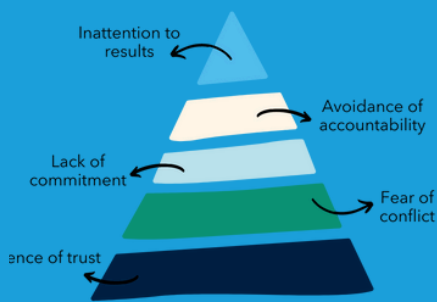
# THE TWELVE WEEKS

## Week Three

### THE FOUNDATION OF A FLOURISHING TEAM

#### THE FIVE DYSFUNCTIONS OF A TEAM

by Patrick Lencioni



**Core Model** - The 5 Dysfunctions of a Team

**Description** - Better defining and developing trust, conflict, commitment, and accountability all towards the goal of getting maximum results.

## Week Four

### THE CONFLICT "SWEET SPOT"

**Core Model** - Conflict Continuum

**Description** - Finding the "sweet spot" between artificial harmony and unproductive debate.

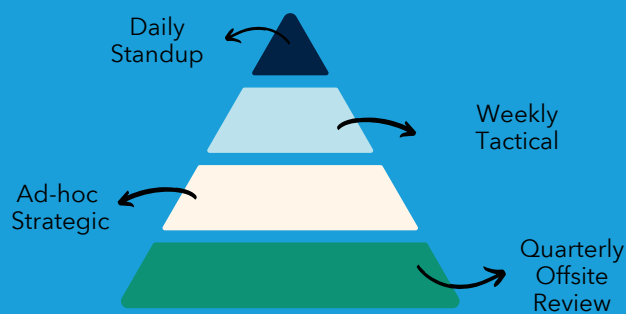
#### THE CONFLICT CONTINUUM



# THE TWELVE WEEKS

## THE FOUR TYPES OF MEETINGS

by Patrick Lencioni



## Week Five

### THE FOUR TYPES OF MEETINGS

**Core Model** - Death by Meeting

**Description** - How to lead meetings that save you time and foster better decisions and communication.

## Week Six

### THE FOUR ROLES IN EVERY PROJECT

**Core Model** - RACI

**Description** - How to clarify roles to foster collaboration, accountability, and drive good results.

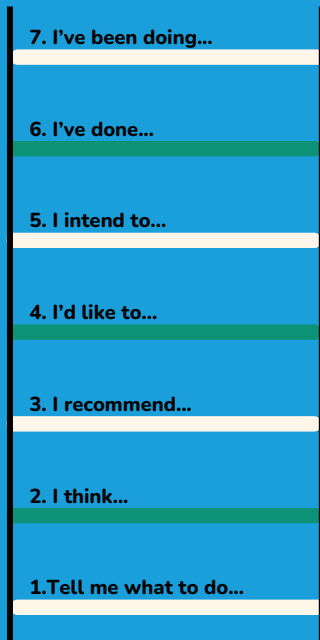
**R**esponsible

**A**ccountable

**C**onsulted

**I**nformed

# THE TWELVE WEEKS



## THE LEADERSHIP LADDER

## Week Seven

### GETTING GOOD AT DELEGATING

**Core Model** - The Leadership Ladder

**Description** - Assessing team readiness for responsibilities, and practices for good delegation.

## Week Eight

### GIVING REALLY GOOD FEEDBACK

**Core Model** - "Curiosity, not Judgment" | SKS | McKinsey Feedback Framework

**Description** - Tools and practices for giving feedback that drives results, and actually boosts fulfillment and retention.

### MCKINSEY FEEDBACK MODEL

1. Action/Event/Behavior
2. Impact
3. Suggestion

# THE TWELVE WEEKS

- Why do we exist?
- How do we behave?
- What do we do?
- How will we succeed?
- What's most important right now?
- Who must do what?

## Week Nine

### GOOD GOAL-SETTING

**Core Model** - S.M.A.R.T

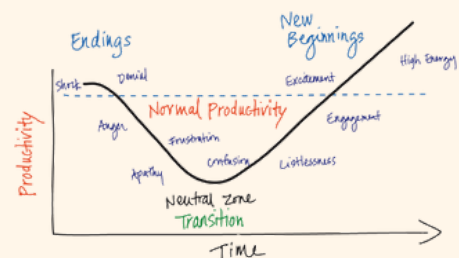
**Description** - How to decide on, set, and communicate goals to drive individual and team success.

## Week Ten

### LEADING CHANGE AND TRANSITION

**Core Model** - Managing Transitions

**Description** - Understanding the three phases of transition, and developing tools to lead through them effectively.



# THE TWELVE WEEKS



## Week Eleven

### MAX OUT RESULTS

**Core Model** - “The Three Best Productivity Practices”

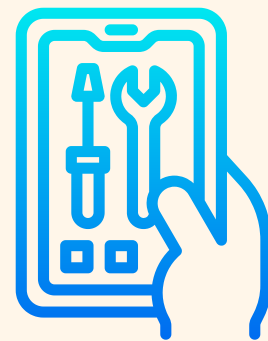
**Description** - Learning to both lead and contribute well, and foster an environment where others can do the same.

## Week Twelve

### WHERE TO GO FROM HERE

**Core Model** - The 90 Day Leader  
Toolkit/Resource Library

**Description** - Wrapping up the tools and concepts and providing a good path for ongoing learning and development.





**Let's Get Started**



# THE COST



**\$3,750** total

**\$1,250** per month

\*\$1,250 due at sign up to secure seat

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## Ways to pay

**1**

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Pay via ACH

**2**

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Pay via Credit Card

**3**

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Pay via Check



email [hello@90dayleader](mailto:hello@90dayleader) for questions and links to process payment

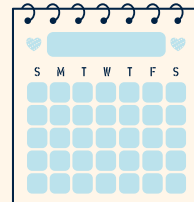
# THE ONBOARDING



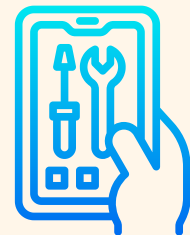
**45 MIN ONE-ON-ONE  
INTRO & COACHING**



**ONBOARDING GUIDE WITH  
DATES, TIMES, LINKS,  
AND TIPS**



**INSTANT ACCESS TO 90 DAY  
LEADER TOOLKIT & SLACK  
COMMUNITY**



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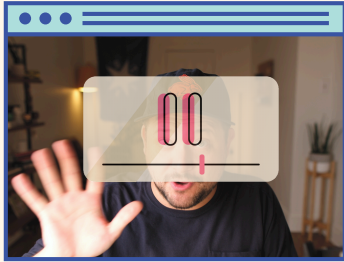


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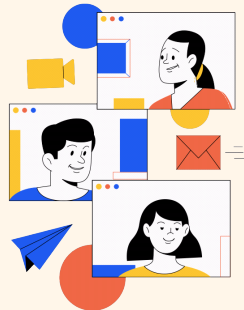
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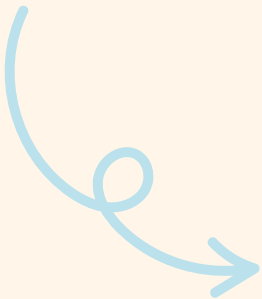
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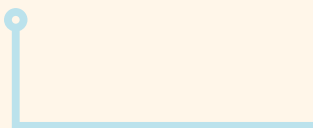
# GET STARTED



**CLICK HERE**



[90dayleader.com/discovery](https://90dayleader.com/discovery)



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# Hello!

The beginning of my leadership journey was beyond daunting. I went from hating meetings to having to lead them. I was scared of conflict, and now conflict was a critical component to my job.

I would consume books, podcasts, and mentoring conversations as often as possible, but it was years before I felt like I had a complete enough toolkit to be successful every day.

We started 90 Day Leader to jumpstart the leadership journey, because when leaders flourish so do our businesses (and their humans).



**-Craig Denison | Founder**



go to [90dayleader.com](https://90dayleader.com)

to grab seat(s) in an upcoming cohort,  
and jumpstart the leadership journey.