



COURAGEOUS LEADERSHIP ALLIANCE, INC.

UNIQUE CAPABILITY SUMMARY

At Courageous Leadership Alliance, we pride ourselves on a unique set of capabilities that distinguish us as leaders in leadership development and organizational transformation. Our comprehensive range of services empowers individuals and organizations to reach their full potential. Here's a snapshot of our unique capabilities:

Courageous Leadership Alliance INC. - Your Trusted Subject Matter Experts

At Courageous Leadership Alliance INC., we bring an impressive wealth of experience and expertise to the table. As distinguished subject matter experts, we have successfully navigated both the industry and government landscapes, making a lasting impact at every level of command. Our proven track record extends to our pivotal role as subject matter experts for both the U.S. Air Force and U.S. Space Force development portfolios.

Our Contributions:

- 1. Space Force and Air Force Development:** Courageous Leadership Alliance has been entrusted with delivering a remarkable 200+ hours of contracted expertise. We have played a pivotal role in shaping the Space Force enlisted development continuum while revitalizing the Air Force enlisted continuum. Our insights and input have significantly contributed to these vital programs.
- 2. Senior Officer Development:** As mentors for crucial programs like the Leadership Development Course (LDC) and the Group and Squadron Command courses, we have honed the leadership skills of senior officers. We take pride in nurturing the next generation of leaders.
- 3. Chief of Staff of the Air Force CORONA Red Team:** Our esteemed President holds a prestigious position as a member of the Chief of Staff of the Air Force CORONA Red Team. This group of retired senior leaders plays a critical role by providing strategic advice to the Chief of Staff of the Air Force, shaping the direction of the U.S. Air Force.

At Courageous Leadership Alliance, we take pride in being at the forefront of research-based leadership and development. Our mission is to empower individuals and organizations with uniquely developed, research-driven curricula that foster excellence in leadership. What Sets Us Apart:

- **Research-Based Curriculum:** Our foundational differentiator is our commitment to research-based curriculum. We understand that leadership is not a one-size-fits-all concept, and our programs are meticulously crafted based on empirical research, ensuring their effectiveness in diverse settings.
- **Subject Matter Experts:** Our strategic positioning within the Department of Defense (DoD) has enabled us to become recognized subject matter experts in the field of leadership development. This valuable insight allows us to create programs that align with the specific needs of government agencies and industries.
- **Industry and Government Testing:** We take pride in the rigorous testing of our programs within both industry and government environments. This practical validation ensures that our leadership solutions are not just theoretical but deliver tangible results.
- **SDVOSB Certification:** Courageous Leadership Alliance is proud to hold certification as a Service-Disabled Veteran-Owned Small Business (SDVOSB). This designation empowers our clients with the ability to pursue sole-source or set-aside contracts under the SDVOSB program.

Our Commitment:

In accordance with the Small Business Administration (SBA) regulations, including 13 C.F.R. 125.19 and 125.20, contracting officers have the flexibility to award sole-source or set-aside contracts to SDVOSBs when specific conditions are met. We are dedicated to facilitating government and industry partnerships by providing specialized, research-backed leadership solutions.

At Courageous Leadership Alliance, we pride ourselves on being your all-encompassing partner in leadership development. We bring a distinctive blend of capabilities to the forefront, covering a wide spectrum of leadership needs and goals.

Here's what sets us apart:

- 1. From Front Line to Senior Leadership:** Our expertise spans the entire leadership hierarchy. Whether you're nurturing your frontline supervisors or preparing senior leaders for strategic responsibilities, we have tailored programs that empower and inspire at every level.
- 2. ICF Certified Coaching:** We offer ICF (International Coach Federation) certified coaching services. Our certified coaches bring out the best in your leaders, helping them reach their full potential.
- 3. Resilience Programs:** Our resilience programs are top-rated for a reason. They equip your team with the emotional and mental fortitude to face challenges head-on and thrive in demanding environments.
- 4. Industry-Recognized Certifications:** Our courses lead to industry-recognized certifications, giving your leaders the validation, they need to excel in their roles.
- 5. Comprehensive Assessments:** We utilize top-level assessments that provide invaluable insights into your team's strengths and development areas.
- 6. On-Demand Learning:** Our industry-approved on-demand courses are designed for convenience and effectiveness. Learn at your own pace without compromising on quality.
- 7. Research-Based Workshops:** Our in-person workshops are backed by extensive research. They offer immersive experiences that drive meaningful change within your organization.
- 8. Tailored Organizational Development:** We understand that every organization is unique. Our programs are adaptable and can be tailored to your specific needs, ensuring they align perfectly with your organizational goals. In essence, Courageous Leadership Alliance is not just a provider of leadership development; we are your one-stop solution for cultivating a culture of inspired, capable, and resilient leaders. When you partner with us, you gain access to a vast array of resources, expertise, and strategies that make your leadership journey both impactful and rewarding.

Empathetic Leadership Certificate Program:

At Courageous Leadership Alliance, we understand that empathetic leadership is not just a skill; it's a fundamental cornerstone of effective and impactful leadership. That's why we're thrilled to introduce our comprehensive Empathetic Leadership Certificate Program. With 50 hours of research-based training spanning across 10 modules, this program equips you with the tools, knowledge, and mindset needed to excel as an empathetic leader.

Studies Show Empathy is the Most Important Leadership Skill

Are you ready to embark on a transformative leadership journey? Our Empathetic Leadership Certificate Program is meticulously designed to cater to supervisors, managers, and executive leaders, whether you're seasoned or just beginning your leadership journey. In fact, anyone aspiring to a leadership role can greatly benefit from this program.

Program Highlights:

- **Flexible Delivery:** We offer both in-person and virtual options to cater to your specific needs. Choose the format that suits your schedule and learning style.
- **Research-Backed:** Our program is grounded in extensive research, ensuring that the content is not only insightful but also proven to be effective in real-world leadership scenarios.
- **Comprehensive Curriculum:** Across 10 modules, you'll explore every facet of empathetic leadership, covering areas like effective communication, team dynamics, problem-solving, and more.
- **Hands-On Learning:** We believe in learning by doing. That's why our program includes practical exercises and real-life case studies, allowing you to immediately apply your newfound skills.
- **Expert Instructors:** Learn from seasoned leadership experts who are dedicated to helping you succeed and make a real impact in your organization.
- **Certificate of Excellence:** Upon successful completion of the program, you'll receive our prestigious Empathetic Leadership Certificate, a testament to your commitment to leadership growth.

What You Can Expect:

- **30-Day Self-Paced Post Training:** Dive into the heart of Empathetic Leadership with our comprehensive guide, "Empathetic Leadership" by Todd Simmons (270 pages). It's your go-to resource for the course and beyond.
- **Learning Modules:** Engage with our expertly crafted curriculum comprising ten learning modules. Choose between 1-3 day in-person boot camps or participate in live, instructor-led virtual cohorts. You'll also be responsible for supplementary readings, exercises, and insightful reflection questions.
- **Real-World Application:** Our instruction isn't just theoretical. We provide you with real world examples and actionable insights that bring measurable change to your organization. Everything you learn can be tailored to fit your unique workplace.
- **Personality Assessments:** To gain a deeper understanding of yourself and your team, you'll receive one of the following assessments: True Colors, MBTI, DISC, EQ 2.0, or BIG 5

What You Will Master:

- **Effective Communication:** Learn how to connect and communicate with your team to create a harmonious work environment that fosters positivity and a sense of community.
- **Accountability with Respect:** Discover how to hold yourself and your employees accountable in a way that builds trust and respect within your organization.
- **Empathy as Culture:** Cultivate an empathetic organizational culture that promotes effective problem-solving and sparks innovation.
- **Employee Engagement:** Develop programs and policies as an empathetic leader that truly engage and motivate your employees.
- **Shared Vision:** Enhance your organization's shared vision by harnessing the individual strengths and goals of your team members.

Foster a Culture of Courage: Join Our Courageous Culture Training Program

At Courageous Leadership Alliance, we firmly believe that a courageous culture is the cornerstone of a resilient, innovative, and future-oriented organization. That's why we're excited to introduce our comprehensive Courageous Culture Training Program.

Program Highlights:

- **Designed for All Leaders:** Whether you're a new or seasoned supervisor, manager, executive leader, or someone aspiring to take on a leadership role, this program is tailored to suit your needs.
- **Multi-Modal Delivery:** Choose the delivery format that works for you, with options for inperson boot camps or live instructor-led virtual cohorts.
- **Comprehensive Learning:** Our program spans ten engaging modules, providing you with realworld examples, actionable strategies, and measurable outcomes.
- **Psychological Safety:** Discover how to cultivate psychological safety within your organization, leading to higher employee retention, improved performance, and a continuous flow of innovative ideas.
- **Trust and Communication:** Learn the art of building trust and implementing effective communication throughout your organization, creating a culture of open dialogue and collaboration.
- **Post-COVID Adaptability:** In a post-COVID workplace, discover how to engage and motivate your employees, fostering a culture of adaptability and resilience.
- **Coaching Programs:** Implement coaching programs that lead to long-term success and a profound understanding of business acumen, elevating your leadership skills.
- **Critical Thinking:** Explore leadership strategies that encourage critical thinking and effective problem-solving, preparing your organization for future challenges.
- **Inclusivity and Diversity:** Create an inclusive and diverse organizational culture that fosters a sense of belonging and loyalty, aligning with the values of the modern workplace.

This program is more than just training; it's a journey toward fostering a courageous culture that propels your organization into a bright, innovative future. Join us in building a culture that's resilient, innovative, and future-oriented.

The Warrior's Walk Resilience Program: A Journey to Resilience and Leadership

The Warrior's Walk course is an inspiring 2-mile odyssey, purposefully designed to empower warriors with a unique blend of individual and team-centered activities. This transformative experience features self-reflection, engaging exercises, guided discussions, and the culminating "campfire" group experience. The goal is to equip warriors with the tools to enhance their resilience, sharpen their leadership skills, and excel as effective team members in their professional endeavors.

- **Custom Stations for Personal Growth:** Explore a series of 8 to 12 tailored stations, each focused on cultivating mindfulness, resilience, and fostering deeper connections. These stations provide opportunities for self-discovery, growth, and transformation.
- **Exclusive Warrior's Walk Swag:** As a participant, you'll receive a Warrior's Walk T-shirt, a Medal of Completion to honor your journey, and a Journal designed to guide you through exercises and self-reflection.

The Warrior's Walk is more than a course; it's a profound journey towards personal and professional development. Join us and discover the resilient warrior within, ready to conquer challenges and thrive in the face of adversity.

As you explore our services and discover the potential for transformation within your organization, we invite you to peruse our comprehensive course catalog and capability statement. These resources provide a deeper understanding of the wide array of programs and expertise we bring to the table. At Courageous Leadership Alliance, our commitment is to your leadership growth and organizational success. Let's embark on this journey together, redefining leadership, fostering resilience, and embracing a brighter future. Contact us today and take the first step toward a more inspired and empowered leadership culture. Your journey begins here.

CLA Revitalized: The Dynamic Power of CCL Integration

CCL, Center for Creative Leadership, is a globally recognized provider of executive education and leadership development that can transform you as a leader. Their approach offers research-based and practical solutions that can help you understand yourself, manage your teams effectively, and tackle complex organizational challenges.

Through the dynamic power of CCL's integration, Courageous Leadership Alliance, INC. provides cutting-edge strategies, tools, and training programs that enable you to not only grow professionally but also personally and achieve collective success with confidence. With CLA, you can unlock your full leadership potential, spearhead societal advancement, and become the best leader you can be. Your success will benefit not only you but your team and society as a whole.

Our leadership services grow the capacity, behaviors, skills, and competencies at all levels of your organization. We offer individual, team, and organization-wide leadership solutions – programs, training, coaching, and services to strengthen your culture – all based on your values, mission, and business goals.

What makes our leadership development programs among the best in the world? All of our award-winning leadership training features:

- **Personalized Attention:** Both our in-person and virtual programs have high faculty-to-participant ratios and ensure a highly individualized focus.
- **Assessment Feedback:** Many courses leverage 360 assessments to provide a full picture of current strengths and areas for future growth.
- **Research-Based:** All content in our leadership programs is time-tested and informed by evidence, rigorous research, and our experience in the field.
- **Experiential Learning:** Engaging, interactive activities and breakout sessions offer the chance to practice new behaviors and learn by doing.
- **Psychological Safety:** An intentionally structured, feedback-rich environment allows for candid sharing, experimentation, and learning from mistakes.
- **Goal-Setting:** Ample time is set aside for reflection to ensure a plan is developed for integrating lessons learned into everyday life after the program.
- **Peer Learning:** Frequent interactions with others create opportunities for mutual support in discussing shared challenges and strengths.
- **Holistic Approach:** Our leadership programs emphasize the importance of authenticity, value alignment, self-awareness, and whole-person wellbeing.
- **Skillsets & Mindsets:** The learning experiences in our leadership training courses foster the skills, perspectives, and attitudes leaders need to succeed.
- **Ongoing Support:** Continued learning, sustained support, and various CEUs, credits, and social media badges are offered to alumni of our programs.

All of our leadership programs and courses are specifically tailored to the challenges faced and skills needed to succeed at each level of the organization – whether a leader is just starting out, managing from the middle, or running an entire organization:

- **Senior Leaders:** Executives leading functions, divisions, or entire organizations.
- **Mid-Level Leaders:** Leading a team and reporting up to senior leaders.
- **Frontline Leaders:** Managing one or more direct reports.
- **Individual Contributors:** Leading yourself, spanning boundaries, and influencing in any capacity, department, or division within the organization.



Partner with us to craft your own custom-tailored leadership training programs and workshops that hone the competencies needed to succeed in your organization's unique context and culture.

Featured Workshops:

- **Boundary Spanning Leadership** will equip individuals and teams to increase collaboration, tear down organizational silos, and spark new levels of productivity, efficiency, and innovation.
- **Creating Accountability** focuses on developing intellectual awareness for accountability, providing tools and skills to make stepping up to ownership easier.
- **Delegating Effectively** focuses on creating an environment based on trust and establishing a rapport with colleagues to delegate successfully.
- **Direction, Alignment, Commitment** focuses on a framework that enables individuals to work together as a cohesive group to produce collective results – results they could never achieve working as individuals.
- **Feedback That Works** teaches our simple, powerful, and effective feedback model that enables your employees to give and receive focused, productive feedback.
- **Influence** helps leaders quickly grasp the fundamental principles of effective influence, build their self-awareness, and become equipped with the tactics to do so.
- **Leading People Through Change** focuses on developing communication, collaboration, and commitment strategies which helps leaders align their team, peers, boss, and organization with their change efforts.
- **Learning Agility** provides tools and skills to become more learning agile, putting participants on the path to making the most of their experiences and position themselves to succeed when faced with new, challenging situations.
- **Listen to Understand** provides tools and skills to learn and practice effective listening, which leads to fewer misunderstandings, resolves more conflicts, and wastes less time.
- **Step up to Conflict** teaches how to recognize and understand our own conflict “triggers” and understand how different values may contribute to conflict. It allows us to practice active and passive positive responses to conflict in the workplace and apply the strategies to a workplace conflict situation.
- **Talent Conversations** equips leaders with the knowledge, skills, and tools to effectively deliver talent conversations that engage both leaders and employees.

Featured Program - Lead 4 Success™

Lead 4 Success™ is a robust 2-day training program representing the essence of the Center for Creative Leadership's (CCL®) leadership content. The program focuses on the 4 core competencies required of all leaders.

Leaders at different levels of the organization face different business challenges but there are four fundamental Leadership Skills needed at each. These skills are considered fundamental because they cannot be delegated. Leaders have to be able to develop these components themselves.

Self-Awareness	Influence	Communication	Learning Agility
Understanding of who they are and what they have to offer	Power to persuade others to act on a vision	Ability to establish shared understanding with others and convey a vision for addressing challenges	Capacity to absorb new information, process it and use it to meet new challenges quickly and decisively

Benefits for Participants:

- Real-world application of four fundamental skills to your leadership challenge.
- Use of Frameworks that drive self-awareness and goal attainment.
- Benchmarks 48 behaviors across four fundamental skills and encourages reflection and increased self-awareness critical to leader development.
- Practice applying the fundamental four skills with other leaders in realistic, challenging scenarios.
- Learn more and faster using hands-on, collaborative team activities to build self-awareness, learning agility, influence, and communication.

Learning Objectives:

- Use the principles of self-awareness to make conscious decisions about leadership behavior that contribute positively to your brand and reputation.
- Continuously identify opportunities for growth through learning agility behaviors of seeking, sense-making, internalizing, and applying.
- Increase leadership influence by building trust and leveraging networks to lead others in your chosen direction.
- Effectively communicate through active listening, gathering and delivering feedback, and creating a vision that others hear and remember.

Featured Program - Better Conversations Every Day™

Four Core Behaviors to Better Conversations Every Day™



Develop Coaching Skills to Create a Better Culture

Our Better Conversations Every Day™ (BCE) program starts with a simple yet transformative premise: that better culture starts with better conversations. No matter the size of your organization, BCE helps build coaching skills, drive business outcomes, and create lasting change at scale.

BCE's impact transcends that of a typical coaching skills program. It's for everyone and every single conversation – from the front desk to the corner office. This scalable coach training for leaders creates a common mindset, skillset, and language and equips your people with the expertise, tools, and motivation to break down silos and bring your business strategy to life.

Our Approach to Developing Coaching Skills

The Better Conversations Every Day™ approach is simple, evidence-based, and practical. You learn a core behavior and practice the types of conversations that build stronger relationships through trust, fuel collaboration, and enable better business outcomes. Participants build their coaching skills and see results in real time as they make progress on actual workplace challenges.

Outcomes from Our Coach Training for Leaders

Imagine a workforce with the courage and skill to unearth truth, grapple with difficult issues, unlock collaboration, and create liberating space for discovery and action – in real time, while doing real work.