



WHAT IS BOOT CAMP?

Join ConantLeadership for a transformational 27 hour immersion into the craft of leadership guided by Former Campbell Soup Company CEO and Top 15 Global Leadership Guru, Doug Conant. In this intensive and deeply personal exploration of your own principles, codes, and competencies, you will create the blueprint for **the most essential tool of your leadership journey: your personal leadership model**. Doug believes that developing his own model, the ConantLeadership Flywheel, has been the most significant and powerful contributor to his leadership journey over his lifetime. **This is your opportunity to have the same experience under the personal tutelage of an experienced Fortune 500 CEO.** And to raise your game monumentally.



A ONCE-IN-A-LIFETIME ADVENTURE

Are you ready to take this first step towards fundamentally lifting the trajectory of your leadership? **This will be an exclusive adventure for true champions of leadership that works:** the leadership-obsessed. The passionate and purpose-driven. The high-performers who are committed to making a greater impact in the lives of the people with whom they live and work.

In this energetic boot camp, participants will be challenged, provoked, and enlightened as they explore tough questions and unearth career-altering insights. Working in intimate groups with a community of your peers, Doug will steward you through the work you need to do on the inside so you can help build a better world on the outside. Through a series of field-tested exercises, **you will create an authentic and integrated approach to your craft that will empower you to lead better in every single moment of your lifelong leadership journey.**

Attendees will emerge from this experience armed with the tools needed to continue to develop their model exponentially throughout the course of their lifetime. Participants will receive personalized ongoing instruction, coursework, and guidance from Doug Conant through an enlightening but rigorous pre- and post-program curriculum of correspondence, video submission, reading, and collaborative group work.

“ Doug’s words are insightful and inspiring. His approach . . . was immediately actionable and practical. ”
Google


 **Apply Now!**
conantleadership.com/bootcamp

JOIN US!

A 27 hour in-person commitment.

A year-long journey of personalized mentorship from Doug Conant.

See final page for a detailed agenda.



OCTOBER 14-15, 2016

Philadelphia, PA

BOOT CAMP: Transforming Leaders from the Inside Out



WHY YOUR OWN MODEL?

Leadership is the art and science of influencing others. It can be tough. Even unforgiving. But when approached with appropriate care, leadership becomes a high-performance craft: an elegant and highly-effective expression of your character and competence, improved and mastered over time.

The pursuit of leadership mastery begins with the lesson that leadership is an inside-out discipline. Studying other leaders is crucial – but in the heat of the moment, when you must make the best decision on-demand, you can't rely on the actions of others. To make the biggest impact, you need an authentic model that reflects your specific experiences, beliefs, and philosophy. **Your model is your leadership fingerprint: profoundly unique and belonging only to you. To leave a lasting imprint, crafting your model is the most important step you can take towards achieving meaningful breakthrough in your career.**



“ Doug Conant is a rare combination — someone who thinks like a leader and leads like a thinker. When he talks, not only does the C-suite listen, but they also take notes.”

Dan Pink, Bestselling Author & Thought Leader

WHO IS ELIGIBLE TO APPLY?

Entrance is open to the most ambitious and determined leaders in organizations of all sizes. Applicants will be screened for level of commitment; **this is an exclusive opportunity for the most devoted, high-potential managers and executives.** Once accepted, participants will be grouped with leaders of similar experience level to facilitate optimal learning.

In the spirit of continuous improvement, attendees will also become part of an exclusive alumni network of fellow leaders helping each other to refine and evolve their personal leadership models in the real world. Graduates of the program will forge lifetime relationships with their fellow cadets, providing each other with support through ongoing feedback, reflections, and discussion.

This is your chance to achieve substantial breakthrough in your leadership approach. It won't be easy. But we are committed to delivering a memorable and revolutionary experience. If you are ready to take your leadership to the next level, apply now and **let's get to work!**

Apply Now!

conantleadership.com/bootcamp

CREDENTIALS

- Founder, ConantLeadership
- Chairman, Kellogg Executive Leadership Institute at Northwestern University
- Chairman, Higher Ambition Leadership Institute
- Chairman, Committee Encouraging Corporate Philanthropy
- Former Chairman, Avon Products
- Former CEO, Campbell Soup Company
- Former President, Nabisco Foods Company

ACCOLADES

- Inc. Magazine Top 100 Leadership Speaker
- Top 15 Global Leadership Guru
- Top Thought Leader In Trust
- Inc. Magazine Top 50 Leadership Innovator
- Hootsuite Top 35 CEO on Social Media
- CMOE Top 20 Socially-Shared Leadership Blogger
- Top 12 Career & Leadership Expert



AGENDA

Pre-Boot Camp



Access to course materials for pre-reading:

- TouchPoints: Creating Powerful Leadership Connection in the Smallest of Moments
- ConantLeadership Flywheel
- Exclusive ConantLeadership resources to guide you through self-reflection

pre-program work:

- Submit handwritten letter of commitment to Doug Conant
- 15 minute introductory phone call with ConantLeadership Chief-of-Staff, Mara Katsikis
- Guided self-reflection exercises

FRIDAY, OCTOBER 14, 2016

Boot Camp

8:00-8:30 am	Arrival and Registration
8:30-9:30 am	Welcome and Orientation with Doug Conant: "Let's Get To Work!"
9:30-10:30 am	Doug Conant Instruction and Group Work The Two Vital Questions – "The Questions of the Head"
10:30-10:45 am	BREAK
10:45-12:00 am	Doug Conant Instruction and Group Work "The Three Questions of the Heart"
12:00-12:40 pm	Group Work: Profile Two Leadership Champions
12:40-1:30 pm	LUNCH
1:30-2:30 pm	Doug Conant Instruction: "Great Leaders and Their Personal Models"
2:30-4:15 pm	Individual Work: Create Your Own Model and 1-on-1 Sharing
4:15-5:00 pm	Leadership Model Presentations
5:00-5:30 pm	Doug Conant Instruction: Wrap-Up
5:30-6:00 pm	BREAK
6:00-6:45 pm	Cocktails and Intimate Fireside Chat with a High-Impact Leader from Doug Conant's CEO Network
6:45-8:00 pm	Graduation Dinner and Diploma Ceremony

SATURDAY OCTOBER 15, 2016

8:00-9:00 am	Conversation and Breakfast with Fellow Participants
9:00-10:00 am	Debrief Leadership Models with Group Mates
10:00-11:00 am	Coffee and Conversation with Doug Conant: An Informal Q&A and Coaching Session

Post-Boot Camp

Throughout the year post-program:

- Work collaboratively with quad-mates to refine models through remote digital meet-ups and phone calls every 6-8 weeks.

Q1 post-program:

- Entrance to a ConantLeadership moderated, self-governing online community exclusively for boot camp participants.
- Handwritten note to Doug sharing your revised model. You will receive personal feedback from Doug – he reads every single letter.
- Review leadership model with people with whom you live and work and apply feedback.

Q2 post-program:

- Video submission to Doug. He will respond with personal feedback on your progress.

Q3 post-program:

- Iterate on your model.
- Review evolved leadership model with people with whom you live and work and apply feedback.

Q4 post-program:

- Submit final handwritten note to Doug with evolved model and your personal reflection on the process. Each attendee will receive a handwritten reply from Doug and a "Mark the Moment" ConantLeadership medallion.