THE LEADERSHIP CHALLENGE

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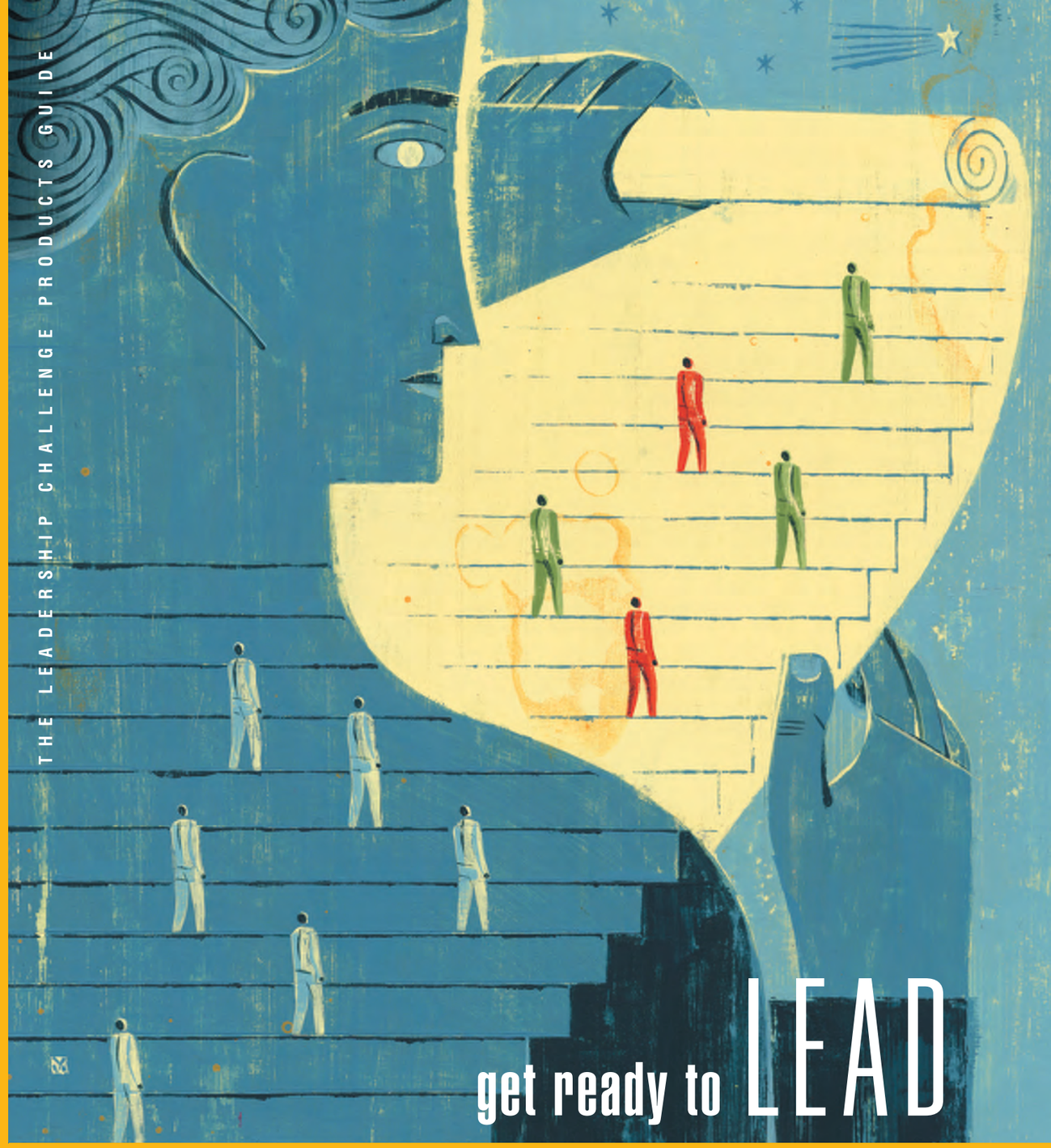
THE LEADERSHIP CHALLENGE PRODUCTS GUIDE



get ready to LEAD

A GUIDE TO THE TOOLS AND RESEARCH OF THE LEADERSHIP CHALLENGE MODEL

READ ABOUT THE PRINCIPLES, GET AN ASSESSMENT,
AND SCHEDULE A COMPREHENSIVE THREE-DAY WORKSHOP.

Order one component or the entire program.

THE Leadership Challenge® Workshop is a highly interactive, multimedia, designed learning experience that features a range of modular, customizable program options. It consists of books, a 360-degree assessment, mini-lectures, video case studies, problem-solving tasks and discussion topics, experiential learning activities, and self-development tools. You can pick and choose the components that best suit your needs, situation, or budget — begin with an introductory book or assessment or jump right in with the comprehensive Leadership Challenge Workshop. We even have experienced master facilitators ready to help you deliver the best Leadership Challenge Workshop experience possible and train-the-trainer events to help prepare you to facilitate the program.

DEVELOPING

exemplary leaders

FROM THE MOST TRUSTED SOURCE ON BECOMING A BETTER LEADER

ARE YOUR LEADERS READY TO LEAD? ARE YOU CONFIDENT THEY CAN MOBILIZE OTHERS TO TAKE ACTION IN GOOD TIMES AND BAD? CAN THEY HELP YOU INNOVATE, REINVENT, ADAPT, AND THRIVE — NOT JUST SURVIVE? ARE THEY ROLE MODELS? DO THEY INSPIRE A SHARED VISION? DO THEY CHALLENGE THE STATUS QUO, ENABLE OTHERS TO ACT, AND CARE ABOUT VICTORIES AND VALUES? GREAT LEADERS DO. GREAT LEADERS CAN. GREAT LEADERS ABSOLUTELY MUST.

Within the next decade, millions of baby boomers will leave the workforce and that means the next generation of leaders in your organization needs to get ready to lead right now. With the tools and resources of The Leadership Challenge®, your organization will have what it takes. Developed more than 20 years ago by Jim Kouzes and Barry Posner, authors of the best-selling book, The Leadership Challenge, and the 360-degree assessment tool, the Leadership Practices Inventory (LPI), this program's fundamental principles and the creators' ground-breaking thinking have withstood the test of time.

1

GET started

INTRODUCE YOUR ORGANIZATION TO THE FIVE PRACTICES OF EXEMPLARY LEADERSHIP®

LEADERSHIP IS A JOURNEY. And The Leadership Challenge is your guide. This book covers the practices leaders use to transform values into actions, obstacles into innovations, division into solidarity, and risks into rewards. It's about leadership that can turn challenges into remarkable successes. Ultimately, as the authors say, meeting the leadership challenge is a personal quest and a daily discipline for all of us. Don't wait any longer to get started.

THE LEADERSHIP CHALLENGE

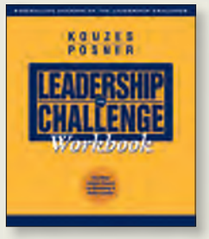
Third Edition

More than 1 million people worldwide have read this BusinessWeek best-seller. No wonder. It's packed with action plans, strategies, and case studies that offer enduring wisdom and practical insights for everyone concerned with leading. It provides an in-depth look at the principles and concepts behind The Leadership Challenge model, guiding you through The Five Practices of Exemplary Leadership:

- Model the Way
- Inspire a Shared Vision
- Challenge the Process
- Enable Others to Act
- Encourage the Heart

INFO	HARDCOVER - 495 PAGES ISBN 0-7879-5678-3	INFO	PAPERBACK - 496 PAGES ISBN 0-7879-6833-1

THE LEADERSHIP CHALLENGE WORKBOOK

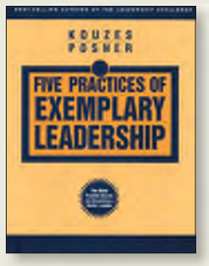


Reflect on your approach to leadership. Apply the practices and commitments to all of your projects. Record what you've learned about yourself, your team, organization, and project. This paperback, or e-book, offers a hands-on practical guide that supports your leadership success.

INFO	PAPERBACK - 144 PAGES ISBN 0-7879-6821-8

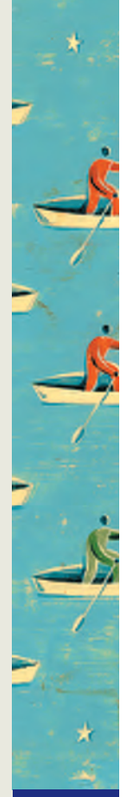
THE FIVE PRACTICES OF EXEMPLARY LEADERSHIP ARTICLE

Revised Edition



A perfect companion piece to the book, this article provides a high-level overview of the concepts covered in The Leadership Challenge book, focusing on The Five Practices of Exemplary Leadership. It's ideal for use in the beginning of a Leadership Practices Inventory (LPI) administration or coaching session and perfect for busy leaders who are short on time.

INFO	PAPERBACK - 16 PAGES ISBN 0-7879-6749-1



2

MEASURE up

UNCOVER THE STRENGTHS AND WEAKNESSES OF YOUR LEADERS

WANT EXTRA HELP FROM A QUALIFIED SPECIALIST?
Leverage the Master Facilitator's Network

To ensure that your leaders get the best possible Leadership Challenge experience, we've created a Master Facilitator's Network consisting of world-class specialists who can offer assistance in conducting The Leadership Challenge Workshop. These individuals, many of whom have worked alongside the authors themselves, are highly skilled and extremely passionate about The Leadership Challenge. Whether you work with a Master Facilitator or you plan on delivering the workshop, our authorized affiliate, Fine Points Professionals, are at your service to assist with the administration of the LPI and The Leadership Challenge Workshop. To find out more, please call toll-free: 1-877-793-9144 or visit www.finepointsprofessionals.com.

IF YOU WANT to create better leaders, you have to encourage great learners — leadership is an ongoing process. Exemplary leaders never rest on their laurels, or rely on their natural talents — they continually do more to improve themselves. They accept feedback as a gift — they trust it, value it. And what better way to uncover the hidden strengths and weaknesses of your leaders than through the Leadership Practices Inventory (LPI), a best-selling 360-degree assessment tool. More than 250,000 leaders and 1 million observers have completed it. Use our traditional paper format, or LPI Online to create effective, high-performing leaders any time, anywhere.

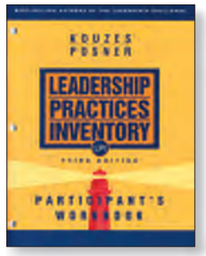
LPI DELUXE FACILITATOR'S GUIDE PACKAGE

From start to finish, this package of materials includes everything you need to facilitate the LPI program. Clear instructions guide you through the entire process. The Package includes:

- Facilitator's Guide with scoring software, visuals, and forms on CD-ROM
- Sample copies of all participant materials
- Five Practices of Exemplary Leadership article
- The Leadership Challenge Card and Poster
- One copy of The Leadership Challenge book, Third Edition

INFO
LOOSLEAF - 256 PAGES
ISBN 0-7879-6549-9

LPI SELF STARTER PACKAGE WITH OBSERVERS



To complete the LPI process, you'll need to order one Self Starter Package with Observers for each participant. The LPI-Self allows participants to rate themselves on 30 leadership behaviors, while the LPI-Observer questionnaire provides anonymous feedback from other people (co-workers, peers, direct reports). It includes:

- Participant's Workbook — provides guidance on understanding the LPI Feedback Report
- Leadership Development Planner — includes tips for best-learning practices, development ideas for each of The Five Practices, along with progress recording and follow-up action planning guides
- LPI-Self questionnaire and 8 LPI-Observer questionnaires (Products are also available individually. Ask your sales representative for more options.)

INFO
SET OF PARTICIPANT MATERIALS
ISBN 0-7879-7059-X

LPI ONLINE — ANYTIME, ANYWHERE

LPI Online is a web-based application that offers a more automated, less labor-intensive way of administering the Leadership Practices Inventory. Designed primarily for management consultants, human resource executives, educators, and department managers in charge of leadership development, LPI Online enables:

- Easy tracking and managing of Leaders and Observers
- Accurate recording of inventory responses online, and automated scoring

Purchase one license for each leader — access to all participants' materials are included in the price of the license. Visit www.lpionline.com or call 1-866-888-5159 for more information and to request a free trial license.

3

START leading today

CONTINUE LEADING TOMORROW

TAKE ADVANTAGE OF THE COMPLETE
LEADERSHIP CHALLENGE WORKSHOP

IF YOUR ORGANIZATION or client is looking to create the strongest, most effective leaders, then this comprehensive three-day workshop is for you. More than simply a training event, many of our past attendees tell us it has changed their lives. Based on extensive research and hundreds of scientific studies that have consistently confirmed the reliability and validity of the LPI and the Kouzes-Posner leadership framework, the complete Leadership Challenge Workshop will help you discover how everyday leaders can achieve extraordinary things. You'll gather data and knowledge through hands-on experience. Relate feelings, reactions, and observations. Identify common patterns or themes. Draw conclusions or generalizations based on these patterns of leadership behavior and, best of all — apply what you learn to real-life situations.

PUBLIC WORKSHOPS-If you would like to give The Leadership Challenge® Workshop a test drive, consider attending a public workshop to experience the program for yourself. Who knows, it may just be the catalyst for profound change in your organization. To find out more about public workshops, go to our website at www.leadershipchallenge.com

THE LEADERSHIP CHALLENGE WORKSHOP FACILITATOR'S GUIDE

Third Edition, Revised

With facilitator's scripts for 16 and 24 hours of training, this comprehensive Facilitator's Guide includes everything you need to create a powerful, designed learning program that is grounded in The Five Practices of Exemplary Leadership. Here's what it includes:

- Detailed instructions for delivering a workshop
- Sample Participant's Workbook
- 1 CD-ROM with pre-work forms, checklists and presentation slides
- 1 DVD with video case studies
- Sample LPI-Self and Observer questionnaires
- 1 deck of Values Cards
- Suggested experiential activities
- Facilitator scripts for 16- and 24-hour workshop activities

INFO
LOOSELEAF - 480 PAGES
ISBN 0-7879-8017-X

THE LEADERSHIP CHALLENGE WORKSHOP PARTICIPANT'S PACKAGE

Third Edition, Revised

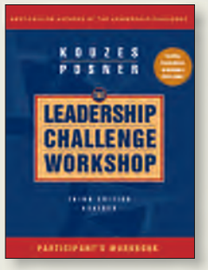
This practical guide offers participants the tools they need to become effective, high-performing leaders. Here's what they'll get:

- The Leadership Challenge Workshop Participant's Workbook
- 1 deck of Values Cards (see inside)
- The Leadership Challenge paperback book

INFO
SET OF 3 PRODUCTS. CALL FOR DETAILS.
ISBN 0-7879-8459-0

< MORE PRODUCTS

THE LEADERSHIP CHALLENGE WORKSHOP, PARTICIPANT'S WORKBOOK
Third Edition, Revised



The workbook, designed to accompany you and your leaders on an exciting journey of self-discovery, can be ordered separately as well.

INFO
PAPERBACK - 176 PAGES
ISBN 0-7879-8130-3

THE LEADERSHIP CHALLENGE WORKSHOP VALUES CARDS

Whether it's creativity, loyalty, teamwork, or another important value, the best leaders have developed clarity about the personal values that guide them every day. The Values Cards are 52 pre-printed cards as well as two blank cards so that participants can record their own values during this reflective activity.

INFO
DECK OF 52 CARDS
ISBN 0-7879-8153-2

Additional Workshop Products:

THE LEADERSHIP CHALLENGE VIDEO

This 30-minute video documents five real-life leaders drawn from both the for-profit and non-profit sector. It helps make The Five Practices of Exemplary Leadership come to life — and is a valuable addition to the LPI program or any leadership program you design.

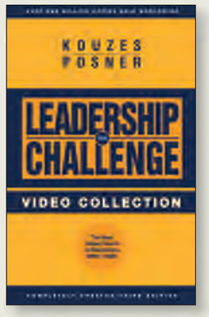
INFO
DVD, 30 MINUTES
ISBN 0-7879-8781-6

ENCOURAGING THE HEART VIDEO

This 30-minute video focuses on the importance of the fifth practice of exemplary leadership, which emphasizes rewarding and recognizing employees' contributions, by providing real-life examples of how exemplary leaders set high standards and have high expectations for their organizations — and how by encouraging the heart within their organizations, they can produce extraordinary results.

INFO
DVD, 30 MINUTES
ISBN 0-7879-8782-4

THE LEADERSHIP CHALLENGE VIDEO COLLECTION



This five-video collection (more than 2.5 hours) provides a comprehensive anthology of the Leadership Challenge program. It includes the following videos: The Leadership Challenge; Encouraging the Heart; The Credibility Factor: What Followers Expect from Leaders; Credibility, Parts I and II; and Leadership in Action, plus access to the The Leadership Challenge Workshop PowerPoint Slides.

INFO
DVD, 2.5 HOURS
ISBN 0-7879-8783-2

THE LEADERSHIP CHALLENGE CARD

This quick-read Leadership Challenge Card can be carried in a wallet, or taped to the side of a computer screen, and is essential for the continued application of the world-renowned Five Practices model.

INFO
4 x 7 CARD
ISBN 0-7879-6571-5

THE LEADERSHIP CHALLENGE POSTER
Third Edition

This is the perfect leave-behind prize for participants or reminder tool for organizations that have adopted The Leadership Challenge model.

INFO
17 x 22 POSTER
ISBN 0-7879-6723-8

Leadership Challenge Workshop materials are also available individually. Consult your sales representative for options that suit your needs.

"from the 10 commitments of leadership to the emphasis on ACTIONS and RELATIONSHIPS, the leadership challenge is full of ENDURING WISDOM and PRACTICAL INSIGHTS essential for SUCCESS in challenging times"

ROSABETH MOSS KANTER
Harvard Business School, best-selling author of Evolve! Succeeding in the Digital Culture of Tomorrow

4

NEXT STEP - following up

PUTTING LEADERSHIP INTO PRACTICE — EVERYDAY

ABOUT THE AUTHORS

Jim Kouzes and Barry Posner are preeminent researchers, award-winning writers, and highly sought after teachers in the field of leadership. Their groundbreaking studies, pioneered in 1983, led them to create a model of leadership that has been embraced by more than 1 million people around the world. The authors' next book, A Leader's Legacy, will be available in August 2006. It explores a variety of today's most critical and difficult leadership issues.

YOU'VE READ THE BOOK. Taken the LPI. Perhaps even attended the workshop. Now you're inspired and ready to put what you learned into action — leading your organization, your team, and your colleagues to new heights of success. To guide you on the rest of that journey to exemplary leadership, we have just the tools you'll need. And since leadership is an ongoing, evolving process, we encourage you to re-administer the LPI to your participants, as well as revisit the other materials six to 18 months later just to see how far they've come — and where they may still need to develop their skills. You may be surprised at the progress they've made!

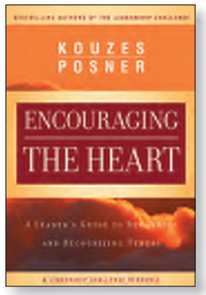
THE LEADERSHIP CHALLENGE JOURNAL

Reflections on Becoming a Better Leader

Take notes. Ask questions. Contemplate answers. Dream big. Find inspiration, or just meditate. With this hardcover journal, based on The Five Practices of Exemplary Leadership, the authors encourage you to reflect on your leadership adventures.

INFO	HARDCOVER - 160 PAGES ISBN 0-7879-6822-6

ENCOURAGING THE HEART: A LEADER'S GUIDE TO REWARDING AND RECOGNIZING OTHERS

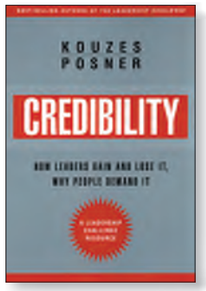


All too often, simple acts of human kindness are often overlooked and under utilized by people in leadership roles. This book expands on the fifth of the Five Practices of Exemplary Leadership, demonstrating how true leaders encourage and motivate those they work with by helping them find their voice and making them feel like heroes. The new Encouraging the Heart Workbook (available Fall 2006) helps leaders put this practice into action.

INFO	BOOK: PAPER - 240 PAGES ISBN 0-7879-6463-8	INFO	WORKBOOK: PAPER - 160 PAGES ISBN 0-7879-8307-1

CREDIBILITY: HOW LEADERS GAIN AND LOSE IT, WHY PEOPLE DEMAND IT

Revised Edition



In this best-selling book, Kouzes and Posner explain why leadership is above all a relationship, with credibility as the cornerstone. They provide rich examples of real managers in action and reveal the six key disciplines and related practices that strengthen a leader's capacity for developing and sustaining credibility.

INFO	PAPER - 384 PAGES ISBN 0-7879-6464-6