



**Presentation Overview**  
**Annual Executive Business Forum**  
**Monday, June 1<sup>st</sup> – Wednesday, June 3<sup>rd</sup>, 2020**  
**Wigwam Resort, Litchfield, AZ**

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**Session Title:**

Significant Leadership - The Level Beyond Success

**Moderator:**

Dan Clark - Hall of Fame Speaker; New York Times Best Selling Author; Award Winning Athlete; University Professor

**Session description:**

The toughest challenge a leader has is to get our people to care as much about the organization as we do. Where most fall short is that they try to coach results - and tell their people to 'get it right' and focus on the 'how' and 'what.' BUT we can't coach results - we can only coach behavior – and behavior is created and improved with an up-leveling of our beliefs. This means the purpose of a leader is to grow more leaders who believe what you believe, not generate more followers. For this reason, Dan will challenge your beliefs to check if they are deep enough and true enough to deal with rapid change. AND then teach you the formula for building a high-performing team, where everybody makes winning personal and holds themselves accountable until they succeed.

**Key takeaways will be:**

- Create a culture of Significant Partner Leaders who focus on purposes instead of just setting goals
- Be agile and resilient because your 'why' is bigger than your 'why not'
- Increase productivity because everybody feels valued and needed
- Intensify your sense of urgency to live every day to the max