

# CDA LEADERSHIP INSTITUTE

*Developing Leadership Presence*

**Dive headfirst into a living lab with our integrated approach to developing high-performance teams.**

It's time to challenge outdated models with a fresh new take on what it means to have Leadership Presence. Breathe life into teams and find your own sense of balance between authority, authenticity, and approachability as industry experts lead you through evidence-backed methods of creating cohesion in the workplace.

## OUTCOMES

We pride ourselves on not just what we teach but what you take away. Graduates of the CDA Leadership Institute return to their workplace with:

- **New Perspectives**

Find the opportunities within current challenges and approach them with a new set of solutions.

- **Growth Mindsets**

Build your own personal development plan for continuous improvement with individualized feedback from your own Executive Coach.

- **“Found” Strengths**

Gain a deeper understanding of how to leverage your own strengths as well as how to spot them in others.

- **Industry Best Practices**

Come away with tried-and-true approaches to crafting teams, giving difficult feedback, and speaking to inspire.

- **Leadership Presence**

Intentionally create yourself as the kind of leader that unites, elevates, and motivates teams and individuals to their highest potential at work and at home.

## WHO SHOULD ATTEND

High-Potential Employees, New Managers, and other Managers who look to broaden their communication, managerial, financial and leadership skills.

powered by

## THE GRITT ADVANTAGE

Individual Coaching

Live/Virtual Classes

Homework & Application

### VIRTUAL ORIENTATION SESSION

3.5 DAY IN-PERSON SESSION

TWO VIRTUAL SESSIONS

THREE 1:1 VIRTUAL COACHING SESSIONS

**\$4,450**

## FACILITATOR

For this program, GRITT University is joined by an expert faculty member, in-demand consultant and practitioner who lives the discipline and is committed to sharing their insights with you.



**Tom Bagwell** | Vice President of Learning & Development

Tom has 30 years sales, marketing and operations experience in senior leadership positions. Tom also is a lecturer for MBA programs at Cal State East Bay. Tom holds degrees from UC Berkeley (BA), University of Chicago (MBA), and the University of Pennsylvania (MAPP).

## LEARNING OBJECTIVES

- Strengthen self-awareness (MeQ) and emotional intelligence
- Identify and activate Character Strengths for greater authenticity
- Develop optimism and resilience through reframing and reflection
- Clarify values, purpose, and leadership identity
- Build measurable goal-setting and accountability systems
- Enhance leadership presence and communication effectiveness

The CDA Leadership Institute is presented in partnership with GRITT, who oversees all aspects of program registration, delivery, content, and logistics.



**REGISTER ONLINE AT**  
[www.cdaweb.net/LeadershipInstitute](http://www.cdaweb.net/LeadershipInstitute)  
 Deadline for Registration is March 20, 2026

Full refund if canceled before 30 days. 50% fee will be charged for cancellation less than 30 days out. Any cancellation less than 7 days out is non-refundable, however GRITT will honor the registration for the next CDA Leadership Institute or any open cohort. QUESTIONS? Contact [amy.gastineau@pfsbrands.com](mailto:amy.gastineau@pfsbrands.com)



## ASSESS

**Character Strengths** | What's the difference between people who do their job and people who love their job? Well, overall performance, job satisfaction, employee retention – the list goes on. Maximize your team's efforts by learning how to recognize and address the over-/under-utilization of signature strengths.

**Predictive Index** | Workplace personalities. Everyone has one – But how do they factor into operations? The PI assessment is a scientifically proven measure of behavioral tendencies in the workplace, and offers an objective, bias-free evaluation that can help to better manage teams by helping you to understand “who’s in the room”.



## LEARN

### ON-SITE SESSION | Chicago, IL April 28<sup>th</sup> - May 1<sup>st</sup> 2026

#### DAY 1 - The Inner Foundation: MeQ, Explanatory Style & Self-Awareness

- Opening Circle: Psychological safety and connection
- Understanding MeQ: “How smart are you about you?”
- Exploring Explanatory Style and optimism - how leaders interpret challenges
- Discovering and activating Character Strengths
- Reflection and integration exercise

#### DAY 2 - The Mindset of Resilient Leaders

- Building resilience and optimism through mindset shifts
- Resilient Storytelling: Reframing obstacles into growth narratives
- Mindfulness and stress regulation for leaders
- Applied Practice: Leadership through adversity exercise

#### DAY 3 - Purpose, Values & The River of Life

- River of Life Exercise: Mapping experience that shaped leadership identity
- Identifying Values, Purpose, and Leadership Intention
- Authentic Communication and Connection: Listening with Head, Heart, and Hands
- Feedback with Courage and Compassion
- Leadership presence, practice and peer feedback

#### DAY 4

- Integrating Hope, Efficacy, and Purpose into goal pursuit
- SMART+ goal-setting and identity-based action planning
- Recording the Leadership Video: “Who I Am as a Leader.”
- Closing circle: Commitments to self, team, and organization

### OPTIONAL ENHANCEMENT | Virtual

#### Leadership Alignment Conversations

*Included with registration at no additional cost*

Two 30-minute virtual sessions with each participant and their company leader:

- Pre-Program: Define intentions and success measures
- Post-Program: Review progress and identify real-world application opportunities

This enhancement increases accountability, organizational buy-in, and measurable ROI.

### VIRTUAL PRE-PROGRAM - Welcome Orientation

#### April 13

Purpose: Build connection, introduce frameworks, and establish intention

Topics:

- Welcome to the Leadership Institute: overview and expectations
- Introduction to MeQ and HERO frameworks

Reflection: “What kind of leader do I want to become?”

Homework: VIA Character Strengths survey, professional photo, and a one-sentence leadership vision

### VIRTUAL GROUP

#### Session #1

#### Week 2 After Onsite

Reflection and Accountability — applying lessons and sharing progress

Discussion: Leadership video and professional presence

### VIRTUAL GROUP

#### Session #2

#### Week 4 After Onsite

Goal Progress and Peer Coaching — refining goals and celebrating wins

### INDIVIDUAL COACHING - Three 30-minute Virtual Sessions

- Leadership Video feedback — refining virtual presence
- Goal-Setting Action Plan progress review
- Sustaining momentum, resilience, and accountability



## APPLY

**Homework** | Apply learning in your Workplace  
 “Knowledge without Action is of Little Use”

**Coaching** | Receive Executive Coaching to Maximize Program Impact