

Shawn Dawley  
INSPIRED LEADERSHIP

# LEADERSHIP DEVELOPMENT SERIES

**Comprehensive.  
Interactive.  
Focused.  
Tailored.**

**This 12-part series will equip your leaders with the insights and abilities they need *today* to confront the full range of leadership challenges *tomorrow!***

[www.SHAWNDAWLEY.com](http://www.SHAWNDAWLEY.com)



# Shawn Dawley

INSPIRED LEADERSHIP

It all starts with leadership!

Budgets are tight. The workplace is changing. Time is short.

We need transformational leaders equipped to shape the culture, navigate change, develop the workforce, lead through crises, inspire their teams

...and more!

Leveraging thirty years of combat and corporate leadership experience, I can help your leaders unlock their power, purpose, and potential through a comprehensive leadership development program that guarantees...

- ✓ Proven fundamental leadership principles
- ✓ Compelling and engaging real-world lessons
- ✓ Impactful, entertaining, and interactive delivery

Contact me today to see how this tailored development program can elevate your leaders' insights and abilities immediately!



*“Dynamic! If you’re looking to inspire your team, definitely hire Shawn Dawley.”*

Vicki Rogers  
President, V-Media Group



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www.SHAWNDAWLEY.com

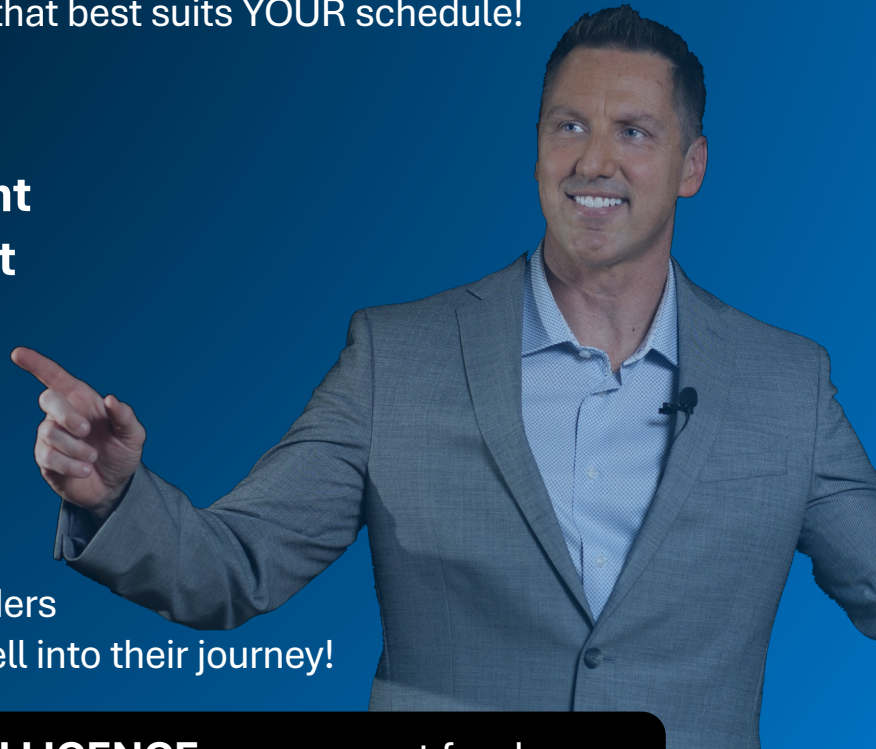


# PROGRAM SESSIONS

- ✓ **Situational Leadership**
- ✓ **Team Building**
- ✓ **Culture Shaping**
- ✓ **Planning & Execution**
- ✓ **Leading Change**
- ✓ **Decision Making**
- ✓ **Delegation & Empowerment**
- ✓ **Mentorship & Development**
- ✓ **Public Speaking**
- ✓ **Crisis Leadership**
- ✓ **Conflict Management**
- ✓ **Effective Negotiations**

2-hour curated sessions focused on core leadership abilities!

12-part series delivered over the timeline that best suits YOUR schedule!



Customized delivery to resonate with leaders at all levels, whether new to the role or well into their journey!

Add the **EMOTIONAL INTELLIGENCE** assessment for deeper insights into individual leadership strengths and derailers!

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*...captivating narratives that resonate with audiences of all backgrounds... immersive storytelling!*

Stephen Swan, Director  
UofL College of Business

“

*...immediate impact on their perspective and performance!*

Scott Jaburg, Senior  
Manager Amazon

“

*...ability to captivate the audience with insightful content and engaging delivery. I highly recommend him!*

Anita Stump, CEO  
Bullitt Chamber of Commerce

# SITUATIONAL LEADERSHIP

Building a bigger toolbox



1

## TARGETED TAKEAWAYS

- 4-quadrant situational awareness
- The “Big 10” leadership styles
- 3 ways to shift leadership gears quickly

Developing the *right* tools for the time, team, and temperature of the challenge!

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## TEAM BUILDING

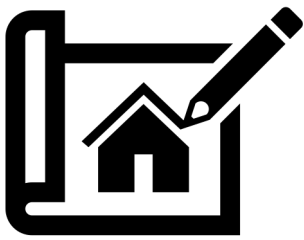
Directing and motivating diverse personalities

2

## TARGETED TAKEAWAYS

- Personalities and predispositions
- 4 approaches to bridging divides
- Moving from deconfliction to synergy

Understanding, leveraging, and harnessing all types of talent to maximize results!



# CULTURE SHAPING

Creating a strategic competitive advantage

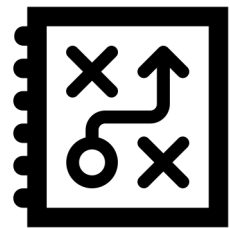
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## TARGETED TAKEAWAYS

- **Aligning 10 cultural attributes for effect**
- **Identifying and eliminating culture killers**
- **3 non-negotiables to set the thermostat**

Defining, creating, and sustaining the culture you need for a competitive advantage!

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## PLANNING & EXECUTION

Allocating, directing, responding... in real time

4

## TARGETED TAKEAWAYS

- **The 5-stage planning process**
- **Executing in dynamic environments**
- **3 essentials for when it hits the fan**

Building, implementing, and monitoring tactical agendas in a dynamic world!

# LEADING CHANGE

Through the furnace of the unknown



5

## TARGETED TAKEAWAYS

- Exploring intrinsic resistance to change
- 3-part transition from survive to thrive
- Building resilience from top to bottom

Understanding the challenges and exploiting the opportunities of the inevitable!



## DECISION MAKING

Calling the shot while in the gray

6

## TARGETED TAKEAWAYS

- 6 steps of deliberate decisions
- 5 decision making styles
- Managing professional disagreement

Using the right style and steps when the stakes are high and the team is tense!



# DELEGATION & EMPOWERMENT

Letting go to get more done

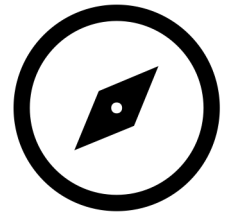
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## TARGETED TAKEAWAYS

Striking the right balance to maximize productivity and engagement!

- 5 levels of delegation
- 6 types of delegation styles
- 4 ways to encourage confidence

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## MENTORSHIP & DEVELOPMENT

Growing the next generation

8

## TARGETED TAKEAWAYS

- Connecting their past to their future
- 5 types of mentorship
- 3 dimensions of holistic development

Helping individuals grow into their potential at their pace!

# PUBLIC SPEAKING

Communicating with empathy and authority

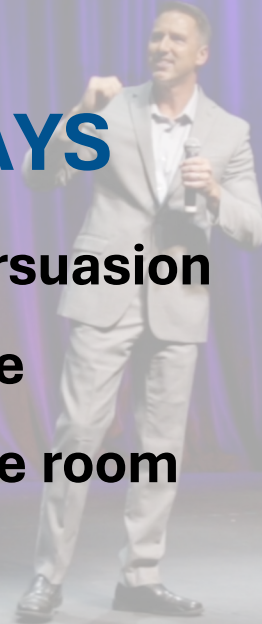


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## TARGETED TAKEAWAYS

- Aristotle's 3 avenues of persuasion
- Finding and using *your* voice
- 6 effective ways to work the room

Creating and delivering sound content to make an immediate impact!



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## CRISIS LEADERSHIP

Steadying the ship in stormy seas

10

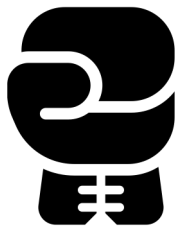
## TARGETED TAKEAWAYS

- 3 stages of crisis management
- 4 things teams need in a crisis
- Leadership tools to survive the storm

Mobilizing and motivating your team to rise up when it matters most!







# CONFLICT MANAGEMENT

Leaning into the clash to create team wins

11

## TARGETED TAKEAWAYS

- Resolution styles that fit your team
- 8 types of emotional kryptonite
- 5 strategies to mediate disputes

Creating a multi-dimensional method to resolve and manage the unavoidable!

SD



## EFFECTIVE NEGOTIATIONS

Getting to “yes”

12

## TARGETED TAKEAWAYS

- 8 negotiating styles... yours and theirs
- 5 phases of the negotiation life cycle
- BATNA, BAFO, ZOPA and more

Employing solid insights, preparation, and techniques for maximum gain!

# SHAWN DAWLEY

## Leadership Educator and Keynote Speaker

Shawn is an accomplished leader dedicated to helping others unlock their power, passion, and purpose!

A Fortune 100 director and nationwide firm Vice President, Shawn first spent 25 years in the United States Air Force, serving as a combat pilot, commander, and inspector general, with enriching experiences in over 80 countries across 6 continents.

A Fellow at Harvard University, Shawn has a Bachelor of Science in Aeronautics, a Master of Business Administration, a Master of Arts in Political Science, and a Master of Arts in Military Studies... after struggling and barely sliding by in high school!

Shawn draws on decades of cockpit, combat, and corporate leadership experience to help teams thrive and leaders become the people that others want to follow!



“

*Dynamic, articulate, motivational... a perfect choice for your group.*

Jim Holnagel  
ADT+Google

“

*Impressive ...how to think, how to lead, how to react.*

David Snyder, Owner  
Reliable Tek Help

“

*Motivating is tricky, and this is where Shawn excels!*

Brittany Murphy  
One Thing Marketing

