



**JIM
BOUCHARD**

**Inspire, Empower
and Guide
people to their very best...**
**Be THE
SENSEI LEADER!**

How do you get people to go the extra mile?
*How do you attract and hold the people with
the next great idea?*
*How do you engage them in a mission that
elevates your organization to the top?*

TheSenseiLeader.com

The “manager” motivates—the LEADER INSPIRES...

Any “manager” can motivate with a carrot and stick approach.

The **LEADER Inspires** by creating a deeply meaningful and emotional call to action.

- *Find out what truly motivates your people. They'll go the extra mile for you.*
- *Lead with Courage, Compassion and Wisdom – leadership practices essential to your organization's success*
- *Lead by example. People may follow orders, but they're inspired by example.*

The “manager” delegates—the LEADER EMPOWERS...

Any “manager” can assign tasks. All that takes is authority.

The **LEADER** understands that his or her own success is completely dependent on the success of others.

- *If you want to be more powerful—more effective—empower others.*
- *Lead by sharing. Make sure your people have the power, autonomy, authority, and resources to perform to their very best.*

“A leader is best when people barely know he exists, when his work is done, his aim fulfilled, they will say: we did it ourselves.”

~Lao Tzu

The “manager” drives—the LEADER GUIDES...

“We herd sheep, we drive cattle—we lead people.”

~General George S. Patton

If you want people to act like cattle—drive ‘em. If you want people to perform to their best—**Guide** them.

- *Commit yourself to mentoring, teaching and coaching the people you serve.*
- *Bring out the best in others and confidently train them to surpass you in talent, skill and ability.*
- *Embed this mindset throughout your organization—leaders at all levels guiding others, cultivating the next generation.*

How do we get there?

Through my high-content, interactive keynotes, workshops, webinars and retreats, I'll share the strategies and tactics I've developed in over 30 years working with leaders around the world.

Here's what you can expect:

- *SL15 Pre-Event Leadership Assessment™: we'll identify the leadership goals and challenges most important to you.*
- *You'll take part in an engaged, focused discussion – not a lecture!*
- *Each program is customized to your unique needs, interests, goals and budget.*
- *You'll leave with actionable strategies and take-aways you can put into practice—TODAY!*

How do we keep the momentum going?

We come back from a conference or workshop pumped with enthusiasm and refreshed with new ideas. How do we keep it going long after the event is over?

- *Ongoing programs*
- *Webinars*
- *Books and study materials*
- *Advanced online curriculum*

“Your power as a leader expands in direct proportion to what you're willing to share with others.”

THE SENSEI LEADER embodies these principles and practices.

Inspire, Empower and Guide others to their very best. That's how you become your very best as a leader—

**Be THE SENSEI
LEADER.**

*Keynotes, workshops,
webinars & ongoing training...*

*All programs customized to
your unique needs, interests
goals and budget!*

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