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Mission

Leadership Pasadena helps emerging and accomplished leaders reach their full leadership potential, providing the inspiration, understanding, skills and relationships for effective civic engagement.

Leadership Pasadena is widely known for the effectiveness of its leadership training programs, for its growing Graduate Network, and for its graduates' significant, positive impact on the community.

Dear Employer,

Leadership Pasadena offers an unequalled opportunity for accomplished and emerging leaders to obtain the leadership tools, inspiration, understanding, and relationships necessary to enhance their effectiveness as leaders and their engagement in the Pasadena community. Now in its 15th year, with over 250 graduates, this eight-month, professionally facilitated leadership training program provides participants with powerful personal and professional resources.

A program description is enclosed, including a benefits matrix, outlining the value of the Leadership Pasadena program to improving employee performance, increasing the visibility of your organization in the community, and enhancing employee retention. The program is ideal for recent transplants to the area, as well as for those familiar with Pasadena looking to deepen and broaden their understanding of and connection to the community.

We invite you to encourage appropriate members of your staff to apply for the program, and to consider offering the Leadership Pasadena program as a sponsored professional development opportunity. Application materials are enclosed as well as available on our website at www.leadershippasadena.org.

We would welcome the opportunity to meet with you personally to discuss the Leadership Pasadena program in more detail and thank you for your consideration of this dynamic opportunity to enhance the engagement and effectiveness of your organization. Please don't hesitate to call us at 626-577-2296 and our recruiting manager will contact you to schedule an appointment or to provide more information. We are available to make an on-site presentation to your organization, as well as to discuss our other programs, including customized on-site training to advance your staff development goals.

Best regards,

A handwritten signature in black ink that reads "Andrea Caruso Townsend". The signature is fluid and cursive, with a long, sweeping underline.

Andréa Caruso Townsend
Board Chair

Enclosures



Program Description

Leadership Pasadena is an eight month, professionally facilitated, leadership training program, designed to help accomplished and emerging leaders reach their full potential. The program begins in September and includes an October weekend retreat and one weekend session per month (Friday and Saturday) from November through April, focusing on a particular aspect of community life, ranging from government and education, to business, science and the arts. Program sessions are hosted on-site at leading community organizations, and provide an opportunity for candid and insightful dialogue with leaders from government, nonprofits and business.

Participants will receive a professional assessment of their individual leadership styles while building awareness of the strengths and weaknesses of various styles. Class participants also form project teams to address a community issue, using the leadership skills, relationships and insights gained through the program, and present the projects to the community at a public graduation program.

Through interactive exercises, personal reflection and execution of a team project, participants are challenged to stretch their leadership style and take risks that enhance their personal growth and relational competence, while receiving support and tools for effectively leading teams with diverse backgrounds and experiences. Inspired by their Leadership Pasadena experience, program alumni have sought political office, started businesses, joined nonprofit boards, and obtained advanced management positions in their organizations. The access to decision-makers and the Leadership Pasadena graduate network provide program participants with powerful personal and professional resources.

Applicants should live, work or volunteer in Pasadena or surrounding communities in the San Gabriel Valley, demonstrate some leadership experience or responsibility through professional, volunteer or personal endeavors and be in a position to benefit from further leadership and team management skills development. Both accomplished and emerging leaders are encouraged to apply. Participants will be selected from the government, nonprofit and business sectors to reflect the diverse demographics - cultural, ethnic, generational, philosophical, and political - that make up the greater Pasadena community.

Tuition is \$4,500 and includes professional facilitation, including a diagnostic analysis of each participant's leadership and communication style, and the opportunity for one-on-one professional coaching and feedback, all program materials, retreat transportation, accommodations, meals, and a professionally facilitated Ropes challenge course experience, catered meals for all sessions, a graduation ceremony and membership in the Alumni Network. Early decision applications are due April 15, 2013. Thereafter, applications will be considered and accepted on a rolling basis until the class is filled. Because of the interactive, experiential nature of the program, space is limited.

Further details about the program, and its value to your organization, are outlined in the attached benefits matrix, and in the application materials.

For additional information, visit www.leadershippasadena.org or contact us at 626-577-2296.

**LEADERSHIP PASADENA
VALUE FOR YOUR ORGANIZATION**

PROGRAM FEATURES	PROGRAM BENEFITS
Enhanced Personal and Team Effectiveness:	
<ol style="list-style-type: none"> 1. Professional assessment of communication style, instruction in the effect of styles on team motivation and productivity 2. Experiential learning through participation in team building exercises directly transferable to the work environment, exploring aspects of trust, risk, development of norms, and conflict resolution 3. Retreat experience develops trust, forms lasting bonds, and encourages participants to stretch and risk, trying different roles and approaches, challenging perceived limitations 4. Team project provides laboratory experience in using team and project management tools and techniques to manage a diverse team under real-time and real-world constraints, while encouraging collaboration with community organizations 5. Facilitated opportunities for personal reflection, with exercises in goal-setting, visioning and effective time management 6. Mentoring among team members and by program alumni sharing experiences and best practices 7. Continuing personal and professional development through alumni training 	<ol style="list-style-type: none"> 1. Team leader equipped with tools to motivate and manage teams more effectively 2. Better understanding of communication styles and relationship to more productive teamwork 3. Greater confidence in project management abilities 4. Real-world experience with the challenges of diversity 5. Reinforced commitment to continued professional and personal development 6. Increased flexibility and responsiveness to change
Increased Visibility for your organization:	
<ol style="list-style-type: none"> 1. Class participants chosen from government, nonprofit, business, and professional sectors, and represent the diversity of the greater Pasadena area 2. Access to program alumni as presenters, through networking and training events, and an on-line database 3. Exposure to organizations and decision-makers presenting and hosting program sessions, including All Saints Church, Armory Center for the Arts, Arts Center College of Design, Caltech, City of Pasadena, Flintridge Center, Huntington Hospital, JPL, Los Angeles Economic Development Corporation, Parsons, Pasadena City College, Pasadena Museum of History, Pasadena Unified School District, Polytechnic School, San Gabriel Valley Economic Partnership and the Tournament of Roses Association. 	<ol style="list-style-type: none"> 1. Expanded market and business development opportunities 2. Test market and focus group for products and services 3. Potential pool and referral sources for future staffing needs 4. Increased good will through community involvement
Employee Retention:	
<ol style="list-style-type: none"> 1. Retreat experience that develops strong bonds among classmates extending after graduation 2. Interaction with alumni through networking and training events 3. Collaboration with community organizations through class project 4. Access to key community organizations and decision-makers 5. Class sessions efficiently provide unparalleled, in-depth understanding of community history, strengths, resources and opportunities 	<ol style="list-style-type: none"> 1. Expanded network of personal and professional relationships 2. Increased sense of connection to and investment in community, appreciation of community assets 3. Opportunity for involvement in community-based organizations 4. Employee loyalty in return for investment in employee development