Enhancing leadership. Transforming education.

Proof maximizes leaders' potential by increasing confidence and competence.

Developing Leaders from the Inside Out

Proof develops authentic leaders in education who build strong teams, manage effectively, and get results. Authentic leaders are clear about their values, strengths, and ideal environments for thriving and put themselves in a place to serve others by doing their best work.

Boost Confidence

Increasing confidence starts with leaders becoming extraordinarily self-aware. Leaders who know who they are and help others do the same build trust and credibility, inspire and motivate people, and create lasting change. Self-aware leaders are more effective at developing and utilizing the skills of leadership.

Increase Competence

Most leaders lack training. They start as highly capable individuals and end up as leaders of people, often as a result of their performance and usually without ever receiving in-depth skill development to lead people. And yet nothing gets done without effectively working through others. The stakes are high, and so is the cost of an untrained leader:

- The cost of leader turnover: 150% times salary (Gallup)

- The cost of leader disengagement: $2,246 per year (ADP)

- The cost of bad management on team members: At least 75% of the reasons for voluntary turnover of team members can be influenced by managers (Gallup)

There's a Better Way

Our goal is to offer education and non-profit organizations what elite companies have offered their people for decades to enhance their development and close the training gap. We cut through the glut of leadership and management theory to offer what really matters in leadership: actionable training and coaching that prepares leaders to lead. As a result, leaders are more confident and competent.

"Working with Dustin has truly been an eye-opening and perspective-changing experience. His ability to guide me and my colleagues through self-discovery of our authentic selves and how to bring my true self to my work has been uplifting and gratifying. Dustin's workshops have given me confidence and a greater sense of pride in my talents and contributions to my school and organization."

-Eldridge Gilbert
School Director
YES Prep North Forest

"As a result of working with Dustin, my staff satisfaction survey results went up 30%-40% across all indicators, my end of year evaluation was the best I'd ever had, and most importantly, I was feeling great in my role. The excitement and energy I am feeling about this upcoming school year is a far cry from the doldrums I was in at this point last year. I am certain I wouldn't be where I am today with the coaching and support I received from Dustin this past school year."

-Oscar Romano
Dean of Students
YES Prep Brays Oaks

Proof Leadership Workshops for Educators and Non-Profit Leaders:

We offer the following modules (and many, many others) to help educators **lead and manage people** more effectively. Note that session length is flexible depending on your time availability and the depth you'd like to achieve:

Management

The Three Skills of Effective Managers

Great managers focus on their two most important purposes: get results and develop people. The key is to do these effectively and in a way that team members take responsibility and feel empowered.

Time: 2-4 hours

Outcomes: Leaders engage with the two purposes and three skills of effective managers.

The Power of Praise

Why do people continue to do good work? What motivates them? More than almost anything else, positive praise is the fuel of high-performers. But there's a science to effective positive praise.

Time: 1.5-2 hours

Outcomes: Leaders learn the most effective method for delivering positive praise and create a plan for boosting productivity on their team.

Delegating Like a Boss

The most underutilized skill in management is delegation. And yet almost nothing will free up more time, develop people, and get better results.

Time: 2 hours

Outcomes: Leaders get clear about what is holding them back from delegating, the what, how, and who of delegation, and practice the art of effective delegation.

Becoming a Great Developer of People

The two goals of any manager are to get results and develop people. And yet most of us don't know where to start with developing our team members.

Time: 2 hours

Outcomes: Leaders learn practical strategies for developing their team members to maximize their potential and increase engagement.

Team

Build Trust and Team

True team takes time to develop. It also takes intentional effort and two key ingredients: trust and clarity. The result of a true team is something that could never be achieved by a group of individuals working in the same direction.

Time: 2-4 hours

Outcomes: Leaders engage with the foundation of true team and the six questions all teams must answer.

Coaching

The Skills of an Effective Coach

The best way to develop your team members is through consistent, ongoing coaching. Yet, leadership coaching differs from instructional and other coaching in significant ways.

Time: 2-8 hours

Outcomes: Leaders learn the model for effectively coaching their team members, practice at least two skills of coaching, and role-play.

Tactical

How to Present for Massive Impact

The most effective method for motivating and influencing behavior is through teaching, presenting, and pitching ideas. Yet most people aren't sure how to structure and deliver effective presentations.

Time: 2-4 hours

Outcomes: Leaders learn the three most effective hooks, the foundation of effective presenting, and utilize the template for effective presenting to hone a presentation.

Want to Learn More?

Let's talk. Visit www.proofleadership.com or contact us at 281.686.8256 or dustin@proofleadership.com.

Mindset

The Growth Mindset in Leading

All leaders are influenced on a daily basis by two mindsets: the growth and fixed mindsets. These influence how we behave toward those we lead and whether or not our people maximize their potential

Time: 1.5-2 hours

Outcomes: Leaders engage in activities to recognize the impact of both mindsets on their current work and strategize to live more in the growth mindset.

The Infinite Mindset

There are two games at play in all organizations all of the time: finite and infinite. Your success as a leader and organization depends on your ability to maximize one and manage the other. Boost creativity and leadership!

Time: 2 hours

Outcomes: Leaders identify the two games in their current work and engage in small groups to strategize for infinite thinking.

Getting Outside the Box

One of the least understood and most pervasive mindsets in leadership is self-deception. It affects almost every interaction, both in and out of work, and most dysfunction can be tied back to it.

Time: 2-4 hours

Outcomes: Leaders recognize the role of "the box" in affecting team dynamics and learn strategies for getting out of the box.

The Key to Building Influence

Influence is the currency that individuals exchange to get stuff done. In fact, it is the key to getting results in situations where no formal authority exists.

Time: 2-4 hours

Outcomes: Leaders learn the foundation of developing influence and the five strategies for increasing influence in interactions.

Authentic Leadership

Courageous Leadership

Courageous leaders are first and foremost authentic. They know why the lead and what they do best. Developing your authentic leadership leads to greater engagement, trust, and true transformation.

Time: 2-8 hours

Outcomes: Leaders get clear about their "why" and the actions they can take to maximize their authentic self in leading others. They will reflect on their leadership story, learn about their tendencies, and create a plan to boost their authenticity and inspire authentic followers.

Growing Your Values

Values are the reason we do what we do. They're the "why." All decisions are driven by values and yet most of us don't know what we value or how to articulate it.

Time: 2 hours

Outcomes: Leaders identify their values through a series of activities, define them, and learn strategies for sharing them with their team to build immense trust.

Developing Your Profile of Self

One of the most powerful tools for increasing self-awareness, the Profile of Self was developed by Proof Leadership to help leaders articulate who they are and be more intentional about what they do.

Time: 8 hours

Outcomes: Leaders develop a Profile of Self, including their values, motivations, identity, strengths, and ideal environments for thriving.

Leading with Your Strengths

What do you do best? More importantly, how often do you do it? Eighty-percent of Americans don't do what they do best on a daily basis. Leading with your strengths starts with learning what you do very best.

Time: 2-4 hours

Outcomes: Leaders get clear about their "why" and the actions they can take to maximize their strengths in leading others.

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Proof closes the gap between high-performing individuals and leaders of *people*.

Maximize Human Potential

Note the emphasis on *people*. We believe that organizations that thrive are those who focus on humans operating at their best. We offer workshops and coaching to equip leaders with what they most need to lead people to excellent performance. **Below is a sample:**
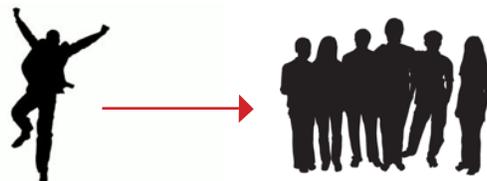
Leading for Maximum Impact (EXAMPLE)

This workshop series covers a variety of essential skills leaders in education and non-profits need to lead for transformation, including the following:

Full-day Session

Principle: Effective leaders are first and foremost self-aware and authentic.

Outcome: Leaders get clear about their "why," leadership tendencies, and the foundation of true team.

- Authentic Leadership and the Law of the Lid
- The Foundation of Effective Teams

Follow-up Session #1

Principle: Team members work best when they are heard, valued, and understood. Set expectations and praise people!

Outcome: Leaders develop the skills of an effective leader of individuals.

- The Two Keys of Effective Management
- Three Imperatives for Getting Results

Follow-up Session #2

Principle: People behave according to how we feel about them, not how we act toward them.

Outcome: Leaders will learn the power of the Box and strategies for finding their way out.

- The Box: The One Thing That Stands in Your Way
- Getting Out of the Box

Follow-up Session #3

Principle: The number one way to develop your team is through coaching.

Outcome: Leaders will learn a model for effective coaching and integrate coaching into their daily practice.

- The Coaching Model
- Two Skills of Effective Coaches

Dustin Peterson is the former Director of Leadership Development at YES Prep Public Schools where he developed and led YES Prep's **Leading Excellence** program, a two-year leadership and management training initiative focused on developing the pipeline of future leaders at YES. Informed by focus groups among YES leaders, the latest research in the field of leadership, and his 10 years of experience in both for-profit and nonprofit leadership, Dustin crafted a curriculum focused on team building, developing skills in coaching and management, and tackling complex problems.

Prior to YES, Dustin taught leadership development at Rice University and the University of Nevada, Las Vegas, and has a M.S. in Educational Leadership from Indiana University and a B.S. in Communications from Brigham Young University–Idaho.

To learn more about what Proof can do for you visit: www.proofleadership.com/testimonials

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