

Six tasks for passionate leaders

Get a worthy quest.

Without a worthy quest, employees and managers aimlessly race against competitors.

Bring life to values.

When a company demonstratively lives its values, it inspires employees, attracts customers, and gets community respect.

Get the right people in the right jobs.

Aligning the right people with the right jobs saves time, money, and energy. Resistance decreases, and creativity blossoms.

Obtain permission to lead. When employees grant permission to lead, they accept a tacit contract to be part of the solution.

Develop an iron will.

An unwavering focus motivates others. With competencies in place, determination sets clear direction.

Foster community support.

Partnership with the community creates identity. Giving back to the community gains mutual support, respect, and trust.

Edith Jerome immortalized the Yukon River, in a mural, *White Horse Rapids*, on the side of the MacBride Museum in Whitehorse. The river claimed over 200 lives in the summer of 1898. Jack London guided boats down the rapids a few times.



Passionate Leadership



Executive programs

CEO's, Directors, Senior and Middle Managers

1-day workshop

Foundation for Passionate Leadership

We lay the **foundation** to understand the six tasks of passionate leadership. When leaders align all the tasks, like tumblers in a lock, company performance improves. We demonstrate the importance of getting each task in place. Participants develop an overall strategy to reinforce passionate leadership in the company.

2-day workshop

Advanced Leadership

The **advanced work** develops a customized strategy for leaders to unleash the power of passion in the company. We begin with an assessment of strengths. Then, we work with the leaders to get the six tasks of passionate leadership in place. The participants receive a profound understanding of passionate leadership and a set of initiatives to enhance their skills.

5-day workshop

"Call of the Wild" Experiential Learning

The "Call of the Wild" program, set in a rustic location, adds **experiential learning** to an advanced leadership module for leaders who want something different, who want to re-energize and reflect. The field experience motivates participants to deeply understand passionate leadership and commit to it.



Dr. Robert Norton

Robert, a Fulbright Scholar and author, challenges people and companies to discover what it takes to be a passionate leader.

He surgically focuses on the issues, probing with gentle humor and surprising insight, to help individuals reach their full potential as passionate leaders.

He is the author of *Treat People Like Dogs! Six Tasks for Passionate Leaders*. He is currently writing a book titled *Fractured Fathers: Journey of Acceptance*.



Employee programs

Staff, Key Employees, Teams, All employees

Hour presentation

Lead the Passionate Life

Large groups like this **inspirational presentation**, ideal for conference keynote addresses. A combination of video illustrations and memorable stories show what leading a passionate life means. We draw lessons from the toughest dog sled race in the world, The Yukon Quest, to highlight what leading a passionate life means for individuals, and how it relates to their work life.

2-day workshop

Team & Manager Development

We show managers and their teams that passionate leadership generates a **cohesive team** that makes a significant difference to the company. We assess the team's buy-in to the company's and team's objectives, and look at how it reveals itself in performance. We examine team accountability, and the willingness to give feedback to each other.

5-day workshop

Internal Trainer Accreditation

We **accredit internal trainers** to introduce passionate leadership programs throughout the organization. The trainer receives a strong theoretical foundation, a **Call of the Wild** Training Manual, video resources, and ongoing support from us. This premium program includes experiential learning. Participants create a comprehensive plan for their company.



Dr. Catherine Norton

Catherine, author and international consultant (Australia, Korea, Malaysia, New Zealand and the United States) focuses on leadership. She helps individuals renew their energy and commit to a passionate life. She is the facilitator's facilitator.

Catherine is an expert on factors that relate to being fired up or burned out in the individual's work life. She is the author of *Life Metaphors: Stories of Ordinary Survival*.

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