

Leadership Development Syllabus

This comprehensive leadership development program delivers a full suite of solutions designed to cultivate personal mastery, enhance one-on-one leadership, and build high-performing teams both at work and at home. The curriculum includes four progressive leadership training modules offering practical tools and actionable strategies to drive measurable growth. In addition to the core leadership training, the program features specialized workshops empowering participants with the essential capabilities required in today's dynamic workforce. To further reinforce learning and inspire change, the program offers transformative keynote addresses that challenge conventional thinking and motivate leaders to elevate their impact.

Table of Contents

1. Leadership Training

- Module 1: Personal Mastery – Leading Yourself
- Module 2: Person-to-Person – Leading 1-on-1
- Module 3: Leading Teams – Your Work Team
- Module 4: Leading Teams – Your Home Team

2. Workshops

- Presentation Skills
- Creating a Sense of Belonging
- Soft Skills
- Workplace Safety

3. Keynotes

- Safety Keynote
- Leadership Keynote

*“Tell me and I forget. Teach me and I may remember.
Involve me and I learn.” – Benjamin Franklin*



Leadership Training

This transformative leadership training program empowers participants to master the core competencies that drive exceptional leadership, beginning with personal mastery and the ability to positively influence team dynamics in both professional and personal settings. Attendees will learn to cultivate cultures of psychological safety and belonging, and develop the essential soft skills for thriving in today's evolving workplace. Every module is designed not just to inform, but to equip leaders with practical tools, bold strategies, and a clear path to achieving measurable, lasting impact.

Module 1: Personal Mastery – Leading Yourself

Description:

Personal mastery is the cornerstone of effective and enduring leadership. In this module, you'll gain the tools to build a leadership foundation that is both sustainable and replicable. Focusing on the **eight dimensions** of personal mastery—Emotional, Financial, Spiritual, Physical, Intellectual, Social, Vocational, and Environmental—you'll learn how to strategically optimize each area based on your unique goals and circumstances. This holistic approach will empower you to lead with clarity, resilience, and purpose.

Key Topics:

- Building a lasting personal foundation
- Self-care evaluation and current health assessment
- Scoring and optimizing the **eight dimensions** of personal mastery
- Constructing actionable plans for improvement
- Creating a personal vision and vision board

Outcomes:

- Understand your current standing within the **eight dimensions** of personal mastery
- Determine your self-care status and develop a self-care action plan to address deficiencies
- Build a compelling vision for your future
- Enhance your relationship with yourself
- Take your professional performance to the next level



“Adversity is the state in which man most easily becomes acquainted with himself, being especially free of admirers then.” – John Wooden

Module 2: Person-to-Person – Leading 1-on-1

Description:

Your one-on-one interactions with team members shape the foundation of your overall leadership impact. This module introduces you to the *Human Influence Equation*, a model built on **10** core principles and **six** force multipliers developed through **30** years of field research. Learn how to customize your leadership approach to meet the unique needs of each team member, fostering deeper engagement, trust, and sustainable influence across your team.

Key Topics:

- Understanding and applying the Human Influence Equation
- Tailoring leadership styles for individual team members
- Tools for monitoring leadership effectiveness and team engagement
- Introduction to Mindful Listening techniques

Outcomes:

- Uncover the current level of influence in your leadership style
- Develop a leadership improvement action plan
- Assess the engagement level of each team member
- Implement mindful listening practices
- Build an actionable plan to boost employee engagement

“It doesn’t matter whether people see the glass as half empty or half full. What matters is that their leader is the one filling the glass!”
– Dr. Charlie Cartwright



Module 3: Leading Teams – Your Work Team

Description:

The most successful teams, whether in sports or business, consistently outperform the competition because effective leadership transforms individual talents into collective excellence. In this module, participants will learn how to apply the principles of the Human Influence Equation to build a cohesive, loyal, and high-performing team. You'll discover proven strategies to foster trust, enhance communication, and inspire collaboration to drive exceptional team productivity.

Key Topics:

- How to reduce turnover and increase productivity
- Maximizing team dynamics using established leadership principles
- Enhancing team communication and consistent leadership intensity
- Practical applications of the Human Influence Equation

Outcomes:

- Build the essential leadership attribute for success
- Discover the one question every leader must ask
- Enhance understanding of the science behind human influence
- Improve overall team communication dynamics
- Deploy consistent intensity in team leadership
- Transform team potential into extraordinary results

“Great leaders leave as little as humanly possible to chance. This minimizes the malignant life view of victimhood and amplifies the virtue of self-responsibility.” – Dr. Patrick Gentempo



Module 4: Leading Teams – Your Home Team

Description:

Balancing leadership at work and home is essential for long-term success and personal fulfillment. A thriving professional life and a rewarding home life are not mutually exclusive; they can and should coexist. Achieving this balance requires understanding, thoughtful planning, and intentional action. In this module, participants will explore applying proven leadership principles within the home environment. Through meaningful communication and practical family planning, you'll learn strategies to bridge the gap between professional and personal roles. Discover how to lead with purpose in every area of your life.

Key Topics:

- Evaluating your leadership role at home
- Applying the Human Influence Equation to family dynamics
- Deepening relationships through effective communication
- Differentiating strategies for work versus home leadership

Outcomes:

- Evaluate your current leadership effectiveness at home
- Understand your family's perception of your leadership
- Utilize the Human Influence Equation in personal settings
- Enhance communication with each family member
- Create an actionable plan to address the unique needs of your family
- Learn strategies to separate work and home life effectively

“Do you know the answer to this fundamental question? How do children spell L-O-V-E?” – Dr. Charlie Cartwright



Workshops

Presentation Skills Workshop

Description:

Great leaders aren't just heard—they move people to think, feel, and act. Yet, for many, public speaking remains the greatest fear of all. This transformative workshop will help you conquer and harness that fear as a powerful tool. You'll learn how to command the room, connect deeply with your audience, and deliver messages that leave a lasting impact. Whether you're addressing a small team or a packed auditorium, you'll walk away ready to lead with clarity, confidence, and purpose.

Key Topics:

1. **Nerves:** Transform your butterflies into a coordinated performance.
2. **Connecting:** Establish an immediate connection with your audience.
3. **The Mind:** Understand how people form decisions:
 - Cranial Brain
 - Heart Brain
 - Gut Brain
4. **Laughter:** Utilize humor as a bonding tool.
5. **Emotions:** Learn to influence decisions by engaging emotions.
6. **PowerPoint:**
 - Transitions that create visual magic
 - Unique slide building techniques
7. **Data:** Leverage data for impactful presentations.
8. **Visuals:** Select and create meaningful images.
9. **Storytelling:** Use narrative to captivate and inspire.
10. **Footwork:** Move purposefully to command presence.
11. **Body Language:** Harness the power of nonverbal communication.
12. **Gestures:** Enhance your message with purposeful movement.
13. **Facial Expressions:** Every expression counts.
14. **Um:** Identify and avoid using filler words that destroy your flow.
15. **Words:** Choose impactful phrases (inspired by Mark Twain's wisdom).
16. **Modulation:** Vary your tone for engagement.
17. **Pause:** Master the power of a well-timed pause.
18. **Flow:** Create a seamless delivery.
19. **Props:** Use props effectively.
20. **Bells and Whistles:** Balance them to enhance your message.



Outcomes:

- Increase confidence in all presentations
- Understand the structure and design of impactful presentations
- Manage nerves effectively
- Create compelling visuals
- Use data strategically
- Integrate all presentation elements for maximum impact
- Captivate your audience and achieve your goals

“Presentation skills are an art and a science. The art varies from person to person, but if you understand the science, you will ultimately be an effective presenter.” – Dr. Charlie Cartwright



Creating a Sense of Belonging Workshop

Description:

In today's post-pandemic world, the desire for belonging in the workplace has never been stronger. This workshop will guide you in creating a culture where psychological safety thrives by fostering meaningful connections and a deep sense of belonging among team members. You'll learn practical strategies to help employees feel valued, supported, and empowered to contribute their best.

Key Topics:

- Redefining belonging in the modern workplace
- Identifying and removing key roadblocks to psychological safety
- Establishing the foundational elements of psychological safety
- Exploring the four cornerstones that support belonging
- Mapping out the seven milestones towards achieving psychological safety
- Applying the Human Influence Equation to sustain belonging

Outcomes:

- Define a true sense of belonging within a team
- Identify the three key roadblocks to psychological safety
- Discover the foundational elements of psychological safety
- Understand the four cornerstones that support belonging
- Implement the seven essential milestones for psychological safety
- Evaluate an individual's journey toward psychological safety
- Use the Human Influence Equation to build a lasting workplace culture

“Post pandemic, the number one value in the United States is now belonging. Moving family into the second slot.” – Dr. Charlie



Soft Skills Workshop

Description:

In today's fast-paced, technology-driven world, soft skills are not just essential; they're indispensable. This workshop will help participants develop essential interpersonal skills that drive professional excellence and personal growth. Through practical techniques and insightful discussions, attendees will strengthen their ability to connect, communicate, and lead effectively.

Key Topics:

- The vital role of people skills in achieving success
- Techniques to prevent and manage stress responses
- Building genuine connections and fostering trust
- Understanding the “currency of trust” in professional settings
- Mastering the core principles of impactful communication

Outcomes:

- Recognize the critical value of strong interpersonal skills
- Apply strategies to manage and reduce stress
- Cultivate meaningful and lasting connections
- Understand why connection is essential for personal and professional success
- Discover the currency of trust and how to grow it
- Identify and apply the primary question that drives effective communication

“Soft skills are some of the hardest skills to master. Without them, your job will become much harder than it has to be.” – Dr. Charlie



Workplace Safety Workshop

Description:

Traditional policies have failed to reduce accidents and fatalities in today's challenging work environments. This interactive workshop emphasizes the need to reframe safety as a people-centric culture rather than a checklist of rules. Participants will explore why focusing on individual behaviors, meaningful connections, and shared responsibility is essential for sustainable safety outcomes. Drawing on compelling statistics and real-world success stories, the session challenges conventional approaches and inspires a commitment to change that ultimately saves lives.

Key Topics:

- Understanding the limitations of policy-driven safety and why people matter more
- Learn and deploy four fundamental behaviors required by each person in your organization to build a culture of safety
- Identify the 'factory settings' of people (baseline) that drive poor safety
- Uncover the role of relentless commitment in unlocking discretionary effort
- Define accountability at every level—individual, team, and organizational
- Discover the more significant impact of safety beyond the field
- Evaluate and examine the **real results** from culture-first safety strategies

Outcomes:

- Add innovative best practices
- Level of acceptance recalibrated
- Shifted mindset from policy enforcement to culture transformation
- Awareness of how a people-first approach can dramatically reduce accidents and injuries
- Renewed drive and energy around workplace safety
- Roadmap of how to achieve your organization's safety goals
- Reflection on the more profound impact of safety, because it's about families, not policies

"I believe that 99% of all injuries and accidents are directly or indirectly caused by the terrible twos(toos) of safety." – Dr. Charlie



Keynotes

"The Heart of Safety: Why Culture, Not Compliance, Brings People Home"

Presented by Dr. Charlie Cartwright

Leadership, Workplace Culture & Safety Expert | Creator of the Human Influence Equation

Overview

Every day in the U.S., over **14 workers lose their lives**, and **27,155 suffer disabling injuries**—and despite decades of policy changes and billions of dollars spent, these numbers have barely moved. The truth? **Policies don't keep people safe. Culture does.**

In this powerful and transformative keynote, Dr. Charlie Cartwright challenges conventional approaches to safety and delivers a compelling blueprint for creating a **world-class safety culture** built on leadership, engagement, and a deep sense of belonging. It's not about lighting a fire *under* people; it's about lighting a fire *within* them.

Key Themes

- **Why Safety Is So Hard:** Explore the disconnect between compliance and care, and why checklists fail without commitment.
- **The Power of Belonging:** Learn how to create psychological safety and a sense of team that drives real behavioral change.
- **Igniting the Internal Flame:** Inspire individuals to take personal responsibility for safety, turning “have to” into “want to.”
- **From Policy to Passion:** Discover how leading with empathy, influence, and engagement transforms safety outcomes.

Audience Takeaways

- Understand the **four fundamental behaviors** needed to build a culture of safety.
- Recognize the **factory settings** that drive poor safety decisions—and how to reset them.
- Learn to deliver a **safety message that sticks** and influences at every level of the organization.
- Gain tools to **overcome resistance**, increase engagement, and sustain momentum.
- See how companies have used this approach to reduce injuries by **56%** and work comp. Claim costs by **89%**.



"If You Lead, They Will Follow"

Presented by Dr. Charlie Cartwright

Leadership, Workplace Culture & Safety Expert | Creator of the Human Influence Equation

Overview

Most leaders aspire to elevate their effectiveness, yet the relentless demands of their roles often leave little time for growth. At the same time, workplace change is accelerating at an unprecedented pace. Leaders who aren't actively improving each day risk falling behind. So, how can they keep up—and stay ahead?

In this powerful keynote, attendees will gain a clear, actionable blueprint for leadership success. Five transformative principles will be unveiled, offering practical strategies that, when applied, will revolutionize their ability to lead. Leadership encompasses many responsibilities, but at its core, it's about one thing: making a meaningful impact. Every leader faces a pivotal choice—they can *try* to make a difference or *choose to be the difference*.

Key Themes

- **Esse Quam Videri:** A Latin phrase that means “To Be, rather than to seem.” As a leader, you must be committed to leadership rather than seeming like you are.
- **Consistent Intensity:** The most effective way to correct or to encourage is through consistent intensity.
- **Primary Question:** Anytime you are not quite sure of what to do or say. Answering this question will guide the way.”
- **Your People:** It's about them and not about you.

Audience Takeaways

- Uncover the foundational principle of leadership.
- Discover the **#1** driver of employee engagement.
- Identify the **four** cornerstones of leadership.
- Understand how to break down barriers between leaders and their teams.
- Close the gap that causes **75%** of all employee turnover.

“Leadership is not everything; however, it is the only thing that impacts everything.” – Dr. Charlie Cartwright



Why Dr. Charlie?

Dr. Charlie Cartwright is a nationally recognized expert in workplace safety, employee engagement, and cultural transformation. His proprietary framework, the **Human Influence Equation**, is based on three decades of research and real-world applications across various industries, including construction, utilities, healthcare, and manufacturing.

With his engaging, science-backed, and heartfelt approach, Dr. Charlie doesn't just speak on safety; he **transforms how your team thinks about it**.

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This syllabus charts an empowering journey toward leadership mastery. Each module is carefully crafted to equip you with essential insights and inspire transformative action in your professional and personal spheres. The workshops foster deep engagement, meaningful interaction, and breakthrough moments designed to accelerate growth. The lessons you'll gain have the power to create lasting, positive changes for every participant. Moreover, the keynote addresses are not just presentations; they are dynamic experiences that set the tone and elevate the impact of your meetings, conferences, and initiatives.

