



# The Heart of Human Achievement™

Creating inspired leaders through dynamic,  
human-powered learning experiences

**blanchard®**



# Great Leaders Change Lives

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**When leaders better themselves as they better others, they become an unstoppable force for the greatest good.**

These inspired leaders build cultures that transcend challenges, maximizing individual achievement and agency performance.

At Blanchard®, we design our simple yet transformative learning solutions for the future of work, scaling alongside organizational and individual needs. From dynamic learning journeys to online courses to custom services, we meet learners where they are and inspire them to be the ultimate agents of progress and transformation.

## We work by these simple truths:

- 1 Inspired leaders ignite potential and unlock performance
- 2 Development is critical at all levels
- 3 Better everyday conversations create lasting impact
- 4 Simple lessons stick
- 5 Leading from the heart fosters trust
- 6 Value-based leadership creates better days at work

Through these simple truths, Blanchard develops inspiring and empathetic leaders equipped with the skills to help organizations unlock potential.

## Learning experiences for transformative leaders

At Blanchard, we are transforming the leadership development landscape by blending proven, simple frameworks with experiential learning programs and learner journeys that are innovative, personalized, and agile.

The result: leaders excel at one of the most fundamental, yet critical, human skills needed in today's workplace—**connection**. Connection enables leaders to foster an environment where people feel that their contributions truly matter. That they are seen, heard, and valued.

Learning to lead is a continuous journey, comprised of a combination of small moments. However, we believe that it's these moments paired with powerful learning experiences that create transformation.



## Leadership development is fundamentally shifting—and there is more opportunity for transformation than ever before

We help you address your most critical goals and challenges:



**Leadership Capabilities**



**Change & Agility**



**Diversity & Inclusion**



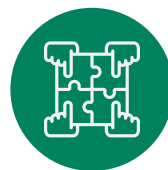
**Engagement & Retention**



**Personal Effectiveness**



**Organizational Performance**



**Teaming & Collaboration**

# The Blanchard Advantage

Blanchard starts at the heart of leadership, originating dynamic, human-powered learning experiences that enable leaders at every level to engage as the ultimate agents of progress and transformation:

- Relevant, resonant, research-backed content
- Simple and powerful models that are proven to work
- Learning experiences that create engagement, connections, and outcomes
- Accessible and inclusive learning materials
- More than 40 years of worldwide leadership development experience
- Measurement strategies that show lasting results





## Our purpose-driven people

We foster a company culture that attracts a team of highly skilled and experienced leadership and learning development professionals. Our global and diverse team includes award-winning authors, dedicated researchers, keynote speakers, coaches, and industry experts with an average tenure of 11 years at Blanchard. Together, our team has the context and hands-on experience you need to create a learning experience that will transform how your agency approaches its work.

## Evidence-based content that works

Effective leaders must learn new skills to adapt to rapidly changing market conditions, meet evolving employee expectations, and implement innovative technologies. At Blanchard, we constantly iterate our evidence-based content and gather learner feedback to ensure our proven leadership frameworks continue to deliver the results leaders and managers need to succeed.



## Learning modalities that fit learners' needs

Blanchard's content modalities help meet leaders where they are by offering a range of delivery methods—including in-person workshops, online and virtual courses, assessments, coaching, and reinforcement tools. Whether they prefer in-person, virtual, or online self-paced learning, we help you provide everyone in your organization with the opportunity to approach their learning journey in the way that works best for them.



# Innovative learning technology partners

We partner with several leading technology companies to meet you where you are and support your whole learning ecosystem. Each partnership is designed to help us create human-centered solutions that engage your learners.



CIRCLES



 coaching.com

Credly

 degreed

 INTREPID™  
by VitalSource

mindtickle

 mobilecoach



TALESPIN

## Blanchard has become the trusted partner for thousands of organizations

We focus exclusively on enhancing our management training, empowering millions of people to become effective, trusted leaders. Our leadership concepts and learning experiences have been successfully deployed across all industries in over 30 languages worldwide. But we aren't resting on our laurels — we remain obsessed with innovation in leadership development and staying ahead of the curve.



# Dynamic Solutions for Leadership Development Challenges

We base our solutions on rigorous academic research, which has been continuously applied, refined, and simplified to create models and experiences that are easy to learn, remember, and put into practice. This foundation gives leaders the tools to build a culture that transcends challenges, maximizing individual achievement and organizational performance.



**Dynamic and cohesive experiences that resonate with today's learners and leaders—and equip them for what's next.**



Integrated



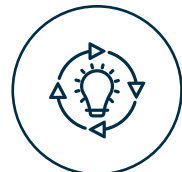
Relevant



Nimble



Reinforced



Sustained



Measured

## Join the Blanchard Community

The Blanchard Community is a global, moderated, online community that allows members to join rich discussion forums, connect with a diverse group of leaders and practitioners, and access free resources and virtual events.



Scan Here to Join



# Leadership Development

## Bringing Impactful Leadership Development to Leaders at All Levels

We have the leadership development offerings your leaders at all levels need, in the modalities that work best for your organization and its goals.

### **NEW** Propel by Blanchard®

A professional development membership service that delivers online learning at scale through live facilitated courses with industry experts, proven content, and collaborative experiences.

- Leadership Development Programs
- Learning Journeys
- Digital & Virtual Learning Experiences
- Keynotes
- Content Licensing
- Public Courses
- Training for Coaches and Trainers

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# Custom Solutions by Blanchard Design Studio

It's critical that leadership development be connected to your organization's goals, language, and culture. **Blanchard Design Studio**, led by a team of Solutions Architects, uses design thinking principles as the foundation for every custom solution. We help you understand your learners' needs and how they learn best to build a solution that fits easily into their lives and work.

- Customized Learning Experiences
- Curated Learning Journeys
- Content Integration
- Talent Strategy
- Integrated Coaching

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# Services that Support Learning Retention

Learning doesn't happen in a vacuum. Your learners are juggling their everyday work and personal priorities, too. At Blanchard, we understand the importance of surrounding great content with support services that help keep learners engaged in their learning journeys and reinforce their ability to retain and apply program concepts during their work.

- Coaching
- Facilitation
- Moderation & Community Management
- Assessments
- Reinforcement & Sustainment
- Measurement & Impact
- Program Management
- Badging

# Leadership Development Programs

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## SLII®

SLII®, the most widely used leadership training program in the world, teaches leaders how to build meaningful connections with coworkers that create exponential impact.

## Adapting to Change

Helps people understand why they often resist change and how to mindfully marshal their courage, curiosity, and resilience to adapt to changes they face.

## Blanchard Management Essentials®

Building on the key concepts of the best-selling business book, *The New One Minute Manager*®, this course teaches managers the core skillset to achieve success quickly and build positive relationships with their teams.

## Building Trust

Teaches managers how to understand the impact of their behaviors on building or eroding trust so they can increase engagement, creativity, and commitment.

## Coaching Essentials®

Teaches your managers the coaching mindset, essential skills, and structured process they need to accelerate development and bring out the best in their people.

## Communication Essentials

Teaches your employees the skills to listen to others, ask thoughtful and open questions, stay positive, and helpfully share their truth with others.

## Conversational Capacity®

Teaches individuals how to engage in constructive, learning-focused dialogue when challenging topics or conflicts arise so they can make informed decisions and find the best solutions, even under high pressure.

## **NEW** Courageous Inclusion™

Teaches individuals a mindset that promotes diversity and inclusion and a proven process to help them become more knowledgeable and active proponents of inclusion in their workplace.

## **NEW** Essential Motivators™

Teaches managers a framework to help identify their pattern of core psychological needs, values, and talents so they can better understand themselves and others, be more effective, and appreciate different perspectives.

## Leadership Point of View™

Teaches leaders how to uncover their values, write their leadership story, and create trusting relationships with their people.

## Leading People Through Change®

Teaches leaders how to approach change as an opportunity for high-involvement, collaborative leadership that includes all parties and improves the success of change initiatives.

## Leading Virtually

Teaches managers how to increase the effectiveness and productivity of their remote or hybrid teams.

## Legendary Service® ●●

Teaches your managers and front-line service providers how to consistently deliver exceptional service for internal and external customers alike.

## Self Leadership ●●●

Teaches individuals the mindset and skillset they need to become empowered, proactive self leaders who take control of their own success.

Blanchard's 97% client retention rate is proof: **Our Solutions Work**

## Servant Leadership Essentials™ ●

Teaches leaders how to build trust, listen, and give and receive feedback in ways that bring out the best in their people.

## Team Leadership ●●●

Teaches managers how to diagnose their team's development needs and apply the right leadership style to build and sustain high-performance teams.

## Teaming and Collaboration ●

Teaches learners how to diagnose their team's stage of development and act in a way that contributes to its performance.

## Levels of Leadership at a Glance

Blanchard Content Library	Individual Contributors	People Leaders	Senior Leaders	Executives
SLII®		✓	✓	✓
Adapting to Change	✓	✓		
Blanchard Management Essentials®		✓		
Building Trust	✓	✓	✓	✓
Coaching Essentials®		✓	✓	✓
Communication Essentials	✓	✓		
Conversational Capacity®	✓	✓	✓	✓
Courageous Inclusion™	✓	✓	✓	✓
Essential Motivators™	✓	✓		✓
Leadership Point of View™			✓	✓
Leading People Through Change®		✓	✓	✓
Leading Virtually™		✓	✓	
Legendary Service®	✓	✓		✓
Self Leadership	✓			
Servant Leadership Essentials™		✓	✓	✓
Team Leadership		✓	✓	✓
Teaming and Collaboration	✓	✓		

# Transform Your Leadership Today

Start your leadership journey today by talking with a Blanchard expert. Contact us to learn how we can collaborate with you to build the inspiring and inclusive culture your people deserve.

Visit [www.wirthleadership.com](http://www.wirthleadership.com) or call us at 314-623-1823