



Seth Godin's Leadership Workshop

Create an alternative future for yourself and others

What You'll Learn:

- Learn the leadership principles critical to stepping up and creating change
- Lead from any level in an organization
- Describe a compelling vision for an alternative future
- Take concrete steps to lead change
- Know that authority is different than responsibility, and future change makers need to master leadership rather than management
- Create your own Leadership Notebook documenting your ideas for getting started as a leader

Description

Leadership is a choice. It happens when someone steps up and causes a change to happen. It happens when someone enrolls other people to help them make that change. In this interactive online workshop, Seth Godin will walk you through the steps to make the choice to lead. The course is built around 9 surprising leadership principles that challenge conventional wisdom. Through a series of videos and interactive exercises, Seth will introduce you to ideas that will help you lead people to dance on the edge of possibility.

This course is an active journey of self-reflection. You should be prepared to roll up your sleeves and reflect on your priorities and the type of change you want to make, regardless of where you sit in an organization.

Format: Video-Based Course

Curriculum

- **LEARNING TOOLS**
 - 11 video tutorials from Seth Godin
 - 9 Leadership Notebooks to help kickstart your own leadership journey

- **SECTION 1: Leadership is Not Management**
 - Video: Leadership is Not Management
 - Resource: Leadership Notebook #1
 - Activity: Quick Quiz

- **SECTION 2: See the End Before You Begin the Journey**
 - Video: See the End Before You Begin the Journey
 - Resource: Leadership Notebook #2
 - Activity: Quick Quiz

- **SECTION 3: Culture Defeats Everything**
 - Video: Culture Defeats Everything
 - Resource: Leadership Notebook #3
 - Activity: Quick Quiz

- **SECTION 4: Selling the Dream**
 - Video: Selling the Dream
 - Resource: Leadership Notebook #4
 - Activity: Quick Quiz

- **SECTION 5: Enrollment**
 - Video: Enrollment
 - Resource: Leadership Notebook #5
 - Activity: Quick Quiz

- **SECTION 6: Don't Forget Rule #6**
 - Video: Don't Forget Rule #6
 - Resource: Leadership Notebook #6
 - Activity: Quick Quiz

- **SECTION 7: Authority vs. Responsibility**
 - Video: Authority vs. Responsibility
 - Resource: Leadership Notebook #7
 - Activity: Quick Quiz

- **SECTION 8: Certain Failure**
 - Video: Certain Failure
 - Resource: Leadership Notebook #8
 - Activity: Quick Quiz

- **SECTION 9: It's Personal**
 - Video: It's Personal
 - Resource: Leadership Notebook #9
 - Activity: Quick Quiz

- **BONUS**
 - Video: Start With Wonder
 - Video: It's Your Battleship

About the Course Partner

SETH GODIN is a marketing guru and the author of 18 books that have been bestsellers around the world and have been translated into more than 35 languages. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. His daily blog is one of the most popular in the world.