



## 7 Reasons Why Leadership Development is “Good for Your Business”

Are you committed to broadening the leadership base in your business and seeing leadership developed at all levels in your organization then **LEADERSHIP WISCONSIN** is for you and your business?

In these times of rapid change, the call for enlightened, visionary and broad-based leadership is more critical than ever. We need leaders who understand the social, economic and political dimensions of local, national and global environments we live and work in. We need leaders who are passionate and focused. We need leaders who are ready and willing to help make a positive difference wherever they're at.

Research indicates that the 'program-of-the-year' approach to leadership development can have the same impact as the crash-diet approach to physical fitness--the results don't last. For over 25 years, Leadership Wisconsin an intensive two-year leadership program has successfully provided businesses, organizations and communities with leaders able to make an impact; Leaders who have a broader vision, an understanding of themselves and the world, as well as a clearer appreciation of the interdependence of issues.

**By supporting individuals from your business to participate in the Leadership Wisconsin you will gain:**

1. People connected to a diverse network of dynamic local, state, regional, national and international leaders; who have been exposed to top decision makers, thinkers, and practitioners in diverse fields.
2. Individuals with knowledge to discuss and act upon a variety of issues at the state and community levels.
3. Employees who have been exposed to a nationally recognized learning curriculum. In 2003 the W. K. Kellogg Foundation recognized WRLP for its impact as *“one of the exemplary leadership development programs in the nation.”*
4. Energized and motivated employees ready and willing to apply information to your business or organization's situations.
5. Leaders prepared to address issues and keep your company in action.
6. Make an investment in your employee and thus your organization's future success through a cost-effective training program.
7. Make a statement internally and externally about your organization's commitment to the development of your people.

Leadership & learning are  
indispensable to each other.  
*John Fitzgerald Kennedy*

**LEADERSHIP WISCONSIN** is looking for the best people the state of Wisconsin has to offer. The selection of up to 35 fellows is based on proven commitment to leadership. Preference is given those already in leadership, or who are likely to be tapped for greater leadership responsibility. Participants will be representative of our broadly diverse state – suburban, rural and urban.

Leadership Wisconsin is a proven method of leadership development that produces top-notch leaders for cities, towns, villages, rural regions, counties, and Wisconsin... in public, business, and nonprofit endeavors... for today and tomorrow. In short, they are **leaders who have developed new leadership skills and abilities as a direct result of Leadership Wisconsin.**

**Nominate someone today!** [www.leadershipwisconsin.org](http://www.leadershipwisconsin.org)