



**CERTIFIED
POSITIVE
LEADER**

JON
GORDON
CERTIFIED

TRAIN ONE. IMPACT MANY.

TURN GOOD MANAGERS INTO GREAT, POSITIVE LEADERS

JON GORDON

18X BEST SELLER

Leadership Expert

Certified Positive Leader equips your leaders with clear tools, to solve their leadership challenges and elevate team performance, engagement, and accountability. It's time to defeat negativity and sub-par performance.

CertifiedPositiveLeader.com

**"ONE PERSON CAN'T MAKE
A TEAM BUT ONE PERSON
CAN BREAK A TEAM."**

- Jon Gordon

Many are promoted but never trained to lead effectively.



Here's how you can **quickly** equip your leaders with the same proven frameworks trusted by championship teams, Fortune 500 companies, award winning school districts, and more.

GOOD LEADERS WANT TO GROW BUT NEED THE RIGHT TOOLS TO DO IT

- They've earned the role, now give them the resources to thrive in it.
- High stress, low confidence, and reactive management drive disengagement & negativity.
- Trial-and-error leadership increases turnover and reduces team performance.
- Upskill the leaders you're already counting on.

58% of new managers never receive any leadership training



Confident leaders don't just show up; they're developed. Let's equip them properly.

A ONE-DAY CERTIFICATION. A LIFETIME OF LEADERSHIP TOOLS.

OVERVIEW:

Certified Positive Leader includes a powerful, one-day development and certification experience built on Jon Gordon's best selling leadership frameworks.

It's the foundation your leaders need to lead with confidence and clarity, and the support system that ensures lasting growth.

BUILT ON 4 CS:

Certification:

Designed to fast track their leadership development.

Catalyst:

Monthly live Zoom leadership classes + Q&A and quarterly sessions with Jon Gordon.

Capability:

Equip them with dozens of tools to handle real-world leadership challenges.

Community:

Surround them with like-minded leaders growing together.

CERTIFIED
POSITIVE
LEADER

JON
GORDON
CERTIFIED

A BETTER LEADER, A STRONGER TEAM

OUTCOMES FOR YOUR LEADER(S):

- ✓ Improved decision-making and stronger communication under pressure.
- ✓ A repeatable leadership framework that they can use to guide their team.
- ✓ Support from a national network of leaders is growing through real-world organization challenges.
- ✓ Renewed motivation and a clearer sense of purpose in their role.
- ✓ Certify your team of leaders so they can grow together, leveraging monthly Zoom sessions and guided discussions to turn learning into action.
- ✓ The mindset and habits of a high-performing, resilient leader.





OUTCOMES FOR YOUR ORGANIZATION:

- ✓ Improved team performance through better communication and accountability.
- ✓ Stronger organizational culture rooted in positivity, trust, and clarity.
- ✓ Reduced turnover by developing and retaining high-potential leaders.
- ✓ Less time spent managing people problems, more time building momentum.
- ✓ Faster development of new managers with real tools, not trial and error.
- ✓ More resilient teams are equipped to handle stress, change, and adversity.
- ✓ A culture where optimism, accountability, and encouragement replace burnout and negativity.

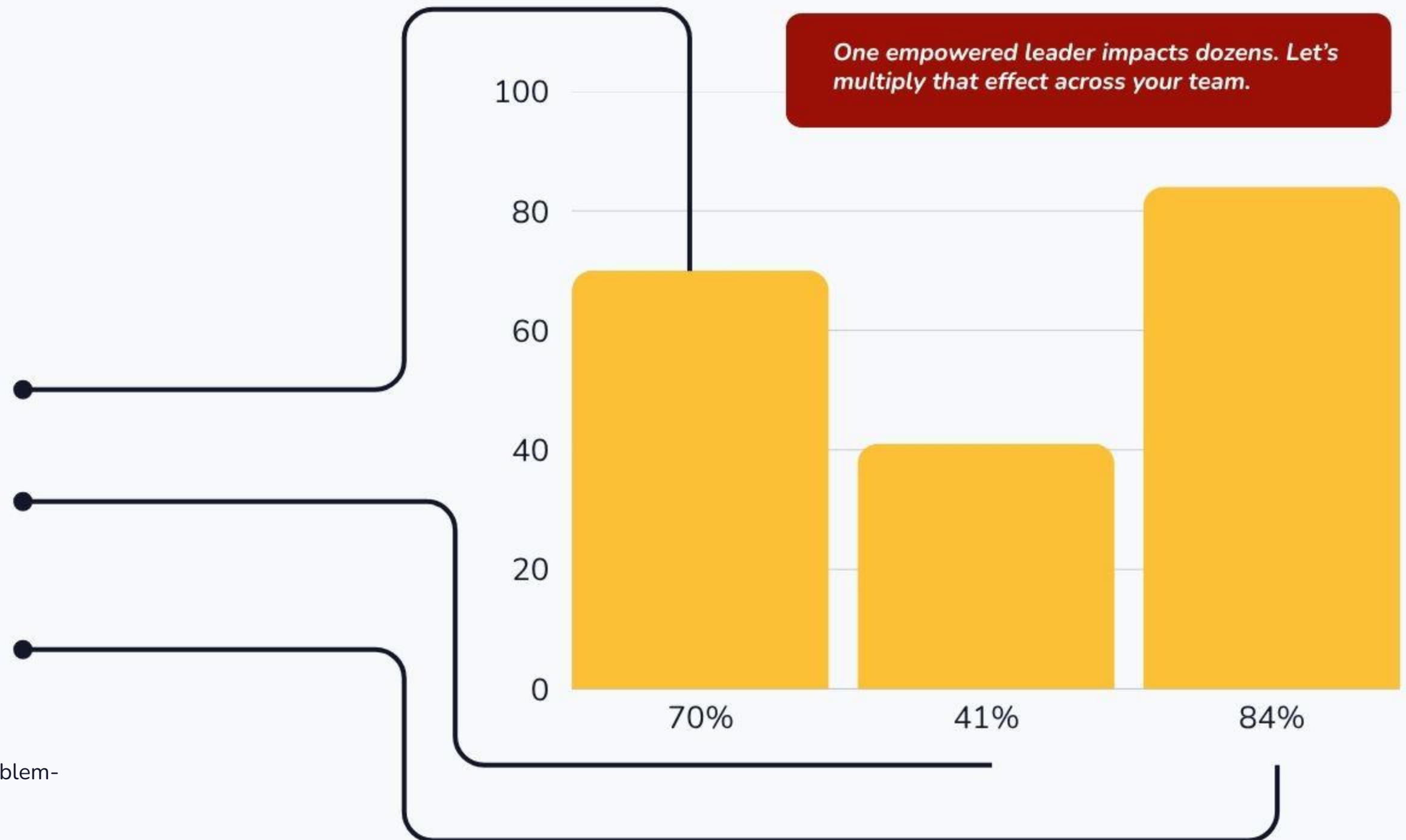


THE REAL COST OF UNDERDEVELOPED LEADERS

DATA POINTS:

- \$7 ROI for every \$1 in leadership training (BetterManager)
- 70% of culture is shaped by leadership behavior (DDI)
- 41% drop in absenteeism with high engagement (Gallup)
- The cost of replacing an individual employee can range from one-half to two times the employee's annual salary, and that's a conservative estimate.

(Gallup) <https://www.gallup.com/workplace/247391/fixable-problem-costs-businesses-trillion.aspx>



WHY IT'S SMARTER THAN TRADITIONAL TRAINING

FEATURE	TRADITIONAL TRAINING	CERTIFIED POSITIVE LEADER
Format	One-off seminar	Certification + monthly support
Duration	Multi-week or passive	One Day (Live or Virtual)
Tools & Resources	Theory-based	Dozens of real-world tools
Cost	\$2K–\$4K per seat	\$997 per leader
Long-Term Impact	Short-term inspiration	Sustained leadership behavior

Instead of another \$3K event with no follow-up, invest in a leader who's equipped on Monday morning & ongoing upward growth.

YOUR LEADER WILL WALK AWAY WITH

DELIVERABLES:



Monthly Live Zoom Lessons and Quarterly Q&A with Jon Gordon.



Guest faculty leadership sessions.



Video Training Library (Energy Bus, Power of Positive Leadership, etc.).



Dozens of Leadership Tools (playbooks, team exercises, guides).



Digital Certification Test + Badge.



Access to the Private Positive Leader Community.

USED BY THE BEST IN BUSINESS, EDUCATION, AND SPORTS



Provided everyone in the audience with a powerful and memorable user-friendly framework for taking their own energy management to a new level.

Douglas R. Conant, President, Campbell Soup Company



Very useful tools in helping us build a positive team and culture where our players overcome negativity and challenges to perform at their highest potential.

Mike Smith, Head Coach , The Atlanta Falcons



Thank you for reminding us that even the smallest success is worth celebrating.

Katharine Monahan, General Manager, The Ritz-Carlton

LET'S CERTIFY THE LEADER YOU'RE COUNTING ON



INVESTMENT:

- \$997 (or discounted team/group rates)
- Covers Day of Development, toolkit access, community coaching, and certification

REQUEST A PROPOSAL

OR

SCHEDULE A CALL

**CERTIFIED
POSITIVE
LEADER**

JON
GORDON
CERTIFIED

jongordon.com/cpl