



PRESS RELEASE

Living As A Leader®
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FOR IMMEDIATE RELEASE

LIVING AS A LEADER® ANNOUNCES LAUNCH OF LEADERSHIP DEVELOPMENT SERIES
Events to be held in Racine, Milwaukee, and virtually

Milwaukee, WI – February 17, 2023—Living As A Leader, a leading leadership development firm, believes one of the common challenges facing organizations today is the retention of key talent, particularly of high-potential employees. Research shows individuals with less than two years on the job express the strongest turnover intentions. In an effort to mitigate these challenges facing employers and their leaders, Living As A Leader will, once again, launch its Living As A Leader Leadership Development Series, open for public registration.

The 12-month facilitator-led Series is designed to help employers and organization leaders improve the employee experience and drive business results. Their process focuses on the development of leadership skills and strategies, as well as frequent application opportunities. Leaders at all levels can attend this Series. Most commonly, participants are individuals at supervisory, middle management, and director levels of leadership.

The Leadership Development Series is a process, not a program or an event. This crucial distinction sets the Living As A Leader Series apart from other professional development opportunities and training service providers. Not only is the content impactful, the multi-faceted process they employ ensures better results.

Living As A Leader also offers a six-month Emerging Leader Series. The emerging talent of organizations today has a high turnover risk with more than 25 percent of young professionals planning to leave their jobs each year. This Series is designed for individual contributors not yet in a leadership role. This may include individual contributors with broad reach in their responsibilities, influencers, project managers, team leads, and individuals being prepared for future leadership roles.

Living As A Leader offers these Series independently, as well as in collaboration with other area business organizations including Racine Area Manufacturers and Commerce (RAMAC), Racine County Economic Development Corporation (RCEDC), Kenosha Area Business Alliance (KABA), and Milwaukee Association of Commerce (MMAC). By making these Series available for public registration, Living As A Leader is helping organizations of all sizes access these beneficial programs to develop their leaders. These spring Series will be offered in a combination of in person and virtual:

Table with 4 columns: Series Name, Date/Recurring Info, Location, and Collaboration. Rows include Racine Leadership Development Series, Milwaukee Leadership Development Series, Virtual Leadership Development Series, and Milwaukee Emerging Leader Series.

# LIVING AS A LEADER®

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**Learn more about any of the above offerings by visiting [www.livingasaleader.com/publicseries](http://www.livingasaleader.com/publicseries).**

**About Living As A Leader (LIVING AS A LEADER):**

Living As A Leader®, established in 2002 by co-owners Aleta Norris and Nancy Lewis, exists to support the development of leaders at all levels. Living As A Leader employs a steady-progress-over-time approach to leadership development. Their signature service, the Leadership Development Series, focuses on the development of leadership skills and strategies, as well as frequent application opportunities. Living As A Leader also provides leadership team development and leadership coaching services. Additionally, Norris, Lewis, and Living As A Leader facilitator and coach, John Rutkiewicz, authored the *Live As A Leader* book. The book provides a look at how leaders can learn leadership principles, empower others around them, and grow a productive and inspired team. Learn more at [www.livingasaleader.com/book](http://www.livingasaleader.com/book).

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*If you would like more information about this topic, or to schedule any interviews, please contact Beth Kelly at (740) 504-5303 or email [bkelly@livingasaleader.com](mailto:bkelly@livingasaleader.com)*

## Living As A Leader® Leadership Development Series

12-Month Series: Offered in Racine, Milwaukee + Virtually

### RACINE LEADERSHIP DEVELOPMENT SERIES

**Launch Date and Time**  
Thursday, April 13, 2023  
8:00 AM - 12:30 PM

**Recurring Dates and Times**  
Second Thursday of the Month  
8:00 AM - 12:00 PM

**Location**  
Cree Lighting - Racine, WI  
Offered in collaboration with RAMAC and RCEDC

### MILWAUKEE LEADERSHIP DEVELOPMENT SERIES

**Launch Date and Time**  
Thursday, April 20, 2023  
8:00 AM - 12:30 PM

**Recurring Dates and Times**  
Third Thursday of the Month  
8:00 AM - 12:00 PM

**Location**  
Lemberg Electric - Brookfield, WI

### VIRTUAL LEADERSHIP DEVELOPMENT SERIES

**Launch Date and Time**  
Wednesday, May 17, 2023  
8:00 AM - 12:30 PM

**Recurring Dates and Times**  
Third Wednesday of the Month  
8:00 AM - 12:00 PM

**Location**  
Virtual via Zoom

### OUR PROCESS INVOLVES A COMBINATION OF Training + Coaching + Learning Reinforcements

Participating leaders will develop skills to more effectively:

- ▶ Motivate, engage, and retain employees
- ▶ Address difficult situations and unmet expectations with employees
- ▶ Respond to the differing expectations of the emerging workforce



LIVING AS A  
LEADER®



## 6-MONTH EMERGING LEADER SERIES

Offered In Milwaukee

### MILWAUKEE EMERGING LEADER SERIES

**Launch Date and Time**  
Wednesday, May 17, 2023  
8:00 AM - 12:30 PM

**Recurring Dates and Times**  
Third Wednesday of the Month  
8:00 AM - 12:00 PM

**Location**  
MMAC - Downtown Milwaukee

Offered in collaboration with MMAC

Our Process Includes Half-Day Workshops and 90-Minute Small-Group Coaching Sessions

Participants of the Series will:

- ▶ Build awareness and skills critical to strong interpersonal relationships
- ▶ Network with peers in other organizations who are on a similar high-performance journey
- ▶ Explore practical solutions to real-life workplace situations

## INVESTMENT

### 12-MONTH LEADERSHIP DEVELOPMENT SERIES

**\$6,350**

Pay in full, in three monthly installments, or (monthly - credit card only)

Covers materials, coaching sessions and workshops

### 6-MONTH EMERGING LEADER SERIES

**\$3,200\***

Pay in full, in two monthly installments, or (monthly - credit card only)

Covers materials, coaching sessions and workshops

\*Non-MMAC members add \$500

## REGISTER TODAY

visit [www.livingasaleader.com/leadership-courses-events](http://www.livingasaleader.com/leadership-courses-events)

To learn more, visit our website or reach out to Aleta Norris at: [anorris@livingasaleader.com](mailto:anorris@livingasaleader.com)