

# Leadership and Self-Deception

*A Workshop with* THE ARBINGER INSTITUTE

Leadership is more than a set of behaviours. There is something deeper than technique that matters a lot! As employers and employees, as leaders, owners and managers, as colleagues and customers – we know this. Some call it motivation, others call it attitude, for some it is presence and for others, it is authenticity.

Everyone knows that when this deeper thing, whatever it is, is off in some way, a deep deficiency undercuts the effectiveness of everything we do – in the boardroom or in the meal room – wherever we do it. We can be technically correct in our leadership and yet fail to influence others to engage – to change – to respond – to succeed. The same problems persist despite our best efforts.

So – this deeper matter – whatever it is – matters. It matters to us and it matters to those we interact with. It matters a lot!

Arbinger's work amounts to a language that illuminates this deeper level of experience and allows us to think as precisely about (and change) the deeper matters as easily as every day language equips us to think about outward behaviours.



**Discover insights about change and leave this workshop with an action plan to become deeply influential in your leadership!**

**20th and 21st October 2009 - 8.30am to 5.30pm  
The Sebel, Albert Park, Melbourne Australia**

**REGISTER NOW! Freephone 1800 337 739 or email: [australia@arbinger.com](mailto:australia@arbinger.com)**

# What People are Saying

“My business partners and I built a healthcare company on the ideas in this book. We are amazed at what it has helped us achieve.”

**Mark Ballif**, CEO, Plum Healthcare

“Remarkable, Arbinger possesses the hidden key to productivity and creativity. Do what you can to get your hands on this material.”

**Dan Brown**, former CEO & President, LensCrafers

“Profound, engaging ... packed with insight. I couldn't recommend it more highly”

**Stephen R. Covey**, Author

“I've finally found in Arbinger what I consider to be the best means of improving every measure of success.”

**Bruce L. Christensen**, former CEO & President, PBS

“Fascinating, thought provoking, and insightful! This ... is a wake-up call to all those who think they're good with people, and a must

... for those who know they need to do better.”

**Stephen Wheelright**, Professor, Harvard Business School

“This is unique material that uncovers the true essence of leadership. It resonates a truth that penetrates deeply into one's inner being. If you are serious about transforming your life and serving your family, your team, your organisation and your community, then Leadership and Self - Deception provides a road map that is unparalleled.”

**Kamal Sarma** - Director: Rezilium

Author of Mental Resilience: Power of Clarity, Sydney



# Course Details

**The workshop involves an interactive mixture of presentation, discussions and exercises which allow participants to experience the material in a way that invites deep reflection and action.**

## Day 1

- Discover the true source of influence (the deeper matters)
- Learn how we lose influence (how we 'enter the box')
- The 4 main 'personalities' of the box
- The destructive influence of the box on others
- The 4 steps that help us 'out of the box' and restore influence
- Numerous examples will illustrate each concept and bring them to life

## Day 2

- Link core concepts with strategy, presence, engagement and teamwork
- Discover the 4 directions of work and the power of true accountability
- A strategic framework for leading positive change
- The secret of effective leadership
- Take concrete steps to dissolve persistent people problems

## OUTCOMES

You will have a language, consisting of a set of diagrams, that will make the presence and effect of self deception visible to you. You will understand how to avoid being trapped and you will know how to deal with others in a way that makes change possible. You will have the knowledge and tools to become a leader who can influence success and positive change.

## OPTIONS

**INTRODUCTORY** package includes:  
Introduction Evening on 19th October at 6.30pm  
A copy of the book Leadership and Self-Deception  
Investment of \$45 incl gst

**STANDARD** package includes:  
2 day workshop (lunch included)  
Investment of \$1,045 incl gst

**PREMIUM** package includes:  
2 day workshop (lunch included)  
An Arbinger *Stage Pass*  
Investment of \$1,100 incl gst

## SPECIAL OFFERS

**Earlybird Registration Offer:**  
Register and pay for a scheduled Arbinger workshop before October 1st and pay only \$840 for the Standard package and \$895 for the Premium package.

**Arbinger Stage Pass:**  
The *Stage Pass* gives you personal access to all public events in the Oceania Region over the next 12 months at 1/3 of the standard investment. 20% of seats will be reserved for *Stage Pass* holders on a first come first serve basis.

# The Arbinger Institute

Arbinger is an international training, consulting and coaching firm that specialises in conflict resolution and peacemaking - whether in families, organisations or between individuals, communities and nations.

This comes from a ground breaking body of work about the problem of 'self deception' which, simply stated, is the problem of not knowing and resisting the possibility, that one has a problem.

Arbinger offers public courses, consulting and coaching services, and tailored organisational interventions (including train the trainer options). Their clients range from individuals who are seeking help in their lives to many of the largest companies and governmental institutions in the world.

# Course Facilitator

John Cosgrove 'COSSIE'



John Cosgrove is the Managing Director for the Arbinger Institute for the Oceania Region. With a colourful background, including a leadership career in the New Zealand Police, 'Cossie' brings the material alive through his stories and his humour.

Cossie spent 18 years in the New Zealand Police with responsibilities ranging from front line policing to diplomatic protection and from hostage negotiation to restructuring. Over his time 'in blue' he developed expertise in Organisational Learning, Change Management, Organisational Design, Performance Management, Leadership Development, Training Design and Delivery, Coaching and Mentoring. All paths converged into his lasting passion - developing leaders who can create the space where people can unleash their potential and consistently deliver outstanding results.

*"I have come to appreciate that the quality of the relationships in an organisation has a direct effect on the quality of the results achieved by that organisation - and that for any organisation to be truly successful they need to effectively deal with self deception."*

John finished his service at the rank of Inspector in charge of leadership training for staff who had been promoted within the organisation. After leaving the police in 2005 he set up a leadership development company that focused on transforming potential supervisors into influential leaders. In 2006 he discovered Leadership and Self Deception and, like the guy who used the razor and bought the company, sought out Arbinger and secured the license to lead their work in Oceania.

Cossie and his wife, Trish, have six children. He enjoys good movies and plays some golf in his spare time.

*"I worked with John Cosgrove in Police where he developed and delivered the Constables Leadership Development programme. John is one of the best facilitators I have seen working and he is able to ensure that even the most disengaged person will be turned around by the end of his programme. I have seen him deliver the Arbinger model and it is very good - especially to ensure people are really contributing and delivering in a team. This will be a worthwhile programme for any of your people to attend."*

Sue Christie (former HR Manager: Leadership Development at NZ Police and GM:HR at Ministry of Social Development)

**The Arbinger Institute Oceania**

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