



Stop trying to train leaders, it doesn't work.

Leader Development does.

Leaders are the foundation of success or failure

Retention, Recruitment, Culture, Community Engagement all start with the leaders of an organization. Everything starts with a leader, whether they are good or bad, intentional or not.

Excellence has been missing in public safety leadership development, until now.

At Counterparts, we unlocked the code to true public safety leader development. "We are what we repeatedly do. Excellence, then, is not an act, but a habit." Counterparts provides a learning engagement, a program that teaches and reinforces concepts over time, turns information into experience. Concepts are not just delivered, but applied in real-life, analyzed critically and connected to the way things really work and the way we really learn and grow.

Public Safety responders have unique leadership needs. While there are many lessons leaders from business, military and other fields can offer, there are also realities that only someone who has done the job can understand and teach.

Our program is taught and facilitated only by leaders who have done the job. Responders who have led in their agencies and led the public, met the challenges and learned the lessons. Leaders who can walk along side and share insight, keep a clear vision and maintain accountability.

Leaders aren't trained, they are developed.

The way you've always done leadership training doesn't work. When we attend a one, two or even 15 day training, we receive more information than we can process. We promise that once we get back to our department, we are going to review the material and go back to the things we highlighted and the parts that we zoned out for. But that's not how life really works. Emails, reports and overtime get in the way. The class binder goes up on the shelf and sits there, promising to transform our leadership *someday*. This is a failed model. We are better.

Counterparts has redefined leader development.

How are we different?

Others offer Leadership Training

- Leadership is about the ability to lead and influence others
- Training is delivery of information to perform a function

This isn't enough.

You need a better model. Your people deserve more.

Doug takes time to reflect, explore solutions, and course correct, consistently finding better ways to solve problems or help others solve their own challenges. ...He's passing these valuable skills on to the next generation, helping emerging leaders discover fresh approaches and identify areas for development. – Zack Borst, Emergency Manager



We Engage in Leader Development

- **Leader is the whole person, not just one facet or ability.**
- **Development is a process that occurs over time to grow and advance.**

Our program connects the person, their values, their thought processes and their empathy to develop an intentional way of being that encompasses far more than just their role or rank at work.

**Each employee that leaves your agency costs 1.5 years' salary to replace.
Imagine eliminating unnecessary turnover costs while improving your agency's culture.**

The Excellence Leader Development Program develops:

- Connection to Values
- Accountability
- Emotional intelligence
- Decision making
- Critical thought process
- Change leadership
- Trauma stewardship
- Increased mental flexibility
- Bigger picture view
- Leading regardless of rank

Resulting In:

- Higher quality candidate recruitment
- Increased retention
- Lower burnout and stress
- Increased productivity
- Better work culture
- Improved community relations
- Reduced citizen complaints
- Better team leadership, higher quality work, proactivity, health, engagement, developing others

What to Expect

A highly personalized, exclusive engagement with our expertly trained team for a dedicated 20 weeks.

Open access to your assigned team throughout the process.

Chiefs: Give your emerging leaders a true development opportunity.

Responders: you will succeed when you: are motivated to learn; open to being challenged; are curious; want to see the world in a new way.

Skip this program if you: expect to be told "how-to" lead or are looking for a training that gives instant "results" or believe in "how we've always done it."