

The Fritch Program for Authentic Leadership Brilliance



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Discover & Develop Your Authentic Leadership Brilliance

Be mentored early in your career or later in your life by someone whose counsel is normally reserved for executive leaders of Fortune 500 companies. Be personally guided by one of the world's most experienced and trusted business consultants. How might you benefit from advancing your purpose, vision and skills?

The Fritch Program for Authentic Leadership Brilliance is a 3-month series of one-on-one confidential sessions with such an advisor. Through personalized teaching you will begin to develop your authentic leadership brilliance by thinking and applying leadership concepts and practices designed to empower your insight and accelerate your success.





Who is Bruce W. Fritch?

A personal letter

I believe that everyone embodies brilliance, and everyone can reach their potential with effective mentoring that draws from both one's professional and personal life. For a very long time I have taught individuals with high potential distinctive leadership and management techniques to optimize employee performance and to help them be ready for an unknown future.

I strive to be a leader's teacher. My life is characterized by thinking to the extreme of achievement and being curious about literally everything. To me, it's *all* research. My depth of experience advising and facilitating insights for strategy, culture change, and profitable business growth may be unmatched.

For over 40 years, my primary assignment has been to support CEOs and other executive leaders and managers. My satisfied clients have connected me to others – in referrals by one senior executive to another (CEOs, Boards, and C-suite executives) since I was 20 years old. I have been fortunate to have collaborated with profoundly effective authentic leaders.

Some people are given a vocation or calling, with gifts, talents, and an inner sense of duty to pursue their path. I've been in a life of service to leadership as an advisor from a very early age. Constantly working with high potential individuals reinforces my continuous learning.

I have a gift for recognizing gifts in others and for respecting paradox. My study of human character and human capability has led me to discover how the brilliance of leadership at all levels can manifest in how people act. My knowledge, insight, and experience

extend from military service, spiritual seeking, and athletics ... to banking, Fortune 100 companies and the largest professional services firms ... to major industry associations, nonprofits, and small entrepreneurial startups. As you read this, our journeys coincide in leadership.

Because my consulting work has been based exclusively on referrals, you may not know of my work. My ***Program for Authentic Leadership Brilliance*** is a radical departure from earlier consulting because I want to teach leaders and managers who may currently be outside of the C-suite yet could be concealing their leadership brilliance although destined for greatness.

This is not, however, a Program for everyone. I am interested in reaching the current and aspiring leaders who hope to have influence beyond power, wealth, or fame. I want to work with those who possess high potential; those who have a deep regard for core human values, honor, and worthy missions; those who want to perform at their optimum and use their leadership to do well and do good.

Why is this important? Leadership, influencing for a broadly worthy purpose, is initially and primarily learned socially through emulation of people in positions of authority. This is not a problem if one can emulate extraordinary models of authentic leadership! In the US Navy and earlier as an aspiring athlete, I was privileged to observe and learn from such role models. But leadership models truly worthy of emulation are increasingly scarce outside of such cultures. This has been a profound problem for decades.

Globally, the world suffers from a contagious and beguiling crisis perpetrated by “leaders” who are self-absorbed, superficial, and ignorant of the uplift authentic leadership can have on the workplace to create cultures of sustainable brilliance.

Mediocre “leadership” in US and global workplace cultures accept employee disengagement rates of 70% and higher. Sociopathic perspective – active concern by senior executives and boards for personal gain without regard for the cost to anyone else – is commonplace. The growing disparity in compensation between CEOs’ pay and the median workers’ pay is absurd. Expanding ranks of sycophants cultivate corruption and normalize mediocre leadership. Far better role models are needed.

The unrevealed irony is that authentic leaders who create sustainably brilliant cultures with worthy missions are more capable of producing greater wealth, power, and fame.

My aim is to improve the brilliance and quality of authentic leadership in the world even before you reach the C-suite – or, after your retirement. Welcome aboard!

DAKEW. FRITCH

What will you accomplish with The Fritch Program for Authentic Leadership Brilliance?

By engaging in this **Program**, you will advance your practical understanding of leadership and management, and develop unique skills to lead and inspire the brilliance of others. You will enhance your power to think and act as a more accomplished leader and manager — capable of freeing your brilliance and getting to insight at every level.

Bruce will help you fill the gap between what you learned formally and what is expected or demanded of you in your professional life. As he explains: “I believe there is a significant gap in performance capacity in what is taught by graduate and undergraduate schools and taught by example and formal training in corporations — on the one hand — and what can be far more brilliant and generative on the other. Likewise, I believe there is a significant difference between having learned ‘leadership’ — which today is largely prejudiced by authority — and having learned to embody authentic, mission-oriented leadership. I greatly respect classroom and most practical learning, yet I have witnessed this gap increase for decades. My aim with *The Fritch Program for Authentic Leadership Brilliance* is to light the way for current and aspiring leaders.”

What is unique about this learning Program?

Unlike many developmental programs in which the mentor provides the same guidance to everyone, in this **Program** you will have customized, personalized conversations with one of the world’s most experienced and respected leadership consultants. You will learn leadership and management insights not taught in corporations, graduate programs, and undergraduate schools. Far beyond learning about leadership, you will learn to think and act using leadership perspectives and practices to enhance or change your behavior, your inner purpose, and your influence trajectory — thereby accelerating your success.

What is the Program’s structure?

Bruce personally conducts customized one-on-one mentoring sessions for the benefit of each **Program** client: once per week, 90-minutes per session, over the 3-month **Program**, via Zoom or phone. Prior to each session you will focus on a homework assignment to stimulate your curiosity and promote your learning. You are expected to engage in conversation and take responsibility for maximizing your learning experience. Between sessions Bruce is available to you via email, text, or phone. Clients who prove equal to the lessons will receive a Program Certification of Achievement.

How is the content determined for each session?

You will be offered the opportunity to set the learning questions or goals for each **Program** session. At the start of the **Program**, and again at the beginning of each session, you will choose: (1) to focus on a professional or personal challenge, and/or (2) to learn concepts from the Program Modules that Bruce designed, balancing his knowledge with what you need, and/or (3) to focus on a main goal you select for your Program.

Who is the Program designed for?

- Women who wish to advance their influence and careers mentored by the coach of corporate CEOs and Executive Directors for over 40-years.
- Female high potential emerging and experienced leaders intent on C-suite participation and executive advancement.
- High potential women and men, the brilliant and uniquely curious, nonconformists, independent thinkers, and “big picture people” seeking higher purpose-oriented learning with one of the world’s most experienced leadership and management advisors and coaches.
- Those who regardless of age are seeking customized learning, inspiration, and a boost for project and career success.
- Female and male military veterans seeking confidential, consequential support for their meaningful purpose and for extending their leadership into civilian sector success.
- Aspiring or current masters of their professions.
- Managers, technicians, and professionals who wish to accelerate their growth and expand their portfolio of achievements.
- Team leaders and project members who wish to distinguish their competence and contribution in their chosen field of endeavor.
- Individuals who want to supplement their graduate or undergraduate degrees with professional guidance.
- Achievers who feel discouraged or disengaged by “corporate life.”
- Innovative women and men who feel unseen, misplaced, or underemployed.



Curriculum: The Fritch Program for Authentic Leadership Brilliance

The context of this Program is about authentic, worthy, mission-oriented leadership; management; professional achievement; and personal growth and happiness. A unique aspect of this Program is that you can elect to focus in each session on different current challenges and/or a different topic from over 18 Program Modules. In real time, even during a session, the focus can shift to an immediate priority in your conversations with Bruce.

I. Current Challenge

A. The client's current workplace or personal obstacle or opportunity.

- When I ask my clients, what's your current challenge, they might point to a professional or personal relationship; or a skill, like writing; or a planning challenge; or the lack of team vision; or development of a new service; or prepping for a board presentation; or personal branding.
- They may also simply want to know how to "put it all together" – doing the practices with ease, each day, sustainably.

II. Program Modules

A. The importance of mission, vision, and discipline for aligned action.

- The importance of play, fun, and creativity.
- Frankl, Viktor E. *Man's Search for Meaning*.
- Singer, Michael A. *The Untethered Soul: The journey beyond yourself*.

B. Authentic leadership and leading: What is it? Why the world can't thrive without it?

- The importance of character, authority, and core human values.
- The importance of a higher purpose and mission for authentic leadership.
- The importance and skill of questioning authority.
- The threat/danger of people in positions of authority with sociopathic inclinations or narcissistic personality disorder (NPD).

C. Strategic and tactical planning, with accountability, applied to worthy goals for extraordinary success.

- [The Outline for Strategic Planning](#)

D. Mastering the most powerful competitive advantage: Getting to Insight: In your major field of endeavor; in any topic you select for insight; when reinforcing a reputation for distinctive competence.

- [Getting to Insight™](#)
- The preeminent performance strategy of leading with love.

E. Organizational effectiveness and how to avoid the crisis of low engagement and high disengagement in the workplace.

- Drucker, Peter F. *The Essential Drucker*.

Curriculum: The Fritch Program for Authentic Leadership Brilliance (Continued)

- F. How to create a culture of sustainable brilliance in your team or company?
- Salum, Carlos. *The Glass is Full and a Half: How to design your breakthrough, lead with your inspiring vision and build your powerful legacy.*
- G. How to find your seat in the C-suite.
- Sisodia, Raj, Jag Sheth, and David Wolfe. *Firms of Endearment: How world-class companies profit from passion and purpose.*
- H. Using extreme thinking as inventor, innovator, change manager, and team leader.
- The extreme benefits of “Blue Ocean” thinking.
 - Kim, W. Chan, and Renée Mauborgne. *Blue Ocean Strategy: How to create uncontested market space and make the competition irrelevant.*
- I. How to manage and lead in a crisis.
- Zakaria, Fareed. *Ten Lessons for a Post-Pandemic World.*
- J. Capitalism, the importance of workplace culture and “conscious capitalism.” Note, the following reference links:
- [www.youtu.be/v3dR77uS6fM](https://www.youtube.com/watch?v=3dR77uS6fM)
 - www.greatplacetowork.com
 - www.greatplacetowork.com/best-workplaces/100-best/2020
 - www.consciouscapitalism.org
- K. Do you have a job that’s “a fit” for your gifts, talents, and aspirations? What is the value of a job that’s a fit?
- Plus, a bonus: How to find a job that’s a fit?
 - [Crystal-Barkley Corporation: Life\Work Design](#)
- L. The importance of predisposition and premises: Tools to develop and use daily.
- How to predispose your team or client for significantly greater success.
 - Conducting an inclining influence well in advance of the opportunity.
- M. [CliftonStrengths®](#) — Individual assessment and *CliftonStrengths 34 Report*.
- Rath, Tom (Gallup). *Strengths Leadership: Great leaders, teams, and why people follow.*
- N. Learning from type: The Enneagram, and the Myers Briggs Type Indicator (MBTI).
- Daniels, David. *The Essential Enneagram: The definitive personality test and self-discovery guide.*

Curriculum: The Fritch Program for Authentic Leadership Brilliance (Continued)

- O. Employing the gift of personal potential and your natural genius for achievement.
 - “Your world becomes what your mind harbors.”
 - The myth of life as accident or victim.
 - Unleashing your imagination, personal power, and personal mysticism.
 - The importance of empathy and understanding about life and relationships impacted by personal trauma and family of origin influences.
 - [Hoffman Institute](#)
- P. The fundamental importance of organizational culture, and core human values, in any human enterprise.
 - Rubenstein, David M. *How to Lead: Wisdom from the world’s greatest CEOs, founders, and game changers*.
 - Kulhan, Bob. *Getting to “Yes And” — the art of business improv*.
 - Applebaum, Anne. *Twilight of Democracy: The seductive lure of authoritarianism*.
- Q. The power of differentiation.
 - How to differentiate anything.
 - Differentiating your team leadership and team effectiveness.
 - Bell, Chip R. *Inside Your Customer’s Imagination: 5 secrets for creating breakthrough products, services and solutions*.
 - Leonard, George. *Mastery: The keys to success and long-term fulfillment*.
- R. The distinction between adolescents and adults and the importance of keeping good company.
 - Levine, Stephen. *Unattended Sorrow: Recovering from loss and reviving the heart*.



Additional Features of The Fritch Program for Authentic Leadership Brilliance

- This individualized learning **Program** is designed and delivered by Bruce W. Fritch, Founder & Partner of Fritch Consulting, established in 1980. Bruce has been advising, coaching, and facilitating performance change with executive leaders for over 40 years.
- Each 90-minute conversation, weekly, throughout 3-months is customized to you. Each session is focused on your choice of current challenges and/or topics from the Program Modules, and/or your main goal for your Program.
- The context of this **Program** is authentic leadership, management, professional achievement, human brilliance, and personal growth and happiness.
- **The Fritch Program for Authentic Leadership Brilliance** is open to all learner demographics and individuals intrigued by a higher purpose:
 - Inclusive of gender, age, race, lifestyle identity, religion, nation of origin, political affiliation, or academic degree.
 - Not content with the state of leadership in the world, or reliance on learning through emulation, or not satisfied with academic and corporate leadership education – and seeking more.
 - Intrigued about higher purpose, doing well and doing good.
- We are highly biased in favor of:
 - Insights, listening, honesty, honor, courtesy, kindness, empathy, humor, reciprocity, confidentiality, constructive feedback, intellectual rigor, innovation, collaboration, creative thinking, and systematic learning.
- Reasonable scheduling changes will be made for vacation and unavoidable family and work conflicts. You are encouraged to have a life.

Reference Library

(Materials Expense: \$500)

The Reference Library is a stimulating asset intended as wisdom references. These materials will be sent to clients. Assignments will specify readings and exercises utilizing this Reference Library. Bruce may change the Library contents from time to time.

1. Bell, Chip R. *Inside Your Customer's Imagination: 5 secrets for creating breakthrough products, services and solutions.*
2. Bhat, Nilima, and Raj Sisodia. *Shakti Leadership: Embracing feminine and masculine power in business.*
3. Clifton, Don (Gallup). *CliftonStrengths® — Individual assessment and 34 Report.*
4. Daniels, David. *The Essential Enneagram: The definitive personality test and self-discovery guide.*
5. de Bono, Edward. *How to Have A Beautiful Mind.*
6. Drucker, Peter F. *The Essential Drucker.*
7. Frankl, Viktor E. *Man's Search for Meaning.*
8. Jackson, Bruce H. *Finding Your Flow: How to Identify Your Flow Assets and Liabilities*
9. Kim, W. Chan, and Renée Mauborgne. *Blue Ocean Strategy: How to create uncontested market space and make the competition irrelevant.*
10. Lamott, Anne. *Almost Everything: Notes on hope.*
11. Leonard, George. *Mastery: The keys to success and long-term fulfillment.*



Reference Library (Continued)

12. Levine, Stephen. *Unattended Sorrow: Recovering from loss and reviving the heart.*
13. O'Donohue, John. *To Bless the Space Between Us.*
14. Patterson, Kerry, Joseph Grenny, Ron McMillan, and Al Switzler. *Crucial Conversations: Tools for talking when stakes are high.*
15. Peres, Mark. *On Life and Meaning: 100 essays inspired by 100 guests.*
16. Perkins, Dennis. *Leading at The Edge: Leadership Lessons... Shackleton's Expedition*
17. Rath, Tom (Gallup). *Strengths Leadership: Great leaders, teams, and why people follow.*
18. Rubenstein, David M. *How to Lead: Wisdom from the world's greatest CEOs, founders, and game changers.*
19. Salum, Carlos. *The Glass is Full and a Half: How to design your breakthrough, lead with your inspiring vision and build your powerful legacy.*
20. Sarma, Sanjay. *Grasp: The science transforming how we learn.*
21. Singer, Michael A. *The Untethered Soul: The journey beyond yourself.*
22. Sisodia, Raj, Jag Sheth, and David Wolfe. *Firms of Endearment: How world-class companies profit from passion and purpose.*
23. Zakaria, Fareed. *Ten Lessons for a Post-Pandemic World.*



Client Testimonials

“Even rarer in a strategist of Bruce’s caliber is his grasp of operations, his political antennae, and his ability to turn insights into specific steps that I’ve been able to implement very successfully.”

- **Josephine (Jo) Cooper**

President and CEO, Josephine S. Cooper Public Affairs Consultation

“I have worked with Bruce for more than 30 years, and can say with confidence that a hallmark of his consulting is that he is completely trustworthy with the highest sense of values and unique turn of mind. While compassionate, he is also a tough taskmaster. I know when I work with Bruce that he will get the job done well and right — a refreshing certainty.”

- **Nella Barkley**

President & Co-Founder, Crystal-Barkley Cooperation

“Bruce’s real value proposition is identifying the art of the possible and constructing the action plans to get there. He is an exceptional builder of strategy and execution agent. He always brings a unique and grounded perspective to every interaction.”

- **Sanford A. Cockrell III**

Global Leader, CFO & CXO Programs, Deloitte LLP

“Bruce is a rock of wisdom and business insight. He sees pattern, where others see chaos; he finds solutions, where others find problems.”

- **Cynthia Ackrill, MD, PCC**

President, CynthiaAckrill.com

Click the images below for video testimonials from Chip Bell and Ann Atkinson on *The Fritch Program for Authentic Leadership Brilliance*.



What is the tuition and terms of payment?

*What is the **Program** tuition?*

For the **Program for Authentic Leadership Brilliance** client, the total tuition is \$10,000 for 3-months with a 90-minute session per week, plus a \$500 materials expense for the Reference Library, for a total at registration of \$10,500. (The value proposition is for the Program to be worth many times more than the tuition.)

*Can the **Program** be renewed?*

Yes, following completion of the initial 3-month **Program for Authentic Leadership Brilliance**, subsequent customized Programs can be renewed at \$9,500 for each 3-month course of development. There is no additional materials expense with renewals.

Forms and terms of payment?

Payment is requested in full at the initiation of the Program. Personal or company checks, or electronic funds transfer via Stripe, are provided. Arrangements can be made for different forms and terms of payment and modification of the normal Program schedule, upon request.

What are your technology requirements?

Clients will need a Zoom account for use with their computer or tablet or smartphone, and Wi-Fi with internet access. It is possible (although, not preferable) for us to conduct **The Program for Authentic Leadership Brilliance** using only phones and email.

Contact

Bruce can be contacted at 704-577-2321 and bruce@fritchconsulting.com. He is based in Charlotte, North Carolina (USA Eastern Time Zone).

Extensive information about Bruce and Fritch Consulting can be seen and heard at fritchconsulting.com. There, you will find a brief biography by David Hughes, a podcast interview “On Life and Meaning” by Mark Peres, the Fritch Consulting client list, and examples of Bruce’s writing.



“

Between stimulus and response
there is a space.

In that space is our power to
choose our response.

In our response lies our
growth and our freedom.

Viktor Frankl

”