



## COURSE CONTENT

---

### Developing Business Leaders

---

### Who is Our Instructor?

---

### Course Requirements

---

### Course Sign-Up & Cost

---

# Developing Business Leaders

## WHAT IS IT AND WHY IS IT IMPORTANT?

The **Business Leadership** courses are part of our Business series of education. No matter your background or position, everyone can benefit by learning and developing their leadership skills. ELLI has been fortunate in finding retired Lt. Colonel **Oakland McCulloch**, who now serves as a consultant and keynote speaker on this subject matter.

This program is divided into 2-parts and addresses the common problems most people face in **Goal Setting, Critical Thinking, and Team Building**. We'll address other business issues related to **Communications, Limitations, and Motivating people to get Results**.

The reason this program is important is because it will benefit each participant in the work environment, as well as in their personal life. Strong leaders make for great teams, but there are many important parts that must be considered. Oakland has proven skills and many years of direct experience for this instruction.



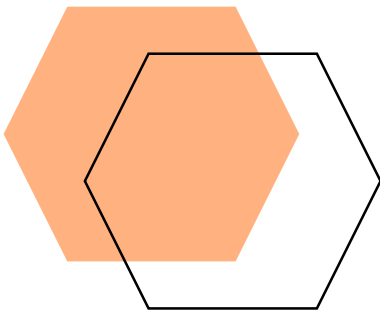
# WHO IS OUR INSTRUCTOR?

## EXPERIENCED PROFESSIONAL

LTC McCulloch retired from the Army in '09 with over 23 years of active service within the Infantry and Armor branches. His operational deployments include Operation Desert Shield/Desert Storm in Saudi Arabia and Iraq, peace enforcement operations in Bosnia, and peace keeping operations in Kosovo. He also assisted in disaster relief operations (Hurricanes Hugo and Andrew).

Oakland has held numerous instructor positions at the US Army Ordnance School, the US Army Command and General Staff College, the Australian Command and Staff College, and the University of South Alabama. His last position in the Army was a three-year tour as the Professor of Military Science at the University of South Alabama where he led the training and commissioning of Lieutenants and tripled the size of the program in his three-year tour.

The benefit ELLI has by employing Oakland into our Business series is 'real-world' applicable skills. Contractors and designers both need to learn how to effectively work with others, as well as lead their teams.



---

## COURSE REQUIREMENTS

### WHAT IS REQUIRED

Anyone can participate in this program, no matter the skill level. There are a few requirements for this course:

1. Participants must **Sign-Up for Program, Register, and select payment option** that best fits your needs. You can do this by going to the ELLI website: <https://www.landscapelightinginitiative.org/online-training/>
2. Participants must **commit to the following expectations:**
  - To **participate in group discussions** by offering feedback.
  - To **show up on-time** and to **commit to the full duration of each session**. Each session lasts from 1 to 2-hrs. in length, depending on the content and discussions. Sessions are once per week in the evening hours.



---

## COURSE SIGN-UP & COST

### HOW TO SIGN UP

Those interested in participating and gaining this specialized knowledge must register online at the ELLI website: <https://www.landscapelightinginitiative.org/online-training/>

Group numbers will be assigned depending on the number of participants available for the training schedule. No group will be smaller than 4 people and group size will be limited to 25 total students. The cost for **Business Leadership I** is **\$550.00**, and **Business Leadership II** is **\$450.00**.

The following payment types are available: Venmo, PayPal, Visa, MasterCard, or Check. Merchant fees may apply in addition to program costs.

### WHY SHOULD I SIGN-UP

There are many reasons to participate in this lighting design program, but there are three (3) primary reasons to do so:

1. The **Business Leadership** courses will immediately benefit you, as you learn these skills and employ them. The goal of these courses is to eliminate years ineffective attempts at leading yourself and your team. Our instructor has spent years developing and performing these practices that will encourage you to perform better.
2. This course will **greatly build your confidence** with your own leadership style. As you gain results, you will better understand how and when to employ techniques or practices. Great leaders are confident, but they also are accountable. Each of these aspects are an important part of this development.
3. ELLI believes that knowledge, as well as understanding, is power. This course provides the insights for effective communication, critical thinking, and goal setting. By learning these developmental skills, you can ensure your company to operate more smoothly and profitably. In addition, you'll be able to provide your teams with stability, standards, and expectations without the typical stress associated with them. This training is customized to meet any sized business operation.