

# RALPH JACOBSON

CREATOR OF THE LEADER'S TOOLBOX®



UNCONVENTIONAL WISDOM  
AND PRACTICAL TOOLS TO  
REFRAME YOUR FUTURE

You don't have the spirit of Gandhi. You don't have the military strategy of Douglas MacArthur—and you weren't even born with the organizational wisdom of Jack Welch. Can you still be a leader? You've examined your personality and established great big hairy audacious goals. You see lots of obstacles ahead...

## What's a person to do?

Book Ralph Jacobson as your next speaker! Ralph works with leaders who truly want to know how to create personal and organization success. He will show you that most of what you have read and believe about leadership is myth. After his presentation you will clearly see that:

- A leader is a person—leadership is an incredibly important function
- A leader is a person—leadership is not a solo act
- Leadership is not about charisma or personality, but a process that can be learned
- When people learn the science of leadership, the art will naturally follow

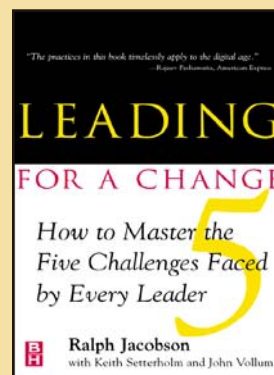
## How does he know?

Ralph has worked side by side with leaders for more than 25 years. He's tried most of the popular ways to grow leaders and realized they don't work. That's why the new buzz words become the flavor of the month. Starting with a blank sheet of paper he created **The Leader's Toolbox®** methodology that has been implemented around the world with companies of all sizes. His stuff sticks. Companies that use his methodology have

Ralph won't try to motivate you to believe—he'll show you what to do. He even gives you a map! His process helps you beat down difficult competitors and builds success by tapping the talent of the people around you. He'll show you it is not as hard as you may really believe.

Ralph wants to share what he knows about leadership to make people's lives more productive so that they can really make a difference. He takes people who function as managers and specifically shows them what they need to do to become effective leaders. Use his principles and tools and you will create a company of leaders who can function as a team. It's a promise.

achieved significant measurable success. His book, *Leading for a Change, How to Master the Five Challenges Faced by Every Leader*, was nominated by mgeneral.com as one of the best business books. Ralph is a speaker and tour guide for those who are ready to take the journey to establish great leadership. He holds advanced degrees in psychology and human resources from The Ohio State University and the University of Minnesota.



## What people say about Ralph:

**"Ralph's Leader's Map" is like gold. When you follow his leadership process, your chances for organizational success increase exponentially.**

—President international software company

**"For the first time my staff and I are on the same page regarding what we as leaders need to DO."**

—President of a manufacturing company

**"When we did not follow the map, we failed to meet our strategic objectives"**

—County Manager

**"It's a fresh and new leadership approach that people can actually use to really make a difference."**

—National Speakers Bureau

**"We tried everything else. To my absolute surprise—it works!"**

—Medical director of large mid-western health system

**"He's kicked some butt."**

—Director Organization Development of an oil refinery

**"Our physicians find great wisdom from Ralph's leadership tools. Many report that because of the insight and support they received from his training, they are no longer afraid to deal directly with controversy."**

—Chair, Physician's Leadership College



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