



PERFORMANCE LEADERSHIP INSTITUTE  
INCORPORATED

PRESENTS

# CHARACTER DRIVEN LEADERSHIP

## Build Accountability and Results!

This is not just another leadership class.

This program will call for your personnel at every level to think more critically about their role as a leader in your organization, regardless of rank, their personal leadership and their ethical choices and how to look within for leadership inspiration.

Attend this course and you will learn:

- Why your integrity is the cornerstone of everything you do
- Why leadership is an integral component in each person
- How to lead with transparency
- How to build your credibility with your team
- Techniques to improve your relationship with others
- Techniques for building a character-driven organization
- Simple and effective tips to improve your leadership style and ability
- Why organizations need to embrace leadership at all levels
- How to turn adversity into opportunity
- How to prioritize your leadership actions for maximum results

**8**  
**ELECTIVE**  
**TRAINING HOURS**  
**THROUGH**  
**CJTC AND**  
**DPSST**

*Sponsored by*  
*Longview Police Dept.*  
*8 am to 5 p.m.*  
*January 29, 2019*  
*Lower Columbia College*  
*Laufman Lecture Hall*  
*Longview, WA 98632*  
*Cost: \$179 each*

**REGISTER AT**  
**[WWW.PLI.US.COM](http://WWW.PLI.US.COM)**

This program is designed for all ranks within agencies and organizations and candidly addresses core leadership and ethical principles that each individual must take responsibility for in themselves before ever leading others. The program gives a new way of thinking about leadership, the individual's role in creating a positive leadership environment, and how leadership and ethics co-exist. Through direct presentation, candid discussions, relevant case study and informative group exercises, this course gets to the heart of leadership and ethical decision making. This course is taught by Chief (Ret.) Jon Zeff, a retired Police Chief with 27+ years in law enforcement who is also a certified ethics instructor. Chief Zeff's agency became the first agency in the nation to earn the esteemed "Certificate of Excellence in Integrity" award from the National Institute of Ethics. **For More Info: (541) 490-5300**