



ACADEMY LEADERSHIP

Developing Leaders Who Deliver Results

Who will you **INSPIRE?**

FRANCHISE PROGRAM

Academy Leadership is looking for business leaders with military experience who want to develop their own successful leadership business. As an Academy Leadership franchisee, you will guide managers through a life changing experience of becoming a leader of character. Our programs are action and application driven workshops that integrate our dynamic leadership learning modules.

JOIN THE LEADERSHIP MOVEMENT

We are changing the world by helping people become effective leaders of character. As a result, this movement is making a tangible difference to people and corporate cultures worldwide.

Do you have what it takes to be a leader in this effort? Qualified candidates should have distinguished military experience with prerequisites for leadership development and training.

LEAD2SUCCEED™ PROCESS

Our unique curriculum combines West Point and Naval Academy leader development programs with today's successful corporate philosophies.

Our franchisees deliver

PROGRAMS THAT DEVELOP LEADERS WHO:

- Set the example
- Seek responsibility
- Accept accountability
- Train their people as a team
- Make sound and timely decisions
- Communicate effectively
- Plan for success
- Create a supportive environment in which their team members can be successful.

JOIN US TODAY!

Visit www.AcademyLeadership.com to learn more about becoming a part of our team.
Email resumes to Franchise@AcademyLeadership.com.



MARKETING SUPPORT

Our franchisees receive full marketing support to identify leaders with the desire for dynamic improvement and change. As a franchisee, your support materials include:

- **AcademyLeadership.com:** Updated with information to attract potential clients
- **Direct mail and online campaigns:** Run year-round for maximum exposure
- **Online newsletters:** Sent regularly to subscribers
- **Email marketing:** Provided upon request

This marketing material complements both our national branding campaign, and ongoing training and support that Academy Leadership provides for franchisees.

In return, we expect our franchisees to support their own local marketing initiatives through networking and developing business relationships within their Metropolitan Statistical Area.

Franchisees purchase publications and program materials directly from Academy Leadership.

FRANCHISEE TRAINING

All Franchisees receive extensive training and ongoing support from our executive leadership team and administrative staff. Following an initial conversation with our president, all franchisees will attend our Leadership Excellence Course. Upon completion of this program, franchisees participate in 5 days of intensive facilitator, sales and marketing training.

WHY ACADEMY LEADERSHIP?

Academy Leadership was formed by a group of service academy graduates who became successful business leaders following distinguished military service. Our founders bring with them the principles learned at the nation's premier leadership laboratories. These same principles are valuable in leading any organization. We have learned from our experience that leadership is a set of skills that can be taught and further developed through training and practice.



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