



IMAGINE IF THE GENERALS WERE
THE ONLY ONES
IN THE MILITARY WHO RECEIVED
LEADERSHIP TRAINING.

AND THAT TRAINING WAS
EXPECTED TO
FILTER DOWN
THROUGHOUT THE MILITARY.

THIS IS HOW CORPORATE AMERICA
TRAINS ITS JUNIOR LEADERS.

Until Now.



“There are similar programs [to Tribe&Trust], but none grounded in something that is proven.”

— Mark Barrett
[Harvard Business Publishing]

Let's start at the end.

95% OF COMPANIES OVERLOOK
THE BUSINESS IMPACT
OF OFFERING LEADERSHIP TRAINING
TO THEIR FRONTLINE LEADERS.

What you will learn from this document:

- Why training your junior leaders is critical
- Why Tribe&Trust is the most compelling option
- How we deliver results

Why train frontline leaders?

The solution to execution problems, and the innovation required to move the needle for an organization, relies heavily on the frontlines – the ones executing your strategy.

This requires feedback up the chain to create change. This happens organically once frontline leaders have the confidence that comes with a conscious Leadership Skill Set.

The Business Impacts of training frontline leaders are:

- Higher Employee Engagement
- Lower Employee Turnover
- Increased Feedback
- Innovative Solutions



"I have to admit, I was skeptical [about the results we'd see]. I was wrong."

— Jerry H.

[HUMAN RESOURCES]

Why don't we train our frontline leaders?
BECAUSE THERE IS NO EFFECTIVE SOLUTION WITH SIGNIFICANT BUSINESS IMPACT THAT JUSTIFIES THE INVESTMENT. *Until now.*

Effective Learning and Development has 3 criteria:

- 1 Learning must be **Empirically Developed**.
 - Philosophies and methodologies must be more than just an idea or a theory. They must be grounded in something that's been proven.
- 2 Learning must be **Compelling**.
 - Materials must be credible, captivating, and easy to understand. Students must be able to say, "yes, this is a better way than I'm currently doing it." Unless they believe it's better, they'll never implement it.
- 3 Learning must be steep in **Participation and Application**.
 - There is no point learning something unless one can see how it can be applied in practice.

How Tribe&Trust checks all 3 boxes:

- ✓ **Empirically Developed.** We use military philosophies, methodologies, and curriculums that have been proven out over 200 years and then translated for business. Our delivery is not militant – it is simply based on traditional learning methods that drive retention and implementation.
- ✓ **Compelling.** Our programs are executed in small group settings and led by instructors who have lived the materials they teach. The programs are highly structured with each course building on the previous course, and each class within the course building on the previous class.
- ✓ **Participation and Application.** Each program is highly interactive with more dialogue and application of learning than instruction. Our small group settings allow for a high level of experiential learning.



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“Best course I’ve ever taken and I am sad it has come to an end.”

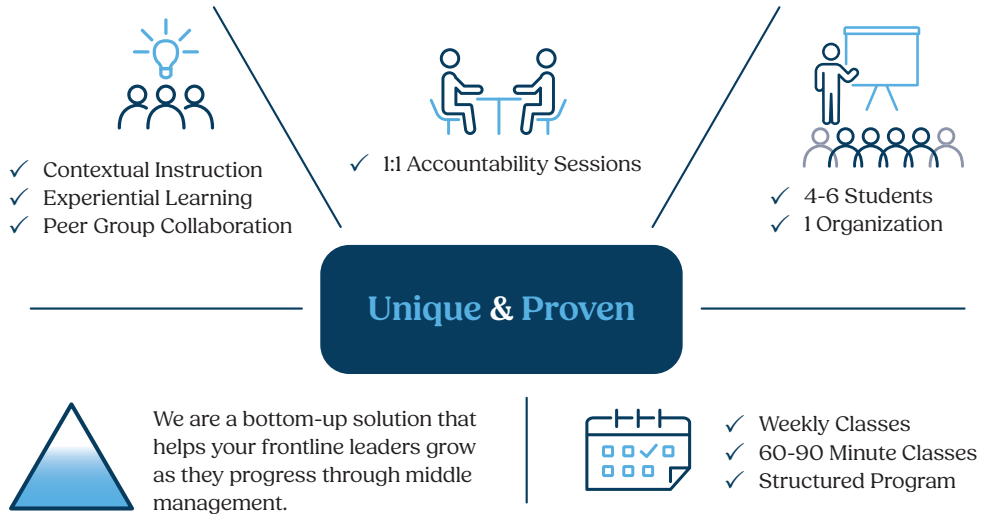
— Nick D.

[ESTIMATOR]

LEADERS ARE RESPONSIBLE FOR
EVERYTHING
THEIR TEAM DOES AND FAILS TO DO.
AS SUCH, LEADERS *must own the results.*

Solution Overview:

We exist to develop tomorrow’s leaders for today’s challenges.



The Solution:

The solution is a structured curriculum called The Rising Leaders Development Course, and it based on traditional learning. The curriculum is comprised of 3 courses, each building on another, and corresponding with the student’s level of experience as a leader.

Each course is designed to be non-invasive to the overall work schedule, utilizing a weekly cadence of 60 to 90-minute classes to yield maximum retention and implementation of information. Unique to Tribe&Trust, **all instruction is tailored around the client company’s doctrine.**

Classes are taught in-person in small groups at the client company’s location. Optional 1:1 Accountability Sessions with the instructor are recommended during the course.

*“My mental bar
for this was set
pretty high...you
far exceeded it”*

— Matt S.

[PRESIDENT]

Our Key Differentiator:

WE'RE DIFFERENT BECAUSE WE ARE
**A BOTTOM-UP SOLUTION
THAT HAS BEEN PROVEN
OVER TIME AND VALIDATED IN
HIGH-STAKES *Environments.***

Methodology

Our methodology has been proven out over hundreds of years; it's been tested in life and death scenarios. Students are taught within the context of their company's mission and values using the proven absorption method of **Instruction, Dialogue, Application, and Debrief.**

Philosophy – Mission Balance

The methodology reinforces the leadership philosophy of **Mission Accomplishment and Employee Welfare.** Students are taught how to think through scenarios that require the need to balance accomplishing the mission with taking care of the people.

The Foundation

Marine Corps leadership principles and traits are the cultural foundation for every Marine's behaviors and actions, whether following or leading. We translate those same fundamentals in each course to develop a very specific **Leadership Skill Set** that is consciously applicable.

Human Connection

Leadership is a decidedly human function, yet too many leadership development solutions fail to capitalize on the human connection required for effective leadership. We foster **discussion, participation, and controlled conflict** through in-person instruction in small groups. Combined with a weekly cadence, retention and implementation are maximized.



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“I wish I had this [conflict resolution] tool when I started this job.”

— Nathan D.

[PROJECT MANAGER]

The Tribe&Trust Leadership Academy COURSE CURRICULUM

Rising Leaders Development Course

This series was designed to meet the developmental leadership needs of companies and municipalities.

101: the foundation of all learning in the Academy.

102: a modified version of 101 where travel is required.

201: a preparation course for roles in middle management.

202: a modified version of 201 where travel is required.

301: a customized course for more seasoned leaders.

1:1 Accountability Sessions

Coaching Sessions designed to reinforce the fundamentals either during or after the course — or both.

Reinforcement Workshops

Tribe&Trust workshops are designed and tailored to reinforce instruction vice the traditional use of workshops as an introduction to material.

Continuing Education (2025)

As an alum, each student from any course can have exclusive access to ongoing training and development.

What is the ROI you will get from training your junior leaders?

Our employee engagement calculator will help you find the hidden cost of doing nothing, and also the cost-benefit of utilizing our solutions.



Scan QR to calculate

To learn more about the Tribe&Trust Leadership Academy:

We invite you to visit TribeAndTrust.com



tribeandtrust.com

