



sendline

Part One

Beta

The qualities of leadership

Curriculum



We created Sendline for a simple purpose:

Make leadership development cool. **Boom.**
Seems impossible? It's not.

First, the vibe of our events is welcoming, casual, and friendly.

We want everyone to feel comfortable being open, honest, and candid. To create this kind of atmosphere, all of our workshops and retreats are intentionally limited to eight participants.

Second, we facilitate our curriculum as a conversation, rather than as a lecture.

Group size is important because, by limiting it to eight, we're able to maximize the depth of conversation necessary for our curriculum to be engaging, impactful, and diverse. This also allows you to have the space to voice your own thoughts and to really get to know one another.

Third, we pride ourselves on our straightforward, 'We've been there' management curriculum.

Curated from over a decade of observation and real-world experience in leading and managing teams, it's the stuff we know is most impactful, valuable, and meaningful. We share and discuss the insights, perspective, and everyday skills of learning to lead, by first becoming a great boss.

To capably guide managers, we've organized our material into two, sequential curricula.

Part One

Beta

noun Information about a climb.

The qualities of leadership

This beginning curriculum is intended to help you discover how to inspire others through your *internal* mindset. We call this the squishy stuff. When we see this stuff in others, we think 'I want to be like that.' This includes your motivation, your qualities that inspire people, and your mission and vision.

Part Two

Crux

The art of managing

This follow-up curriculum is intended to help you discover how to inspire others through your *external* actions. This is the tough stuff. This is the stuff that will challenge and reward you like nothing you've experienced in your career. This includes hiring, handling performance, making difficult decisions, and juggling lots of priorities.

Our events are hosted by our lodging partner, LOGE.

Inspired by the surf, climbing, and camping culture of the 70's, LOGE delivers a welcoming experience that fits perfectly with our relaxed, outdoors vibe.



LOGE Leavenworth,
Washington



LOGE Bend,
Oregon



LOGE Breckenridge,
Colorado

logecamps.com

To meet your needs, we offer each curriculum as a 1-day condensed workshop or 3-day comprehensive retreat.

Workshop

\$749/person*

Available at LOGE Leavenworth WA, LOGE Bend OR, and LOGE Breckenridge CO

- Offered midweek on Tuesday, Wednesday, or Thursday
- Begins at 9 am and ends at 5
- Lunch, coffee, snacks, and dinner following the workshop (optional) are included

Retreat

\$2499/person*

Available at LOGE Leavenworth WA, LOGE Bend OR, and LOGE Breckenridge CO

- Offered midweek Tuesday–Thursday
- Begins at 9 am on the first day and concludes at 5 pm on the third day
- Includes 2 nights' lodging at LOGE
- All meals (beginning with lunch on the first day and ending with an optional dinner the third day), coffee, and snacks are included

***Group discounts are available at the following rates:**

- **10%** for a group of 4–7 individuals
 - **25%** for a group of 8
- (Travel to and from LOGE is not included)

Both events include:

- You receive a copy of the Sendline *Journal* and a choice of swag (includes shirts, caps, and mugs, all featuring original artwork by Whiskey Jack Designs)
- You also receive access to our Slack workspace and a lifetime pass to attend any future Basecamp event for FREE (travel expenses are not included)

You may choose to extend your time with us.

- If you're interested in staying at LOGE with us the night before and/or the night immediately following the event, we request an additional \$30/night (group discount does not apply to lodging fee).
- You're welcome to show up anytime after 4 pm.
- Dinner the first evening is not included, but you are welcome to use the kitchen or head into town where restaurant options abound. Dinner immediately after the workshop IS included, and is followed by time spent outdoors around a campfire chatting or partaking in LOGE events, which range from live music, games, or movies.

At a glance

Workshop	Retreat
\$749/person*	\$2499/person*
1 day	3 days/2 nights
*Group discounts available (see previous page)	*Group discounts available (see previous page)
LOGE Leavenworth	LOGE Leavenworth, Bend, and Breckenridge
Lunch, coffee, and snacks during workshop	Breakfast, lunches, dinners, coffee, and snacks during retreat
Dinner and events following workshop	Dinner and events following retreat
Sendline <i>Journal</i>	Sendline <i>Journal</i>
Custom swag	Custom swag
Lifetime Basecamp access	Lifetime Basecamp access

Outcomes

Workshop

- ✓ Beta leadership curriculum
- ✓ Professional mission and vision
- ✓ Career action plan
- ✓ Networking
- ✗ In-depth conversation
- ✗ 1-on-1 coaching
- ✗ Reflection
- ✗ Strategic thinking
- ✗ Dedicated Q&A

Retreat

- ✓ Beta leadership curriculum
- ✓ Professional mission and vision
- ✓ Career action plan
- ✓ Networking
- ✓ In-depth conversation
- ✓ 1-on-1 coaching
- ✓ Reflection
- ✓ Strategic thinking
- ✓ Dedicated Q&A

hello@discoversendline.com

[509.596.1483](tel:509.596.1483)

discoversendline.com

Schedule

Day 1 Morning

Workshop

Retreat

Sharing our story

Being able to share your own story harnesses the millenia-old power of building connections with others. We come back to the importance of storytelling, and we practice building strength in this throughout the event.

Understanding what it looks like to lead (and why we don't get to choose)

We discuss the concept of inspiring others, why we don't get to choose to lead, and how framing leadership as a service impacts the way it looks and what it takes for you to be successful.

Lunch

Like a family, everyone pitches in to help prepare our lunches. We take the opportunity of a shared meal to set aside the curriculum and to get to know each other better.

Day 1

Afternoon

Workshop

Retreat

Understanding your motivation

Motivation plays a critical role in your success. Together, we discuss how it shows up in your work and how it impacts the way you lead.

Defining the four keystone qualities of our heroes

We use the term 'qualities' with intention. Often interchanged, these are neither traits nor characteristics. We look at the defining qualities of individuals who inspire us. In order to connect these qualities to actions, we discuss how they empower the outward behaviors we witness in leaders. We then identify where you're strong and where you're challenged, in order to understand how to continue developing yourself.

Developing yourself

Being clear about where you want to take your career and knowing which steps are necessary to get there are essential to leading. Our commitment is to guide you, so you can return to work with an action plan. You can use this to start a conversation with your boss about the challenges you desire and the support you'll need.

During the retreat, we spend the afternoon delving into motivation, discussing how critical it is to your success as a leader.

Dinner

IMMEDIATELY FOLLOWING THE WORKSHOP, we kick back and switch gears to enjoy being in a spectacular setting and continue getting to know each other. SINCE WE'RE AT LOGE, everyone is welcome to stay for dinner, the evening, even overnight (there's an additional lodging fee of \$30 if you choose to stay). THE EVENING ITINERARY will consist of dinner when we fire up the Traeger grill, followed by time spent outdoors around a campfire chatting or partaking in LOGE events, which range from live music, games, or movies.

Like lunches, everyone pitches in to serve our dinners. During our shared meals, we set aside the curriculum and take time to get to know each other.

Evening

Around the campfire

We gather outdoors around a campfire and discuss some big ideas, some no-right-or-wrong questions, and some relevant topics. These discussions provide perspective, challenge your thinking, and give you the opportunity to practice creating solutions and to begin developing your vision for the future.

Day 2

Retreat

Morning

Breakfast

We start with a warm, hearty breakfast, brew up delicious coffee, and ease into our day.

Defining the four keystone qualities of our heroes

We use the term ‘qualities’ with intention. Often interchanged, these are neither traits nor characteristics. On Day 2, we begin to look at the defining qualities of individuals who inspire us. In order to connect these qualities to actions, we discuss how these qualities empower the outward behaviors we witness in leaders. We continue our conversation on Day 3.

Lunch

Everyone continues pitching in to help serve and taking the opportunity to get to know each other better.

Afternoon

Speaker

A guest speaker provides us with insight and an additional perspective from a relevant story. As with all of our topics, we use a conversational approach, so you have plenty of opportunities to engage.

Reflection and 1-on-1

Dedicating time to reflect on what we’ve discussed is important to begin connecting how you’ll approach your leadership and how you’ll set an example for others. During a portion of this time, you also meet 1-on-1 with our facilitator, who can provide you with guidance for the challenges you already or will face. Oh, and you can refill your coffee!

Dinner

Again, everyone pitches in to prepare our homemade dinner. Then we gather around the outdoor table to enjoy the meal and each other’s company.

Evening

Around the campfire

After spending two days together in a relaxed setting, this is when the magic happens.

We gather around the campfire again, this time for an “Ask Anything”-type conversation.

This is your opportunity to raise any specific questions you’ve been wanting to ask about leadership we haven’t discussed. We can talk through your fears and concerns, share more stories, and break down any remaining barriers to honesty and openness.

Day 3

Retreat

Morning

Breakfast

We start with a warm, hearty breakfast, brew up delicious coffee, and ease into our day.

Defining the four keystone qualities of our heroes

We pick up our conversation where we left off before lunch on Day 2. After we discuss these qualities and how they show up in leadership, we identify where you're strong and where you're challenged. This serves to help you understand how to continue developing these qualities within yourself.

Lunch

Our final lunch together will be one in which every kid in us loves and in which never gets old. We make it one you'll remember!

Afternoon

Developing yourself

Being clear about where you want to take your career and knowing which steps are necessary to get there are essential to leading. Our commitment is to guide you, so you can return to work with an action plan. You can use this to start a conversation with your boss about the challenges you desire and the support you'll need.

IMMEDIATELY FOLLOWING THE RETREAT, we kick back and switch gears to enjoy hanging out in an incredible location.

SINCE WE'RE AT LOGE, everyone is welcome to stay for dinner, the evening, even overnight (there's an additional lodging fee of \$30 if you choose to stay).

THE EVENING SCHEDULE consists of dinner when we fire up the Traeger grill, followed by time spent outdoors around a campfire chatting or partaking in LOGE events, which range from live music, games, or movies.

From Day One



We proudly give back 1% of our sales to non-profits who do the hard work taking care of our public lands.

Have questions? We would love to hear from you!

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#discoveryourline