



## The BDT Leadership Institute

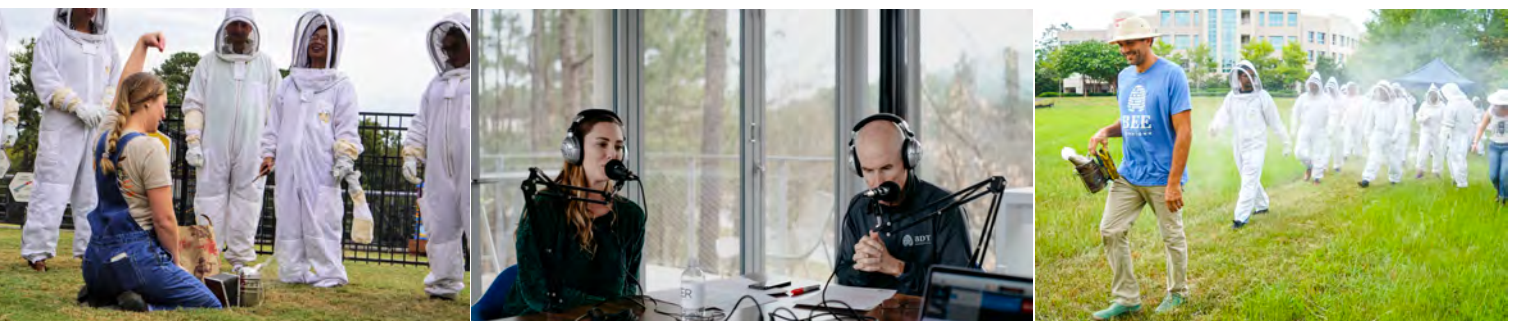


## ABOUT THE BDT LEADERSHIP INSTITUTE

The BDT Leadership Institute (BDTLI), the newest division of Bee Downtown, offers a fresh approach to leader development. Each BDTLI course is built on the foundation of leadership best practice while leveraging the wisdom of biomimicry and the power of experiential learning. The result is learning experiences that are relevant, engaging, and impactful.

**What is Biomimicry?** Biomimicry is the practice of looking at nature's time-tested patterns and strategies to address human changes. While biomimicry is most often applied to product design and engineering, nature holds important lessons for leaders, teams, and organizations.

**Why Experiential Learning?** In each BDTLI course, participants dive into a variety of hands-on, immersive experiences. For example, they are guided through an exploration of the hives where they can observe first-hand the behaviors of the bees. The experience with the hives provides a robust point of comparison to their own leadership, teams, and organizations. Using those lessons and the vocabulary of the hive, participants create takeaways they can immediately implement in their work and personal lives.



“ *A good beekeeper is an enabler of the natural capacity of the bees to do their good work. A good leader is an enabler of the natural capacity of their teams to do just the same.* ”

Colonel Joseph LeBoeuf, Chief Learning Officer, Bee Downtown



# HIVEMIND™

## A HONEY OF A TEAM EXPERIENCE

Equal parts fun and focus, HiveMind™ is a half-day\* team alignment experience designed to be a launching point for teams to improve their performance, strengthen their relationships, enhance a sense of community within their own "hive", and heighten team morale. The unique HiveMind™ session spurs engagement and team perspective through the world of the honeybees-- one of nature's oldest and best examples of a high-performing team. As an added bonus, everyone gains fascinating insights into our dear friend, the honeybee.

\*This half-day course can be expanded to a full day opportunity for teams interested in a more in-depth experience customized to their needs and objectives.

### SESSION OUTCOMES

*As a result of this session, participants will:*

**Gain a better understanding** what it means to be a high-performing team.

**Identify and commit**, individually and as a team, to specific actions to enhance team performance.

**Strengthen relationships within the team** through a shared experience that engages and provokes dialog.

**Enhance the sense of team** – the “hive” community – while gaining a common hive language for the team’s ongoing use.

Leave the experience with fun memories and BEE-autiful swag!

### SESSION PROCESS

*This hands-on, fast-paced session includes:*

- **Immersion into the world of high-performing honeybee teams:**
  - An entertaining and informative introduction to beekeeping
  - An interactive hive tour guided by our expert beekeepers and the BDTLI team
  - Facilitated conversations that provide the team an opportunity to enhance their team performance
- **Facilitated conversations that provide the team an opportunity to:**
  - Reflect on what they’ve learned about teamwork in the hive and apply those learnings to their team
  - Identify and celebrate team HiveMind™ strengths
  - Recognize HiveMind™ areas of opportunity for the team
  - Plan and share commitments to next steps for team alignment





# A BEEKEEPER'S PROMISE™ CULTIVATING YOUR PROMISE AS A LEADER

Before a leader can successfully engage in the hard work of leading others, they must fundamentally know themselves and what they stand for-- their values, their guiding principles, and their promise to those they lead. In this one-day session leaders are given the opportunity to enhance their self-awareness, further define their leadership identity, and deepen their capacity to lead oneself (a precursor to leading others).

**What's a beekeeper got to do with this?** A good beekeeper is first and foremost an enabler of the natural capacity of the bees to do their good work. Grounded in that fundamental philosophy, each beekeeper has a unique promise they make to the hive-- how they will interact and behave in a way that is aligned with their personal values and true to the hive's purpose.

## SESSION OUTCOMES

*As a result of this session, participants will:*

Understand the importance of taking steps to forge a **leadership identity**.

Clarify and articulate **personal values**.

Specify **behavioral examples** of those values in action.

Check for **values alignment**, identify values gaps and actions to close those gaps.

Translate values into **commitments of leadership**.

Create and commit to an individual **Leader's promise**.

## SESSION PROCESS

*This hands-on, fast-paced session includes:*

- **Immersion into the world of the bees and their keeper**
  - An interactive hive tour guided by our expert keepers and the BDTLI team
  - Facilitated conversations to extract leadership lessons from the beekeeper and the hive
- **A step-by-step process to build one's leadership identity**
  - Context-setting discussion on the importance of effective leadership in a VUCA+ world
  - Value-clarifying exercise to discern personal values
  - Individual reflection and peer coaching to identify examples of values in actions, to define leadership commitments, and to check for values alignment
  - Guided activity to craft and share one's leader's promise
  - Action planning to develop promise into philosophy





# MOMENTS THAT MATTER™

## NURTURING YOUR STORYTELLING IMPACT

Look closely at a leader who inspires others to change and excel and you will likely discover a compelling storyteller. What is the story that you need to tell? How prepared are you to tell a story in a meaningful and powerful way? This one-day session is designed for leaders at all levels who want to enrich their communication, broaden their influence, and deepen their impact. Drawing practical lessons from skilled storytellers, human and otherwise, Moments That Matter offers participants the opportunity to practice and develop their storytelling skills and to define and hone their unique storytelling styles.

**What can be learned about storytelling from the bees?** Mother Nature is one of our world's best and oldest storytellers. The secret to hearing her story is to pause and listen to all she's whispering around us. This course uses the bee's production of honey as the analogy for the importance a leader's ability to creating clarity towards a future goal or state in a VUCA+ world. Impactful and good storytellers understand the importance, just like the bees, of cultivating their team's clarity and understanding towards future goals. This "sticky" course provides leaders with a deeper understanding of the true power that comes from nurturing and creating Moments That Matter.

### SESSION OUTCOMES

*As a result of this session, participants will:*

Better understand the **business case for storytelling**

Deepen their understanding of how to **cultivate clarity towards a future** state through storytelling

Identify personal **storytelling goals**-- the skills to hone and the outcomes to create

Practice the art of **quickly adapting** stories in order to succeed with redefining clarity in a VUCA+ world

Observe inspiring storytellers in action and extract best practices and lessons learned

Identify the **key elements of impactful storytelling**

**Develop one's storytelling style**, converting best practices into a personalized formula for success

### SESSION PROCESS

*This interactive, hands-on, session includes:*

- Activities that demonstrate the business and effective leader relevance of storytelling
- Guided individual reflection and peer coaching to create storytelling goals and to spark memories of moments that matter from one's life story
- Observation and analysis of exemplary storytelling in action to extract best practices
- Practicing storytelling in a safe, engaging environment, giving and receiving real-time feedback on the clarity, timeliness, and delivery of the stories
- Group storytelling activities focused on fast adaptation in order to provide clarity for the future in a VUCA+ environment
- Individual reflection to synthesize lessons learned and identify specific actions for continued development, creating a personalized storytelling guide of insights, ideas, tips, and lessons learned





# HIVES THAT THRIVE™

## DEVELOPING AND LEADING HIGH-PERFORMANCE TEAMS

What are the characteristics of a high-performing team? How can you build one? This two day program answers these crucial questions for leaders of teams. Hives That Thrive™ is built on a research-based framework of team best practices. The session provides practical tools and tactics for leading teams, practice conditions for experimenting and learning, and time to reflect on how to enhance one's impact as a team leader-- all the while drawing on the lessons of honeybees.

**What can bees teach us about high-performing teams?** A single honeybee colony can include tens of thousands of bees. To the untrained eye, an open hive looks like complete chaos. Look closer and you will discover the secrets of one of nature's best examples of a high-performing team. There lies within the hive an intricate organizational structure, one with observable teams, patterns, designated jobs roles, efficiencies, and incredible productivity. Build and leading a successful team is in many ways like running a successful hive, because there is indeed a beautiful order to be found in what initially might look like chaos.

### SESSION OUTCOMES

*As a result of this session, participants will:*

Identify the **essential characteristics of high-performing teams**

Recognize the **best-practice team behaviors** for leaders as well as team members

Build a **toolkit of practical tools, tactics, and techniques** for cultivating effective teams

Translate lessons learned into **specific real-world actions** for growing high-performing teams and for continuing to develop as an effective team leader and team member

### SESSION PROCESS

*This hands-on, fast-paced session includes:*

- Immersion into the world of the beehive
  - An interactive hive tour guided by our expert keepers and the BDTLI team
  - Facilitated conversations to extract teamwork lessons from the hive and its occupants
- A step-by-step process to build one's skills as a leader of teams
  - Discussions in small and large groups and lecturettes coupled with experiential exercises that create a safe, engaging practice field to try out new behaviors, tools, and approaches
  - Focus and development of knowledge and ability to lead in a VUCA+ world
  - Individual reflection and peer coaching to prompt insights and share perspectives around building, leading, and being a member of a high-performing team
  - Action planning to take program learning out into the world or work and life





**BEEKEEPER'S PROMISE™**  
*Cultivating Your Leader Promise*

**MOMENTS THAT MATTER™**  
*Nurturing Your Storytelling Impact*

**HIVES THAT THRIVE™**  
*Developing & Leading High-Performance Teams*

# BEE-SCHOOL IS IN SESSION!

Spring 2020 dates are now available for full class enrollment at the BDT Leadership Institute. Enroll now for special Showcase Offers! For full class enrollment, please contact Patti Baechler, BDT Leadership Institute, Managing Director.

	HIVEMIND™	BEEKEEPER'S PROMISE™	MOMENTS THAT MATTER™	HIVES THAT THRIVE™ (2-DAY)
PRICE	\$6,000 up to 15 participants	\$15,000 entire class up to 15 participants	\$15,000 entire class up to 15 participants	\$27,000 entire class up to 15 participants
PARTNER PERK	\$5,000 to be delivered at the BDT Leadership Institute or your site.	\$12,000 entire class up to 15 participants	\$12,000 entire class up to 15 participants	\$22,500 entire class up to 15 participants
SHOWCASE OFFER	10% discount for all 2020 enrollments or scheduled programs made before March 1 <sup>st</sup>			

## OUR BDT LEADERSHIP INSTITUTE “BEE” TEAM

Make no mistake, our “BEE” Team is filled with “A” players! From a Forbes 30 Under 30 Founder, to a beekeeper with a PhD in Higher Education, to a retired U.S. Army Colonel who’s an expert in Leader Development, don’t let the name “BEE” Team fool you. We’ve got the best of the best ready to help you and your team learn to lead efficiently and effectively; just like a bee hive. We’ve included their bio's below.

### **Colonel Joseph LeBoeuf** Chief Learning Officer



Joe has over 45 years of leading, leadership consulting and teaching in the military, government and non-governmental organizations, and academic institutions. He is an Army Ranger with numerous command and staff assignments in both Germany, and the United States. He served for 13 years on the faculty of the United States Military Academy, to include service as the Deputy Head of the Department of Behavioral Sciences and Leadership and the Director (Dean) of the Academy’s Graduate Program, the Eisenhower Fellowship. After retiring from the military, Joe served as a Professor of the Practice of Management at the Duke University Fuqua School of Business, serving as a scholar in the Coach K Center on Leadership and Ethics, and

as the faculty advisor to the Coach K Fellows Program. Joe is a graduate of the United States Military Academy and holds a MS and Ph.D in Industrial/Organizational Psychology from the Georgia Institute of Technology.

### **Patti Baechler** Managing Director & Senior Facilitator



For more than two decades, Patti has been helping a wide range of leading organizations to improve results by leveraging the power of their people. Utilizing her unique blend of organizational, process and financial backgrounds, she has provided services in leadership training and development, developing teams, executive coaching, and strategic change consulting. Patti previously led the organizational changes inherent in large-scale process reengineering and systems projects as a manager for Ernst & Young’s management consulting practice. She also held roles as a Human Resources Professional for GE Capital and a Senior Accountant and CPA for

Price Waterhouse. Patti holds an MBA from the University of Michigan and a BS in Accountancy from Villanova University.



## Donna Hartney

### Senior Facilitator



For more than 30 years, Donna has worked hand-in-hand with global clients to boost the performance of their people. She has consulted with, developed, and coached leaders in business, industry and government. Her projects have taken her to four continents. She served as an internal consultant at Ernst & Young and holds a Ph.D focused on talent development and organizational change. Donna has a passion for helping people spark insights that will transform their careers and their lives and is the author of The AHA! Handbook.

## Ben Dictus

### Senior Apiary Facilitator



Ben has a unique mix of experiences making him the ideal Senior Apiary Facilitator. Prior to joining the Bee Downtown team as the Lead Beekeeper, he worked in bee research for several years where he helped manage over 1,000 colonies while conducting studies that furthered our knowledge of how bees interact with pesticides. He is currently working on his dissertation for a Ph.D in Higher Education at North Carolina State University. Prior to entering the beekeeping world, he worked in higher education for a

decade where he managed a multitude of educational and developmental programs at a variety of institutions and even started, and coached, a women's rugby team. To top it all off, he is a Journeyman Beekeeper and Certified Level One Honey Analysis and Sensory Expert (in other words, a honey sommelier).

## Leigh-Kathryn Bonner

### Founder and CEO



Leigh-Kathryn is the Founder and CEO of Bee Downtown, a 2017 Southern Living Southerner of the Year, 2018 Inc 30 Under 30 Rising Star, 2019 Forbes 30 Under 30 Social Entrepreneur and a 2019 Outstanding Young Alumni of North Carolina State University. As a fourth generation beekeeper she brings a wealth of knowledge of bees to the classroom, paired with a dynamic energy through her storytelling expertise and proven ability to build effective

teams at such a young age. Leigh-Kathryn graduated Summa Cum Laude and is a Journeyman Beekeeper.

## Paul Van De Putte

### Chief Operating Officer



Paul's background in professional services and business ownership has provided him a broad functional background. He started his career as a CPA with Price Waterhouse moving to the Performance Improvement Consulting Practice at Ernst & Young, where he worked with global companies to reduce costs, increase productivity, and improve quality and customer experience. He purchased his first company which he and his team rapidly grew and sold to Cintas Corporation (NYSE: CTAS) in 2004. Following the sale, he started a company also in the business services space which was purchased by Aquaventure Holdings Ltd (NYSE:WAAS) in 2018. He is a graduate of Lehigh University and holds an MBA from Duke University.

## Scottie McLeod

### Lead Program Coordinator



Scottie began her career at Bee Downtown as an intern in 2017 while obtaining her BA in Communication and Entrepreneurship at Wake Forest University. A key member of the Bee Downtown Leadership Team, Scottie has an expertise in customer service and program management. She currently oversees all Bee Downtown Corporate Hive Program partnerships across the Southeast for many of the largest corporations in the country. Scottie is a Certified Beekeeper through the state of North Carolina, and is currently studying for her Journeyman Certification.