



The Heart of Human Achievement™

Creating inspired leaders through dynamic,
human-powered learning experiences

blanchard®



Great Leaders Change Lives

When leaders better themselves as they better others, they become an unstoppable force for the greatest good.

These inspired leaders build cultures that transcend challenges, maximizing individual achievement and organizational performance.

At Blanchard®, we design our simple and transformative learning solutions for the future of work, scaling alongside organizational and individual needs. From dynamic learning journeys to online courses to custom services, we meet learners where they are and inspire them to be the ultimate agents of progress and transformation.

Our work is guided by these simple truths:

- 1 Inspired leaders ignite potential and unlock performance
- 2 Development is critical at all levels
- 3 Better everyday conversations create lasting impact
- 4 Simple lessons stick
- 5 Leading from the heart fosters trust and connection
- 6 Helping people succeed benefits everyone

Through these simple truths, Blanchard® develops inspiring and empathetic leaders equipped with the skills to unlock potential.

Learning experiences for transformative leaders



At Blanchard, we are transforming the leadership development landscape by blending proven, simple frameworks with new learning designs that are innovative, personalized, and agile.

The result: leaders excel at one of the most fundamental—and critical—human skills needed in today's workplace: **connection**. Connection helps leaders create an environment where people feel important; where they are seen, heard, and valued.

Learning to lead is an ongoing journey composed of small moments. We believe it's these moments, paired with powerful learning experiences, that create transformation.



Leadership Marketplace

Now More Than Ever, Leadership Matters

With tighter budgets, shifting priorities, and workforce challenges, you're being asked to do more with less. One thing hasn't changed: strong leadership is still one of the smartest investments you can make. At Blanchard, we understand the pressure. Our new Leadership Marketplace was built for this moment—flexible, accessible, and designed to help you thrive.

Unlock access to our comprehensive leadership library with a **Propel by Blanchard™ Access Pass**

or

Gain practical leadership skills and knowledge in a focused area with a **single course purchase**



Buy Now



Leadership development is fundamentally shifting, and there is more opportunity for transformation than ever before

We help you address your most critical goals and challenges:



Leadership Capabilities



Change & Agility



Diversity & Inclusion



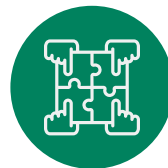
Engagement & Retention



Personal Effectiveness



Organizational Performance



Teaming & Collaboration

The Blanchard Advantage

Blanchard starts at the heart of leadership, originating dynamic, human-powered learning experiences that enable leaders at every level to engage as the ultimate agents of progress and transformation. The Blanchard advantage includes:

- Relevant, resonant, research- backed content
- Simple and powerful models that are proven effective across organizations
- Learning experiences that create engagement, connections, and outcomes
- Accessible and inclusive learning materials
- More than 45 years of worldwide leadership development experience
- Measurement strategies that show lasting results





Our purpose-driven people

Our culture attracts highly skilled and experienced leadership and learning development professionals. Our global, diverse team includes award-winning authors, dedicated researchers, keynote speakers, coaches, and industry experts with an average tenure of 11 years at Blanchard. Together, we have the context and hands-on experience you need to create a learning experience that will transform your organization.

Simple and powerful content

Effective leaders must learn new skills to adapt to their changing markets, to keep up with the needs of their people, and to be innovative. At Blanchard, we constantly evolve our evidence-based content and gather learner feedback to ensure our proven leadership frameworks continue to deliver the results leaders and managers need to succeed.



Learning modalities that fit learners' needs

Blanchard's content modalities help meet leaders where they are by offering a range of delivery methods, including in-person workshops, online and virtual courses, assessments, coaching, and reinforcement tools. Whether they prefer in-person, virtual, or online self-paced learning, we help everyone in your organization learn in the way that works best for them.

Dynamic Solutions for Leadership Development Challenges

We base our solutions on rigorous research and extensive testing in the field. Our specialty is refining and simplifying key concepts to create models and experiences that are easy to learn, remember, and put into practice.

This foundation gives leaders the tools to build a culture that transcends challenges and maximizes individual achievement and organizational performance.



Dynamic and cohesive experiences that resonate with today's learners to equip them for what's next



Innovative learning technology partners

We partner with several leading technology companies to meet you where you are and support your whole learning ecosystem. Each partnership is designed to help your people learn and connect with others more deeply.



Leadership Development

Impactful Leadership Development for Leaders at All Levels

We have the leadership development offerings your leaders at all levels need, in the modalities that work best for you.

- Leadership Development Programs
- Learning Journeys
- Digital & Virtual Learning Experiences
- Keynotes
- Speaker Series
- Content Licensing
- Public Courses
- Training for Coaches and Trainers

Custom Solutions by Blanchard Design Studio

It's critical that leadership development be connected to your organization's goals, language, and culture. **Blanchard Design Studio**, led by a team of solutions architects, uses design thinking principles as the foundation for every custom solution. We help you understand your learners' needs and preferences to build a solution that fits easily into their work lives.

- Customized Learning Experiences
- Curated Learning Journeys
- Content Integration
- Talent Strategy
- Integrated Coaching

Services That Support Learning Retention

Learning doesn't happen in a vacuum. Your people are juggling their everyday work and personal priorities, too. At Blanchard, we understand the importance of surrounding great content with support services that help keep learners engaged and applying their new skills and knowledge in their work.

- Coaching
- Facilitation
- Community Management & Moderation
- Assessments
- Reinforcement & Sustainment
- Measurement & Impact
- Program Management
- Badging

Leadership Development Programs

SLII®



The most widely used leadership training program in the world, SLII® teaches leaders how to build meaningful connections with coworkers that create exponential impact.

SLII® for Sales



A sales leadership program that equips leaders to increase the quality and frequency of coaching conversations—boosting connection, confidence, and performance across their sales teams.

Adapting to Change



Helps people understand why they often resist change and how to mindfully marshal their courage, curiosity, and resilience to adapt to changes they face.

Blanchard Management Essentials®



Building on the key concepts of the best-selling business book *The New One Minute Manager®*, this course teaches managers the core skillset to achieve success quickly and build positive relationships with their teams.

Building Trust



Teaches managers how to understand the impact of their behaviors on building trust or eroding it so they can increase engagement, creativity, and commitment.

Coaching Essentials®



Teaches managers the coaching mindset, essential skills, and structured process they need to accelerate development and bring out the best in their people.

Communication Essentials



Teaches employees the skills to listen to others, ask thoughtful and open questions, stay positive, and helpfully share their truth with others.

Conversational Capacity®



Teaches individuals how to engage in constructive, learning-focused dialogue when challenging topics or conflicts arise so they can make informed decisions and find the best solutions, even under high pressure.

Courageous Inclusion™



Teaches individuals a mindset that promotes diversity and inclusion with a proven process to help them become more knowledgeable and active proponents of inclusion in their workplace.

Essential Motivators™



Teaches managers a framework to help identify their pattern of core psychological needs, values, and talents so they can better understand themselves and others, be more effective, and appreciate different perspectives.

Fearless Innovation™



Teaches managers and individuals how to become more innovative through a four-step process that allows everyone to be more innovative in their role.

Leading with Empathy™



Teaches leaders how to be the kind of leader everyone wants: someone who understands others' feelings and responds with heartfelt concern to create an environment where people flourish.

Leadership Point of View™



Teaches leaders how to uncover their values, write their leadership story, and create trusting relationships with their people.

Leading Hybrid Teams



Gives leaders the help they need to succeed when managing people working concurrently in remote, virtual, and in-person settings.

Leading People Through Change®



Teaches leaders how to approach change as an opportunity for high-involvement, collaborative leadership that includes all parties and improves the success of change initiatives.

Leading Virtually™



Teaches managers how to increase the effectiveness and productivity of their remote or hybrid teams.

Legendary Service®



Teaches managers and front-line service providers how to consistently deliver exceptional service for internal and external customers alike.

Self Leadership



Teaches individuals the mindset and skillset they need to become empowered, proactive self leaders who take control of their own success.

Servant Leadership Essentials™



Teaches leaders how to build trust, listen, and give and receive feedback in ways that bring out the best in their people.

Strategy Essentials™



Teaches leaders how to gain a bird's-eye view of the strengths and weaknesses of a team or organization, spot challenges and opportunities before it is too late to act, and allocate resources where they'll yield the greatest return.

Team Leadership



Teaches managers how to diagnose their team's development needs and apply the right leadership style to build and sustain high-performance teams.

Teaming and Collaboration



Teaches learners how to diagnose their team's stage of development and act in ways that contribute to its performance.



Levels of Leadership at a Glance

We believe when leaders better themselves as they better others, they become an unstoppable force for the greatest good. That's why Blanchard focuses on management training for every stage of a leader's career journey.

Blanchard Content Library	Individual Contributors	People Leaders	Senior Leaders	Executives
SLII®		✓	✓	✓
SLII® for Sales		✓	✓	✓
Adapting to Change	✓	✓		
Blanchard Management Essentials®		✓		
Building Trust	✓	✓	✓	✓
Coaching Essentials®		✓	✓	✓
Communication Essentials	✓	✓		
Conversational Capacity®	✓	✓	✓	✓
Courageous Inclusion™	✓	✓	✓	✓
Essential Motivators™	✓	✓		✓
Fearless Innovation™	✓	✓	✓	✓
Leading with Empathy™		✓	✓	✓
Leadership Point of View™			✓	✓
Leading Hybrid Teams		✓	✓	
Leading People Through Change®		✓	✓	✓
Leading Virtually™		✓	✓	
Legendary Service®	✓	✓		✓
Self Leadership	✓			
Servant Leadership Essentials™		✓	✓	✓
Strategy Essentials™		✓	✓	✓
Team Leadership		✓	✓	✓
Teaming and Collaboration	✓	✓		



blanchard.
community

A global space to connect,
learn, and grow with leaders
from diverse industries.

Engage in events, join rich discussion forums,
explore trending topics, and access expert insights.



FREE!
Join Now

Transform Your Leadership Today

Start the next chapter of your leadership journey by talking to a Blanchard expert. We'll collaborate with you to build the inspiring and inclusive culture your people deserve.

Visit **blanchard.com** or call us at **760.233.6725** or **800.431.1381**

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