



**GROUNDWORK
COMMUNITY COHORT
STARTING JUNE 21ST**

UNLOCK YOUR LEADERSHIP POTENTIAL AND TRANSFORM YOUR COMMUNITY



Welcome to the Esteemed Groundwork Community Programming, where leadership isn't just a skill – **it's a catalyst for transformational change.**

In today's dynamic world, effective leadership isn't just about leading teams; it's about inspiring transformation, fostering innovation, and driving positive impact within communities.

Become part of a growing and esteemed community of leaders locally by joining us on a transformative journey spanning six months, where you'll embark on an immersive exploration of leadership excellence. Guided by world-class experts and immersed in a vibrant community of change makers, you'll uncover the keys to unlocking your leadership potential and igniting change at three levels: Your individual level, your organization, and our community.

WHY JOIN?



Community Cohort

Applications are OPEN

Interviews begin May 3rd

Start Date: June 21st - December 20th

- 6 month hybrid program meeting both in person and virtually on a monthly basis with Dr. Chris Pineda
- Accountability groups & mentoring
- Intentional collaboration focus groups
- Transformational Leadership Theory
- Access to our Get Rooted online self-driven course & The 7 Conditions for Transformational Change
- Access to The Rooted Network with nearly 100 local Groundwork Community Leaders

~~\$18,000+~~

\$5,000

*Pricing can vary for qualifying nonprofits

*Sponsorships are accepted

Part of a Certificate Program

Groundwork Leadership Institute Certificate of Completion

Become a Transformational Leader

Learn new strategies, tools, and collaborative techniques to grow as a leader alongside fellow community leaders

Course Outcomes

- Apply Transformational Change Theory to your own leadership, your organization, and your community.
- Build trust and empathy with fellow leaders throughout our city.
- Collaborate with leaders from across all industries in order to address some of our cities deepest challenges.
- Learn new strategies and tools to help you address your organizations culture with a transformative lens.

YOUR VALUE



Empowerment Through Education

Six Months of Live World-Class Leadership Training

- Immerse yourself in monthly, in-person and virtual sessions, led by Dr Chris Pineda, Founder of Groundwork Leadership, and other industry experts., .
- Explore topics such as culture change, conflict transformation, innovation, accountability, and various leadership styles (adaptive, authentic, servant, and transformational).
- Gain practical skills in goal setting, motivating others, and strategic thinking.
- Full access to the locally developed Rooted Framework and 7 Conditions of Transformational Change.

Unlimited Access, Endless Possibilities

One Year Access to Online Curriculum and Community

- Enjoy unlimited access to our comprehensive online platform, featuring hours of instructional videos, case studies, articles, research materials, and additional courses.
- Connect with fellow participants, alumni, and industry experts anytime, anywhere.

THIS COHORT WILL HELP YOU



Diverse Networking Opportunities

- Forge deep relationships with community leaders from diverse sectors including business, education, government, nonprofit, and faith communities.
- Access our extensive alumni network comprising of hundreds of leaders locally and nationally.

Expert Mentoring

- Receive personalized mentorship from alumni mentors, guiding you through your leadership journey and helping you apply learned concepts to real-world challenges in your life and organizational business cases.

Direct Application and Problem-Solving

- Apply the knowledge gained throughout the program to your personal growth plans.
- Engage in "Problems of Practice" workshops where you'll collaborate with fellow participants to address community-scale issues in the greater Salem area, leveraging the expertise of alumni who have previously tackled similar challenges.

Learn from Local Community Leaders

- Benefit from insights shared by industry experts, both local and domestic, offering diverse perspectives and experiences in leadership and community development.

OUTCOMES



Experience Long Lasting Growth

- **Leaders Achieve Goals**
Set and achieve goals, driving tangible results.
- **Expert Knowledge**
Leaders, regardless of experience, drastically expand their knowledge.
- **Build Lasting Relationships**
Develop deep and lasting relationships, essential for effective leadership.
- **Increase Confidence**
Gain confidence to apply newfound knowledge effectively.
- **Solve Challenges**
Effectively tackle individual and organizational challenges.
- **Engage in Collaboration**
Participate in community collaborative efforts and cross-collaboration.
- **Access Ongoing Support**
Maintain access to tools, community, and programming post-participation.
- **Receive Recognition**
Obtain a certificate of completion and become a prestigious institute alumni member.

RESEARCH

We understand the complex demands of leadership. We've researched and studied this topic for the past decade and are dedicated to fostering transformational leaders across diverse sectors and organizations. By providing you with the tools, programming, theory, resources, experiential knowledge, & what we believe is most important - a NETWORK of leaders, we guarantee you'll grow throughout this course.

Cross-Sector Community Cohorts 	Self-Guided Courses & Programming 	Leadership Tools & Resources 
We empower leaders with resources, programming & peer connections.	Master innovative frameworks to excel as a leader in your organization & community.	Unlimited access to cutting edge research, tips, webinars & tools

Proven outcomes with lasting results from graduates

100%

Had fundamental sustainable changes within themselves and their leadership.

96%

Feel more equipped with tools to create transformational change within their organization.

100%

Reported more confident and capable as a leader.

*Survey results from Groundwork participants

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Being a Groundwork Alumni means to be part of a movement that supports the healing, growth, and prosperity for everyone in Salem and Keizer. Every time we met it was a good reminder for my leadership journey to do the next right thing even when I don't feel like it.

Jim Seymor

Retired Long-Time CEO of
Catholic Community Services



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We can't do it alone. I got this feeling in our retreat that we are going to be a community that figures out how to come together. I feel really excited that it is possible to actually make that kind of change.

Rachel Alpert

Dallas School District
Assistant Superintendent



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As a non-profit executive, I very much benefited from networking with a diverse group of fellow organizational leaders, each serving unique constituencies across Salem. Deep relationships are forged within the Groundwork cohort curriculum, based on empathy and understanding across unique viewpoints.

Kim Lemman

Executive Director
St. Francis Family Housing



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I brought a problem to the group and using the framework gave us a common language that was really helpful in breaking it apart and building off each others ideas.

Artonya Gemmill
Principal Salem Keizer School District



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It's not just identifying the problem, but feeling like you have the confidence, ability and strength to take action. To me, that's transformational change, when you actually make a change.

Evann Walters
Founder Fresh and Local Foods



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Groundwork is recognized in Salem as a premier leadership program for local public and nonprofit leaders. It creates deep connections with fellow individuals tasked with advancing our community forward over the years ahead.

Tom Hoffert
Salem Chamber of Commerce



NOMINATIONS

Nominations are a significant part of our recruitment for upcoming cohorts. We want to work with driven leaders like you who are seeking improvement and desire to catalyze transformational change in our community. Can you nominate more than one? YES!

IDEAL CANDIDATES

- Another leader/individual from your organization that would benefit from this opportunity and develop common language for you in your workplace
- A leader in our community you feel would benefit from GW and contribute to our Alumni community.
- Someone outside of the Salem area (Corvallis, Portland, or Eugene) that also would benefit, lets grow Groundwork!
- Lastly, they would be able to pay for it through their organization, personally, or by grant/sponsorship.

Talk to these people in your life and share your experiences. If they're interested, please connect them to us via email and we'll help them apply. Need more information to share? Visit our website and click on the “Groundwork Leadership Institute” Tab to get more information on upcoming cohorts.

We have 30 spots available in this cohort and alumni nominations get first priority. Please submit your nominations as soon as possible due to our short time frame.

Thank you for helping us shape the future of leadership with Groundwork.