



**SERVANT-DRIVEN**  
LEADERSHIP

For executives,  
managers and high  
performing teams.



# BOB UPGREN

**SERVANT-DRIVEN LEADERSHIP**®  
IMMERSION WORKSHOP

A roadmap for building great  
organizations through servanthood.

Bismarck, ND  
April 19, 2024



WELCOME

## BRING YOUR TEAM & INVEST IN A FULL-DAY OF LEARNING WITH BOB UPGREN

### **SERVANT-DRIVEN LEADERSHIP® IMMERSION WORKSHOP**

*A roadmap for building great organizations through servanthood.*

Cross Training Ministries will be kicking off a spring leadership event designed to help organizations put servant-driven leadership into practice. Cross Training founder, Bob Upgren, will be presenting a full-day workshop LIVE in Bismarck, ND. Bring your team and join an exclusive group of leaders who desire to implement the time-tested, research based, practical framework of Servant-Driven Leadership®.

In this highly interactive, full-day seminar, Bob distills three decades worth of real-world experience into one single road map for building a culture of Servant-Driven Leadership® within your organization. The SDL Immersion Workshop is a day to elevate your leadership, increase company-wide discipline and drive transformational growth throughout your organization.

The SDL Immersion Workshop is a rare opportunity to learn directly from Bob Upgren and his team, in a space designed for deep learning, strategizing, and team discussions on application and implementation.

### WHAT YOU AND YOUR TEAM WILL RECEIVE

- Align yourself and your organization to a new paradigm of leadership and personal development.
- Receive in-depth teaching of the "Success Path", a one-page framework that integrates the SDL content.
- Gain a deeper understanding of servanthood and how it applies to your organization.
- Enhance your learning through the SDL socratic questioning & facilitation.
- Network and learn from other Servant-Driven Leadership students.



We Lead Best When We  
**SERVE FIRST**



## AGENDA

### SCHEDULE FOR THE DAY

8:00am - 8:30 am	Check In & Breakfast Pastries
8:30am - 10:00am	Learning Session with Bob Upgren
10:00am - 10:15am	Stretch Break
10:15am - 11:45am	Learning Session with Bob Upgren
11:45am - 12:15pm	Working Lunch
12:15pm - 1:45pm	Learning Session with Bob Upgren
1:45pm - 2:00pm	Stretch Break
2:00pm - 2:30pm	Learning/Q & A with Bob Upgren
2:30pm - 3:30pm	Reflection and Action Plan

### THEMES & TOPICS TO BE COVERED INCLUDE:

- ➔ Introduction to The Servant-Driving Leadership framework, the comprehensive system for practical implementation on what makes great organizations tick.
- ➔ Discover the paradigm shift all organizations must make to go from self-focused to servant driven.
- ➔ Q & A interaction with Bob Upgren.

*The day will be highly interactive with teaching sessions from Bob Upgren, including allocated time for team discussion after each session.*

## THE SERVANT-DRIVEN LEADERSHIP SUCCESS PATH AS DESCRIBED BY BOB UPGREN

The "SDL Success Path" pulls together decades of research into one roadmap for building a great organization. After teaching leadership and spearheading several servant-driven organizations for decades, I began to field an increasing number of questions from people who wanted to engage with my entire body of work relating to servanthood and leadership: "How can our organization develop a servant-driven culture?" "Where can our leaders be mentored?" "Where should we even begin?"

Reflecting on these questions, I realized that, in a sense, I'd actually been doing one giant multi-decade research project that came out in installments, keynote speech by keynote speech. Understanding this, I decided to cull the concepts that were essentials, settling upon the nine most important principles. I then worked to place them in proper sequence and created an overall framework that would define a path that leaders could follow to create a servant-driven organization. My goal was to distill my life's work on what makes great organizations tick into a single "map" that could fit on one piece of paper.





## INVESTMENT

### DATE

Friday, April 19, 2024

### VENUE

Bismarck Municipal Country Club

### Time

8:30 a.m. - 3:30 p.m CST.

### WHO IS THE FOR?

Designed for Executives, managers and high performing teams desiring a more servant-driven culture in their organization.



## STANDARD TABLE OF 6: \$2,200 (USD per table)

### TICKET INCLUSIONS:

- 6 tickets to attend all day workshop
- Breakfast pastries & coffee
- Working lunch and refreshment breaks

## SINGLE TICKETS: \$385 (USD per ticket)

### TICKET INCLUSIONS:

- 1 ticket to attend all day workshop
- Breakfast pastries & coffee
- Working lunch and refreshment breaks

Note: Ticket prices in USD and include all applicable state and local taxes.



**BOB UPGREN IS A STUDENT AND TEACHER OF HOW SERVANTHOOD IMPACTS ORGANIZATIONS. HE IS A TRUSTED ADVISOR TO LEADERS IN BOTH THE BUSINESS AND SOCIAL SECTORS.**

Driven by a relentless passion to serve, Bob has invested more than three decades into speaking, writing and facilitating Socratic Dialogue's with CEO's and senior leadership teams. In addition to his work in the business sector, Bob has a passion for learning and teaching in the social sectors of education, healthcare, government, faith-based organizations and cause-driven non-profits.

He is the Executive Director of Cross Training Ministries and founder of The Servant-Driven Leadership Center for Learning. Each year he is consistently called upon to help organizations mentor leaders and transform their cultures to be more servant- driven.

Described as “a visionary thinker across multiple industries,” Bob has devoted his professional life to mentoring hundreds of thousands of people through the diverse organizations he leads. His innovative views on business and leadership have attracted international attention, which has allowed him to speak to over one million people throughout North America. Disney, CoCa-Cola, Google, the National Basketball Association (NBA), Microsoft, Cisco and the US Armed Forces are just a few of the organizations who have benefited from his mentorship.

His work stretches from rural America to the streets of developing third-world countries; where his organizations serve orphanages, homeless situations and the most poverty stricken areas of the world.



## TESTIMONIALS

"Once in a lifetime! He has changed not only the lives of the people that we serve, but the lives of our leaders as well."

Ontario, CA

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"I have a whole new outlook on being a servant - that is what every part of life should be."

Bismarck, ND

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"He's like a can of Red Bull on stage! His passion, energy and wisdom is off the charts!"

San Antonio, TX

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"Best speaker in my 17 years. Servant-Driven Leadership works everywhere, not only in work but family and community. We need motivation to strive to be the best we can be!"

Sioux Falls, SD

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"Our entire community is still buzzing from his presentation."

Boston, MA

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"One of the most unique leadership teachers in the country"

Atlanta, GA

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"I've had the chance to hear Jim Collins in person and John Maxwell and I got as much and more from Bob's teaching. - Simply incredible."

Phoenix, AZ



**SERVANT-DRIVEN**  
LEADERSHIP

“Countless team members have said this year’s All Team Meeting was the absolute best one yet. I look forward to working with you next year to keep the momentum going.”

[www.servantdrivenleader.com](http://www.servantdrivenleader.com)