



**DOOLITTLE
LEADERSHIP
CENTER**

LEAD DEVELOP CARE WORKSHOP PROSPECTUS

2025 Prospectus

**“BUILDING
BETTER
LEADERS”**

WHAT IS THE DLC?



The **Doolittle Leadership Center** (DLC) focuses on one thing: building better leaders. As the Air & Space Forces Association's Leadership Center of Excellence, the DLC honors the enduring spirit of General Jimmy Doolittle by equipping Airmen and Guardians, military and civilians, with a practical leadership framework that maximizes the effectiveness of the tools and experiences they've already acquired. We do this by bolstering effective leadership through proven, leader-centric courses, coaching, and online content.

THE DLC MODEL

The Doolittle Leadership Center teaches a proven leadership model that emphasizes the three critical responsibilities of every leader: leading, developing, and caring. Over **17,000** leaders from 90 different countries over the last 20 years have been trained in the *Lead Develop Care* framework (**2200+ Airmen, Guardians**, and civilians by the DLC alone). The *Lead Develop Care* model is a simple yet comprehensive framework that leaders at any level can apply.



Takes the *mystery* out of leading

The LDC model focuses on the three essential responsibilities of every leader. Rather than providing ambiguous theory or a “grab bag” of leadership tools, LDC is a practical, step-by-step process to effective leadership.

Enables leaders to be *proactive*

The LDC framework enables leaders to be proactive rather than reactive by structuring their leadership approach and cultivating intentionality and individuality.

Applies in *all* leadership arenas

Regardless of the context or position, leaders who intentionally implement LDC ensure their team members feel visible and valued. Consequently, they become trusted leaders others *want* to follow.

DLC WORKSHOPS

Actionable Training

A *Lead Develop Care* workshop is a 9-hour leader development course that transforms how your organization thinks about leadership. We travel to your location to deliver tailored training directly to your team. One course will equip up to 30 members of your team with immediately actionable leadership skills.

Proven Results

The DLC has trained leaders all over the country. From junior technicians to commanders and senior enlisted leaders, our courses result in a **49% increase** in self-rated leadership understanding. Furthermore, 98% of students rate the training as either "extremely helpful" (74%) or "helpful" (24%) to their leadership ability.

What's included in a workshop?

- An in-depth *Lead Develop Care* workbook for every course participant
- Hands-on collaborative exercises that utilize participants' real-world leadership challenges
- 9+ hours of relevant, collaborative, and actionable instruction over 2 days

Day 1

1100-1630

Informal lunch

Block 1: The Primary Responsibilities of Leadership: What must leaders do?

Film Analysis Exercise

Definitions Exercise to identify Strength, Stretch, and Struggle

Block 2: The Operational Aspects: How do leaders Lead, Develop, and Care more effectively?

Block 3: LEAD

Set Direction: Identifying the TARGET amidst changing circumstances

Align: Bringing the team TOGETHER

Motivate: Releasing the ENERGY

Manage: Providing the necessary OVERSIGHT

Film Analysis Exercise

Case Study Exercise

Day 2

0800-1230

Block 4: DEVELOP

Discover: IDENTIFY what needs to be developed

Teach: Giving new INSTRUCTION (new information, new insights, new perspective)

Model: Ensuring OBSERVATION (what does right look like?)

Coach: Providing timely FEEDBACK

Film Analysis Exercise

Exercise: Development Matrix

Block 5: CARE

Know: Generating AWARENESS

Connect: Building UNDERSTANDING

Provide: Supplying RESOURCES

Protect: Ensuring SAFETY

How to Care adequately without over-Caring

Block 6: Using the Framework

Application Exercise 1: the FACE tool (individual assessment of personal leadership challenge or opportunity)

Application Exercise 2: the THINK TANK (the benefit of Group feedback)

Wrap-up, Surveys, and Certificates



SIMPLE

enough to be clear



THOROUGH

enough to be useful



MEMORABLE

enough to apply and pass on

2200+ Airmen, Guardians, and DOD Civilians trained

98% Find the training extremely helpful (74%) or helpful (24%)

+49% Increase in self-rated leadership ability



LET'S TALK!

Contact us doolittleleadershipcenter@afa.org

REAL TESTIMONIALS

"I've done a lot of leadership training through the Air Force, and this was WAY better than anything I've done through all my years as a SMSgt. The workshop was great."

"The different models, activities, etc. provided are some that I would consider when having a formal feedback or in a mentoring position. This course helped set the framework on how to use the leadership tools I already have. This should be a requirement for frontline/first time supervisors."

"I would 1000% recommend any level of leader take this course. This class would be the perfect replacement for ALS. I learned more skills in 8.5 hours than I did in 4 weeks of ALS."

"This [training] was excellent because it was the BEST example of leadership *applied*. It was also very simple and a good 'how to'; I've had enough 'what to' in 11 years of being involved with the military."

"Thank you for this amazing course. I now have this framework for the rest of my career and personal life."

"Not only was the course a good leadership refresher, but it brings a ton of information into a compact model that can be referenced easily. ALS & NCOA have additional things to offer but this covered what those courses teach in 5 weeks in 8 hours."

"Previous PME, including ALS & Joint PME may have taught me the rules to chess, but this course gave me strategies to actually play the game. An algorithmic approach is what I've been missing."

"This was one of the best courses I've ever gone through [...] this course gave me a clear understanding and the tools to apply it correctly."

"This type of structured 'how to' approach to leadership is more valuable and relevant to taking care of the Airmen and NCOs I've been entrusted with than any other single piece of information I've received[.]"

"I have taken many leadership classes for my degree & PME, but this gave me a practical, hands-on [...] model. Usually I am ready to just put a check in a box for training, but I actually wanted to continue with more hands-on."



DOOLITTLE LEADERSHIP CENTER

FAQ

My organization already has a leader development program. What makes yours different?

DLC workshops are designed to accompany and complement most other leadership programs. The LDC difference is its emphasis on practical leadership. We teach a framework by which all other leadership tools and experiences can be more effectively applied.

Does my team have to travel to the DLC?

No. The DLC is headquartered at the Air & Space Forces Association in Arlington, Virginia, but our instruction is delivered onsite directly to your organization.

Do you only serve active-duty military audiences?

No. The Lead Develop Care framework is applicable to leaders from all backgrounds and positions. While the LDC model is not "function-specific," we prefer to teach classes filled with students who share similar experience levels and positions so we can best tailor the curriculum to maximize its value.



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