

Creating Community, LLC

The

DESIGNED NOT DEFAULT LEADERSHIP DEVELOPMENT CURRICULUM



Helping leaders move from:

DRIFT	→	DIRECTION
DISTANCE	→	CONNECTION
DETACHMENT	→	PRESENCE

A complete leadership development curriculum
by Annie Frisoli - Creating Community, LLC



DESIGNED NOT DEFAULT - AN OVERVIEW:

Leadership doesn't change because we know more. Leadership changes because we begin thinking differently, showing up differently, and leading differently - **one intentional choice at a time.**

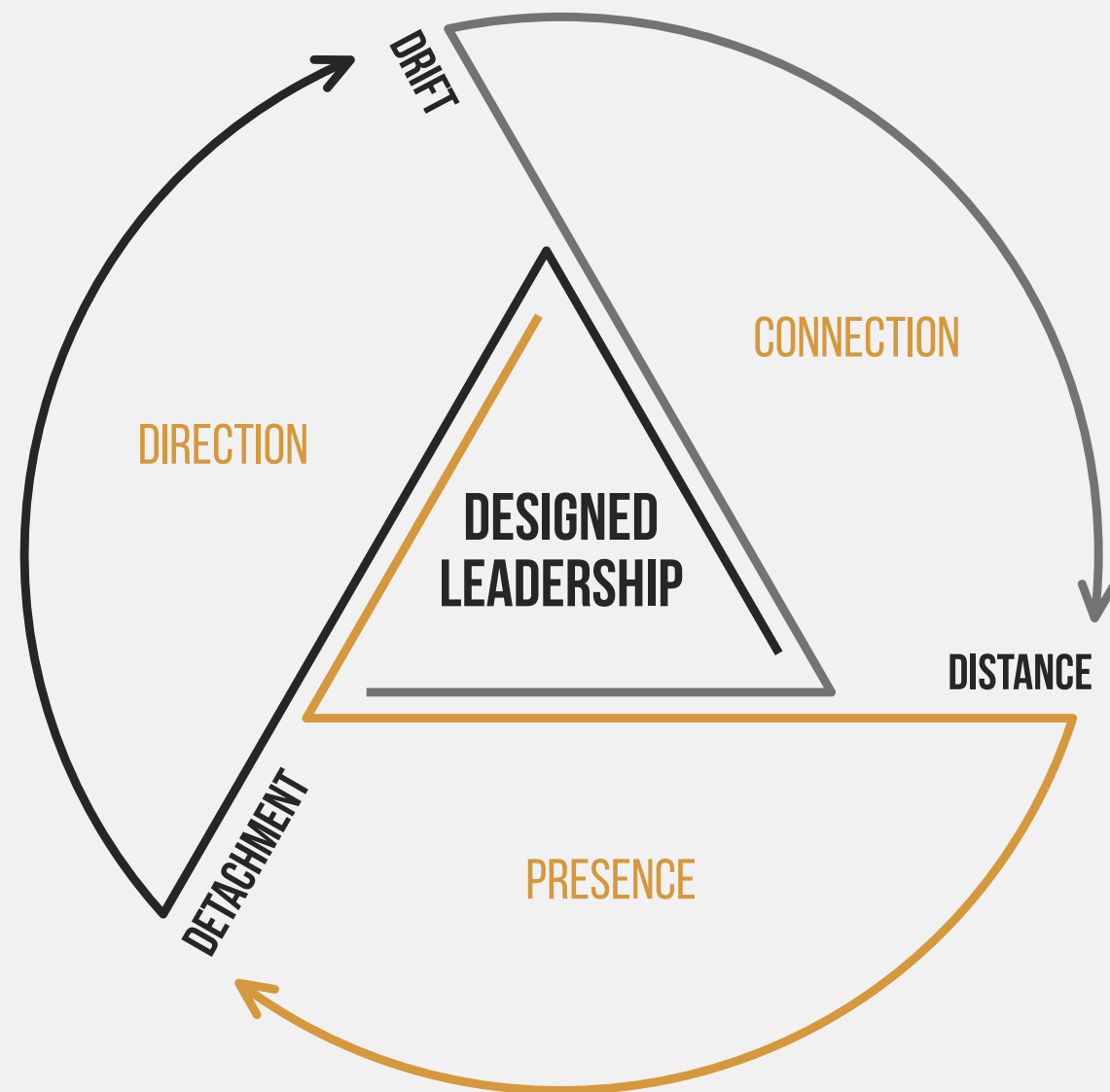
Too often, leadership development focuses on information. We attend workshops. Read books. Listen to podcasts. Collect ideas. But knowledge alone doesn't transform leadership. Intentional practice does.

Without intention, organizations begin to drift, relationships start to distance, and team members become detached from one another and their work. The good news? **Leadership can be designed.**

The **Designed Not Default** Framework was created to help leaders intentionally replace drift with direction, distance with connection, and detachment with presence - creating organizations where people know where they're going, feel they belong, and experience leadership that is intentional every day.



THE DESIGNED NOT DEFAULT FRAMEWORK



DRIFT

LOSING CLARITY, FOCUS, AND SHARED DIRECTION

DIRECTION

ALIGNING PEOPLE AROUND WHAT MATTERS MOST

DISTANCE

GROWING DISCONNECTED FROM PEOPLE AND RELATIONSHIPS

CONNECTION

BUILDING TRUST, UNDERSTANDING, AND COLLABORATION

DETACHMENT

SHOWING UP ON AUTOPILOT RATHER THAN INTENTIONALLY

PRESENCE

LEADING WITH INTENTIONALITY, CONFIDENCE, AND SELF-AWARENESS

THE DESIGNED NOT DEFAULT CURRICULUM

The following pages introduce **fifteen** intentionally designed learning experiences organized around the three leadership shifts that define the **Designed Not Default** Framework: Direction, Connection, and Presence.

Each course is designed to strengthen a specific aspect of leadership while contributing to a larger journey of becoming a more intentional leader.

As you explore the curriculum, you'll discover:

LEADERSHIP IDENTITIES:

EACH COURSE HELPS PARTICIPANTS DEVELOP A DISTINCT LEADERSHIP IDENTITY THAT REFLECTS THE MINDSET, BEHAVIORS, AND HABITS THEY ARE BUILDING ALONG THE WAY. TOGETHER, THESE IDENTITIES REPRESENT THE INTENTIONAL LEADER THEY ARE BECOMING.

FRAMEWORK FOCUS:

EVERY LEARNING EXPERIENCE IS CONNECTED TO ONE OF THE THREE PILLARS OF THE DESIGNED NOT DEFAULT FRAMEWORK:

- DIRECTION – ALIGNING PEOPLE AROUND WHAT MATTERS MOST
- CONNECTION – BUILDING TRUST, COLLABORATION, AND BELONGING
- PRESENCE – LEADING WITH INTENTIONALITY, CONFIDENCE, AND SELF-AWARENESS

LEADERSHIP IDENTITIES

						
DRIFT DISRUPTOR	CLARITY DESIGNER	BRIDGE BUILDER	CONVERSATION ARCHITECT	CULTURE CARRIER	ENERGY STEWARD	DEFAULT DETECTOR
RECOGNIZES DRIFT AND REDIRECTS TOWARD PURPOSE, PRIORITIES, AND MEANINGFUL PROGRESS.	CREATES CLARITY AND ALIGNMENT SO OTHERS KNOW WHAT MATTERS MOST AND HOW TO SUCCEED.	BUILDS TRUST AND CONNECTS PEOPLE ACROSS TEAMS, BOUNDARIES, AND PERSPECTIVES.	DESIGNS CONVERSATIONS THAT CREATE UNDERSTANDING, ACCOUNTABILITY, GROWTH, AND ACTION.	BRINGS ORGANIZATIONAL VALUES TO LIFE THROUGH CONSISTENT DECISIONS AND EVERYDAY ACTIONS.	MANAGES THE ENERGY, PRESENCE, AND INFLUENCE THEY BRING TO EVERY INTERACTION.	RECOGNIZES AUTOMATIC HABITS AND CHOOSES INTENTIONAL RESPONSES THAT ALIGN WITH VALUES.

Leadership is not defined by a single workshop, one meaningful conversation, or a title on a business card. It is shaped through intentional choices repeated over time.

The Designed, Not Default curriculum was intentionally developed as an integrated leadership journey rather than a collection of individual courses. Throughout the curriculum, participants strengthen seven Leadership Identities that represent the mindset, behaviors, and habits of intentional leaders.

Each Leadership Identity is developed across multiple learning experiences because meaningful leadership growth requires practice, reflection, and application in a variety of situations. As participants progress through the curriculum, they continuously strengthen these identities while developing greater Direction, Connection, and Presence in their leadership.

Rather than asking, "What course should I take next?" we encourage leaders to ask a different question: **"Who am I becoming as a leader?"**

COURSE OVERVIEWS | DRIFT TO DIRECTION

COURSE TITLE	DESCRIPTION	LEARNING OBJECTIVES	LEADERSHIP IDENTITY
ORGANIZATIONAL DRIFT: ANCHORING YOUR DIRECTION	Organizations don't drift overnight. Without intention, competing priorities and daily demands can slowly pull people away from what matters most. This course helps leaders strengthen organizational direction by reconnecting vision, mission, and purpose to everyday decisions, creating greater clarity, alignment, and focus.	By the end of this course, participants will: - Identify common causes and warning signs of organizational drift. - Explore how vision, mission, and purpose serve as anchors that create organizational direction. - Evaluate the connection between stated organizational direction and everyday workplace realities. - Develop practical strategies for keeping purpose, vision, and mission visible in daily leadership practices.	DRIFT DISRUPTOR, CLARITY DESIGNER, CULTURE CARRIER
VALUES ALIGNMENT: TURNING ORGANIZATIONAL VALUES INTO EVERYDAY LEADERSHIP	Most organizations have values. Far fewer have alignment around those values. This course helps leaders move beyond values as words by defining the behaviors that bring them to life. Participants will explore practical strategies for aligning decisions, expectations, and everyday actions to create a stronger, more consistent organizational culture.	By the end of this course, participants will: - Understand how organizational values influence culture, behavior, and decision-making. - Identify gaps between stated values and everyday experiences. - Define behaviors that bring organizational values to life. - Develop leadership practices that reinforce values through daily actions and interactions.	DRIFT DISRUPTOR, BRIDGE BUILDER, CONVERSATION ARCHITECT, CULTURE CARRIER
STRATEGY, PRIORITIES, & CLARITY: PROTECTING ORGANIZATIONAL FOCUS	Great strategies don't fail on paper, they fail in execution. This course helps leaders bridge the gap between planning and implementation by strengthening priorities, improving decision-making, and protecting organizational focus when demands compete for attention.	By the end of this course, participants will: - Recognize organizational conditions that create competing priorities, reactive work, and loss of focus. - Translate strategic initiatives into meaningful priorities that guide attention and decision-making. - Evaluate competing demands using intentional leadership rather than default reactions. - Communicate priorities in ways that create clarity, consistency, and organizational alignment. - Apply practical decision-making tools that protect organizational focus while balancing limited organizational capacity.	DRIFT DISRUPTOR, CLARITY DESIGNER, DEFAULT DETECTOR
COMMUNICATION CONSISTENCY: STRENGTHENING ALIGNMENT THROUGH CLEAR AND CONSISTENT MESSAGING	Clear communication builds trust. Consistent communication builds alignment. This course equips leaders with practical strategies to communicate with greater clarity, consistency, and intention so priorities are reinforced, confusion is reduced, and teams stay aligned.	By the end of this course, participants will: - Understand the relationship between communication consistency and organizational alignment. - Identify communication habits that unintentionally create confusion or mixed messages. - Strengthen leader communication through clarity, repetition, and intentional messaging. - Create communication strategies that reinforce priorities and organizational direction.	CLARITY DESIGNER, BRIDGE BUILDER, CONVERSATION ARCHITECT, CULTURE CARRIER
CONNECTING HUMANS TO PURPOSE: HELPING PEOPLE. SEE THE MEANING BEHIND THEIR WORK	People are most engaged when they understand the impact of their work. This course explores the psychology of motivation and equips leaders with practical strategies to help employees see the value of their contributions, creating greater ownership, commitment, and engagement.	By the end of this course, participants will: - Understand the connection between purpose, engagement, and employee motivation. - Identify opportunities to reinforce the meaning and impact of work. - Strengthen conversations that connect individual contributions to organizational outcomes. - Develop strategies for creating greater ownership and commitment among team members.	DRIFT DISRUPTOR, CLARITY DESIGNER, BRIDGE BUILDER, CONVERSATION ARCHITECT, CULTURE CARRIER, ENERGY STEWARD

COURSE OVERVIEWS | DISTANCE TO CONNECTION

COURSE TITLE	DESCRIPTION	LEARNING OBJECTIVES	LEADERSHIP IDENTITY
HUMAN CONNECTION & TRUST: FOUNDATIONS OF CONNECTION AND TEAM EFFECTIVENESS	Connection begins with trust. This course explores the leadership behaviors that build credibility, strengthen relationships, and create environments where people feel respected, valued, and supported, leading to stronger collaboration and team performance.	By the end of this course, participants will: - Understand the key components of workplace trust. - Identify leadership behaviors that strengthen or weaken connection. - Recognize the impact trust has on culture, collaboration, and performance. - Develop strategies for intentionally building stronger workplace relationships.	BRIDGE BUILDER, CONVERSATION ARCHITECT, CULTURE CARRIER, ENERGY STEWARD
LEADING BEYOND YOUR TEAM: CREATING ALIGNMENT ACROSS THE ORGANIZATION	Strong teams matter, but exceptional organizations are built when leaders think beyond their own team. This course helps leaders break down silos, strengthen cross-functional relationships, and create greater alignment around shared goals and organizational success.	By the end of this course, participants will: - Understand the factors that contribute to organizational silos and distance. - Recognize the difference between team advocacy and organizational alignment. - Understand how organizational alignment strengthens culture, performance, and collaboration. - Strengthen relationships across teams and departments to support shared success.	DRIFT DISRUPTOR, CLARITY DESIGNER, BRIDGE BUILDER, CULTURE CARRIER
DIFFICULT CONVERSATIONS: BUILDING CONFIDENCE AND COURAGE FOR HEALTHY WORKPLACE DIALOGUE	Leadership requires the courage to have the conversations others avoid. This course equips leaders with practical frameworks and communication strategies to navigate difficult conversations with confidence, strengthen accountability, and preserve relationships.	By the end of this course, participants will: - Recognize the costs of avoiding difficult conversations. - Apply structured approaches for addressing workplace challenges respectfully. - Increase confidence in navigating conflict and differing perspectives. - Strengthen communication that promotes accountability and understanding.	BRIDGE BUILDER, CONVERSATION ARCHITECT, ENERGY STEWARD, DEFAULT DETECTOR
ACTIVE LISTENING & COACHING RESPONSES: MOVING FROM SOLVING PROBLEMS TO DEVELOPING PEOPLE	Many leaders unintentionally become problem solvers instead of people developers. This course explores how active listening and coaching conversations create stronger ownership, learning, and growth among employees.	By the end of this course, participants will: - Understand the difference between coaching and advising. - Strengthen active listening skills that improve understanding and trust. - Use coaching questions to encourage ownership and problem-solving. - Create developmental conversations that build confidence and capability.	BRIDGE BUILDER, CONVERSATION ARCHITECT, ENERGY STEWARD, DEFAULT DETECTOR
CREATING A CULTURE OF FEEDBACK & DELEGATION: BUILDING ACCOUNTABILITY, GROWTH, AND SHARED OWNERSHIP	Feedback and delegation are two of the most powerful leadership tools, yet both are often misunderstood or underutilized. This course helps leaders create a culture where feedback becomes normal, growth is encouraged, and delegation is viewed as development rather than task assignment.	By the end of this course, participants will: - Deliver feedback that promotes growth and performance. - Recognize common barriers to effective delegation. - Delegate in ways that build ownership, confidence, and capability. - Create team environments where accountability and development thrive.	CLARITY DESIGNER, BRIDGE BUILDER, CONVERSATION ARCHITECT, CULTURE CARRIER, DEFAULT DETECTOR

COURSE OVERVIEWS | DETACHMENT TO PRESENCE

COURSE TITLE	DESCRIPTION	LEARNING OBJECTIVES	LEADERSHIP IDENTITY
DEFAULT BEHAVIORS. & PERSONAL BLIND SPOTS: UNDERSTANDING YOURSELF TO LEAD MORE	Every leader has default behaviors that influence their decisions, communication, and relationships. This course helps participants recognize those patterns, increase self-awareness, and replace automatic reactions with more intentional leadership responses.	By the end of this course, participants will: - Recognize personal leadership tendencies and default behaviors. - Identify blind spots that may influence effectiveness. - Strengthen self-awareness as a leadership practice. - Develop strategies for leading more intentionally and authentically.	DRIFT DISRUPTOR, ENERGY STEWARD, DEFAULT DETECTOR
LEADERSHIP ENERGY & INFLUENCE: THE IMPACT OF HOW YOU SHOW UP	How leaders show up shapes how others respond. This course explores how energy, presence, and consistency influence trust, engagement, and workplace culture while providing practical strategies for leading with greater intention and impact.	By the end of this course, participants will: - Understand how leadership energy and emotional transfer influence workplace culture. - Recognize the connection between consistency, trust, and leadership credibility. - Increase awareness of the experiences leaders create through everyday interactions. - Develop practices for showing up with greater intention, influence, and impact.	CONVERSATION ARCHITECT, CULTURE CARRIER, ENERGY STEWARD, DEFAULT DETECTOR
RESET & RECALIBRATE: STAYING GROUNDED WHILE MOVING FORWARD	Leadership isn't about never getting off course; it's about knowing how to find your way back. This course helps leaders develop the mindset and practical tools to reset, adapt to change, and stay grounded through uncertainty.	By the end of this course, participants will: - Understand common leadership responses to change, challenge, and uncertainty. - Develop strategies for recalibrating when priorities, expectations, or circumstances shift. - Strengthen adaptability while maintaining focus on desired outcomes. - Learn practices for staying grounded in purpose and values during periods of change.	DRIFT DISRUPTOR, CLARITY DESIGNER, ENERGY STEWARD, DEFAULT DETECTOR
PERSONAL LEADERSHIP CONFIDENCE: BUILDING AND SUSTAINING CONFIDENCE THROUGH CHALLENGES AND GROWTH	Confident leaders aren't fearless; they're intentional. This course helps participants build lasting confidence by increasing self-awareness, challenging limiting beliefs, and continuing to grow through new experiences.	By the end of this course, participants will: - Understand the factors that influence leadership confidence. - Identify beliefs and behaviors that undermine confidence. - Develop strategies for building confidence through growth and experience.	CLARITY DESIGNER, DEFAULT DETECTOR
REMEMBERING YOUR WHY: RECONNECTING TO PURPOSE, MEANING, AND PERSONAL MOTIVATION	Leadership is most fulfilling when it reflects what matters most to you. This course helps participants clarify the values and motivations that shape their leadership while developing practices that sustain meaning, resilience, and intentional leadership over time.	By the end of this course, participants will: - Clarify personal values, purpose, and sources of motivation. - Reflect on the impact they want their leadership to have on others. - Recognize signs of disconnection from purpose and meaning. - Create practices that help sustain motivation and intentional leadership.	DRIFT DISRUPTOR, ENERGY STEWARD

GET IN TOUCH

EMAIL: ANNIE@ANNIEFRISOLI.COM

PHONE: 614.421.8074

or, visit [CREATINGCOMMUNITYLLC.COM](https://creatingcommunityllc.com) to learn more

