



# SITUATIONAL LEADERSHIP®

## Relevant Then, Relevant Now

Where were you in 1969? A better question might be, where were your parents or, perhaps, even your grandparents? A fellow by the name of Richard Nixon was president, the war in Vietnam was winding down and your relatives were probably still recovering from Woodstock. The training industry was in its infancy. There was no internet. Nobody Googled anything. Only a handful of the most forward-thinking organizations did anything remotely resembling leadership training. It was a topic tackled almost exclusively by professors at universities who wound up publishing research results in journals for each other's consumption.

One person who was in the middle of that professorial mix was our founder, Dr. Paul Hersey. He started out working for Carl Rogers in the late 1950s and, over the years, used one creative instructional technique after another to make sense of organizational behavior. This work led to his teaching a course at Ohio University in the late 1960s — a course that everybody wanted to take. It evolved into a best-selling textbook ("Management of Organizational Behavior").

Co-authored with his colleague Ken Blanchard, that book introduced The Situational Leadership® Model and was the genesis for the launch of The Center for Leadership Studies (CLS) in 1969.

During the 1970s, Dr. Hersey traveled the world about 10 times over introducing the model to thousands of university students and corporate leaders. By 1983, there was certainly awareness and interest in developing leaders, but comparatively few organizations were ready to dive in, make it a priority and commit serious resources to the cause.

Then, things changed — in a hurry! In the fall of 1983, Tom Peters and Bob Waterman published "In Search of Excellence," the first universally-embraced book on management, leadership and organizational culture. Suddenly, there was a deluge of interest in leadership development.

With everything that's happened in leadership development from 1969 to 2019, one thing hasn't

**14** MILLION  
LEADERS TRAINED

**35** COUNTRIES  
AROUND THE GLOBE

**25** LANGUAGE  
TRANSLATIONS

changed: Situational Leadership®. We believe the ongoing generational appeal of this model stems from the fact that it sits on a rock-solid foundation of pioneering research. Dr. Hersey's genius was to integrate many, seemingly disparate, contributions into a practical, repeatable framework that gives leaders a place to start:

- What is the specific task?
- What is the person's ability and willingness to perform that task?
- What approach should the leader use based on the answers to the first two questions?

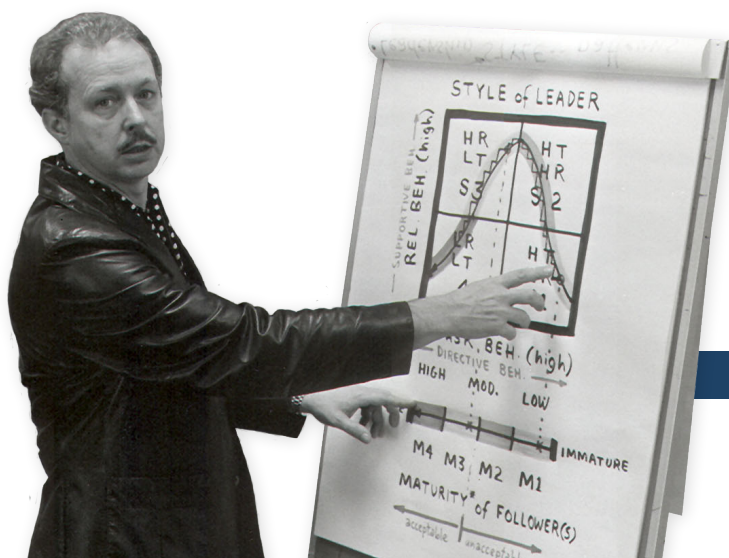
These questions are every bit as relevant for leaders today as they were five decades ago. The challenges over the last decade or so have been to ensure that the mechanisms for delivering the message remained current and that our content was cohesively united with other important leadership development frameworks. In response to those dynamics, we now feature:

- A core offering that is translated into 25 languages.
- A multitiered Situational Leadership®-based curriculum that tethers our model to coaching, emotional intelligence, DiSC®, power, leading teams and leading change.
- Content that is available in a classroom setting and online, in both blended and virtual formats.
- A customer-facing portal that houses our sustainment suite (The Four Moments of Truth™) and allows customers to access microlearning anytime, anywhere and on any device.



"Our purpose is to fulfill a legacy of leadership by equipping people at all levels of an organization to effectively influence, engage and succeed."

Maureen Hersey Shriver, CEO  
The Center for Leadership Studies



**1969**

Dr. Hersey launches The Center for Leadership Studies.

**1970s**

Dr. Hersey introduces The Situational Leadership Model® worldwide.

**1983**

Tom Peters and Bob Waterman publish "In Search of Excellence," drawing interest to leadership development.

**2019**

The Center for Leadership Studies celebrates its 50th anniversary. Learn more at [situational.com](https://situational.com).

