



Helping Fortune 500 Companies Build
Trust-Based, Resilient Cultures and
Authentic Leadership Influence for
Remarkable Shareholder Value

Keynotes , Conference Programs, Corporate Programs

You Can't Lead a Cavalry Charge if You Think You Look Funny Sitting on a Horse!*

VENUE: Keynote, Breakout Session, Full-day Conference Program, 2.5 Day Corporate On-site Program, see website for virtual option

AUDIENCE: Emergent/New Leaders

DURATION: Keynote: 45 to 55 minutes; 90-minute breakout session

BONUS BREAKOUT SESSION INCLUDED WITH KEYNOTE

Strong leadership presence demands solid self-confidence and self-assuredness in all types of situations. Without it, you can't lead a team, department, or corporate initiative if you think you look funny — or think you're an imposter — in front of employees. Your personal power (presence) arises by how you present yourself to others by what they see, hear, think, and feel.

Building Your Leadership Platform and Brand Equity for Success*

VENUE: Full-day Conference Program, 2.5 Day Corporate On-site Program, see website for virtual option

AUDIENCE: Emergent/New Leaders

DURATION: See above

Your leadership platform must convey the branded value of your expertise that also encourages others to enhance your brand equity. But first, you have to move from “expert” to “influencer” status. You do that through engagement, authority positioning, influence, and creating allies, advocates, and champions for your vision, proposal, idea, or product.

Step on the Gas: Influencer and Thought Leader Excelerator®

VENUE: Full-day Conference Program, 2.5 Day Corporate On-site Program, see website for virtual option

AUDIENCE: Senior Leaders

DURATION: See above

Moving from expert status to "influencer" involves more than just different degrees of expertise. It involves expansion of your circle of influence, building a strong leadership brand, and broadcasting that brand in the channels where internal and external decision makers hang out. You have to take the status quo of important issues to the next level or go the other direction as a contrarian and explain why. P.S. Contrarians are often more successful...



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Just Because You're a Great Leader Doesn't Make You a Good Coach*

VENUE: Full-day Conference Program, 2.5 Day Corporate On-site Program, see website for virtual option

AUDIENCE: Senior Leaders

DURATION: See above

You may be a great leader; someone people enjoy following. But how good a coach are you? Coaching is a skill that most managers and leaders lack, but to help pay your great leadership skills forward, you need to know how to encourage, motivate, and challenge those under your charge. Coaching employees often is a matter of helping them recognize and acknowledge their self-imposed limitations and guiding them through corrective behaviors or thinking.

The Alchemy of Persuasion and Influence Techniques for Executive Presenters*

VENUE: Full-day Conference Program, 2 Day Corporate On-site Program, see website for virtual option

AUDIENCE: Senior Leaders/Executives (*Advanced program for experienced presenters)

DURATION: See above

Professional speakers can spin content into gold because they know the secret to persuasive presentations isn't in the PowerPoint slides. Persuasion is about finding an authentic story that will change beliefs and behaviors, conveying authentic empathy, using information design, and understanding the psychology of how people make decisions. It's also understanding how people respond to presenters and speakers, and how to bring the audience into your story.

Weapons of Mass Persuasion® : Strategies for Acting Faster, Leading Smarter, and Making Breakthrough Decisions

VENUE: Keynote, Breakout session, Full-day Conference Program, 2.5 Day On-site Corporate Program, see website for virtual option

AUDIENCE: Senior Leaders/Executives

DURATION: Keynote: 45 to 55 minutes; 90-minute breakout session

BONUS BREAKOUT INCLUDED WITH KEYNOTE

Without a basic understanding of our thought biases, how people make decisions, and little-known vocabulary tools, influencing and persuading others is a difficult if not impossible task. If the message you send is not the message they hear, you won't be successful in converting others into allies, advocates, champions, clients, or customers. There's zero chance for influence. Understanding biases is a tool for learning how people make all kinds of decisions. Using tools of rhetorical persuasion and selected persuasion vocabulary will help you overcome those biases and allow you to engineer an ethical competitive advantage.



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Buckle Up: The Strategic Leadership Excelsator®

VENUE: Keynote, Breakout session, Full-day Conference Program, 2.5 Day On-site Corporate Program, see website for virtual option

AUDIENCE: Emergent/New Leaders

DURATION: Keynote: 45-55 minutes; 90-minute breakout session

BONUS BREAKOUT INCLUDED WITH KEYNOTE

The Strategic Leadership Excelsator shows you exactly what you need to say and what you need to do to move your leadership forward. You won't be in a better position to leverage your expertise, your value, or your experience as your leadership progresses to positions of greater authority and accountability. There's no better time than NOW to prepare to come out of the gate strong.

Summary Chart of Programs and Audiences

E.P.I.C. Results (Emergent and New Leaders)	Executive/Leadership Influence Excelsator (Senior Leaders)	Weapons of Mass Persuasion (Directors, Executive Leaders)
You Can't Lead a Cavalry Charge if You Think...	Step on the Gas: Influencer and Thought Leader Excelsator	
Build Your Leadership Platform and Brand Equity...	Just Because You're a Great Leader Doesn't Make You a Good Coach	
Buckle Up: The Strategic Leadership Excelsator	The Alchemy of Persuasion and Influence for Executive Presenters and Speakers	
	Weapons of Mass Persuasion	