



SCHOOL OF EXECUTIVE PRESENCE PROGRAMS

EXECUTIVE INFLUENCER



OVERVIEW AND SYLLABUS

DEVELOP EXECUTIVE
LEADERSHIP PRESENCE

EXECUTIVE INFLUENCER

OVERVIEW

The Executive Influencer Mastermind offers a competency-based experience that transforms leaders into confident and inspiring influencers who get greater business results.

This research-based program was developed by The School Of Executive Presence through a diverse team of business leaders, and certified coaches. Participants praise the experience and see measured results in these 3 building blocks:

EXECUTIVE LEADERSHIP PRESENCE

THINK AND SPEAK WITH CONFIDENCE

EXECUTIVE LEVEL INTERACTION



Development

- Clarify and Define Your Mission and Mindset
- Build Personal Resilience
- Show up with Authentic Presence



Accelerate Ability

- Handle Difficult Audiences with Poise
- Manage Nonverbals & Influence Others
- Speak with responsive composure



Preparation

- Gain Critical Thinking & Decision Skills
- Navigate Sensitive Organizational issues
- Practice Keen Social Agility

IDEAL PARTICIPANTS

- Director through VP Level
- Sr Manager- High Potential
- Accomplished Business Leader
- Family Business Leader/Successor



"Unique...teaches leading from authenticity and integrity...draws out the best in people while providing actionable feedback with realistic tools to improve."

— Sarah Marshall, CEO Great Lakes Credit Union

EXECUTIVE INFLUENCER

FROM THIS

- *Being caught off guard*
- *Fearing conflict and challenge*
- *Freezing up in meetings*
- *Feeling intimidated by other leaders and executives*
- *Reacting without thinking*
- *Delivering boring and inspiring presentations*
- *Shrinking back from unknowns*
- *Feeling insecure in personal approach*

TO THIS

- *Think on your feet with sophistication*
- *Lead high stakes conversations with confidence*
- *Know what to say and how to say it*
- *Activate the mindset that connects with executives*
- *Strategically communicate with clarity*
- *Tell the story with compelling influence*
- *Embrace ambiguity and make on-point decisions*
- *Show up with authority and authenticity*

**Think, Speak and
operate with
composed
confidence-
no matter who's
in the room.**



PROGRAM FEATURES

WELCOME PACKAGE

What you get when you're accepted into the program

- Acceptance Letter and personal note from Angie Nuttle, Program Director
- Program Book/Journal: *From Invisible to Incredible: Secret to Brilliant Executive Presence*; School of EP Executive Prompt Journal
- Access to 5 Online Modules, Workbooks, Tools & Templates
- Access to private online Mastermind Facebook Group
- Success Blueprint Program Guide and Bootcamp toolkit
- Body Language Bible for immediate learning on nonverbal skills
- Executive Presence Research Data and Tips Booklet
- VIP Success Blueprint for Visibility, Influence, & Presence
- 5 Points to Audience Connections Tool

BUSINESS SIMULATION

DAY 1: Business Simulation

- Participants go through a day long intensive scenario where the mastermind works to solve complex business challenges. This is a chance for them to demonstrate their gifts and talents, and also show areas of needed growth/skill development
- Each participant is observed by a certified coach throughout the day, and meets with them at the end of the simulation for feedback and 1:1 intensive coaching
- Participants receive a detailed report one week after the simulation summarizing the feedback and coaching

EXECUTIVE PRESENCE BOOTCAMP

DAY 2: Bootcamp Retreat

- Participants discuss learnings through a Debrief Clinic and Self Assessment
- Foundational executive leadership presence competencies and skills are taught and practiced through custom activities.
- Participants are videotaped to get instant feedback and coaching.



"Do it! If you are struggling with feeling like you belong in the room, this program will help you immensely with finding your place at the "table".

— Julie Schieferstein
One Click Ventures



PROGRAM FEATURES

BUSINESS RETREAT- FLORIDA

Evening Welcome Clinic

- Participants come together to revisit their pre-program assessments and baseline progress and to prepare for the next day's activities

DAY 1: Advanced Influencing & Executive Presentation

- School of EP Jeopardy Game- What have you learned?
- Morning Clinic: The Fine Dining of Executive Presentation: Structure and Influencing Business Results
- Solitude Walk: Participants block off a 2 hour period to focus and reflect on their growth and what's next for them
- Afternoon Clinic: Advanced Influencing Techniques: Participants learn and practice strategies for dealing with difficult audiences, complex business situations and meetings
- Evening Meal: The group prepares a meal together.
- Moonlight Q&A Clinic: Participants refine their final presentations that they will be delivering to their organizations when they return.

DAY 2: Executive Presentation Feedback & Coaching

- Participants each deliver their presentations in front of the Masterminders for feedback and coaching.
- Circle of Gratitude: Program ends with participants capturing their gratitude for each other and what they have learned.
- Participants and stakeholders receive an Executive Program Summary with detailed progress, feedback, and recommendations for future development.
- Participants receive an invitation to the Executive Influencer Alumni Club to maintain accountability.



"Because of your work with us, we were able to influence a major international business decision. Thank you."

*— Dale Palmer, Operations Director
Lids, Inc.*



SYLLABUS | TIMELINE

Pre-Assess May

- Online pre-program questionnaire assessments
- Video submission/in-depth body language analysis
- Discovery coaching call to assess coaching approach and define goals/outcomes
- Meet with stakeholders to calibrate goals

Observe Feedback June-July

- 1 day intensive business simulation
- Observers assess for competency levels, characteristics, talents, gifts, and derailers
- 1:1 Detailed feedback and intensive coaching
- Goal calibrations with stakeholders

Accelerated Coaching June-Oct

- 1 day executive leadership bootcamp retreat
- 5 monthly targeted group coaching 90 minute Sessions
- Monthly peer mastermind coaching/skill & tool practice, lifeline calls, monthly video assignment
- Book and journal work: *Secret to Brilliant Executive Presence*
- 5 online modules|videos|templates|workbook

Business Influence Intensive January

- 1.5 day business influence retreat- Florida
- Advanced influencing work
- Executive presentations
- Final program summary with stakeholders

Mod 1:
EXECUTIVE
PRESENCE
101

Mod 2:
MISSION
MINDSET
MOUTH

Mod 3:
5
INFLUENCERS
3 V's

Mod 4:
INFLUENCE
SUCCESS
BLUEPRINT

Mod 5:
EXECUTIVE
PRESENTATION
& MEETINGS

4 hours per month +
2-2 day retreats

Investment Starts at:
9,995.00

TIME & INVESTMENT



"When I send my leaders to this program, they come away different and changed...This program gets results."
— John Rigg, CEO
Exelead Biopharmaceuticals

TALK WITH US



Ready to learn more about the program and discuss next steps?

We invite you to schedule a call so we can go over any questions you have about the program, the application process and qualifications, logistics, and financial arrangements.

EMAIL: Info@schoolofep.com

APPLY: www.schoolofep.com/influencer

We're honored to have participants and partnerships from organizations like these:

- Accenture
- Aspen Dental
- BAE Systems
- Butler University
- Carolina Healthcare Systems
- Delta Faucet
- Exelead Biopharmaceuticals
- Leidos
- Lids
- Lockheed Martin
- Methodist Sports Medicine
- New Mexico Mutual
- Pacmoore
- Penn State Health
- Plymate
- SAIC
- University of Indianapolis

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