INSIDE OUT LEARNING INC

Transformative Learning That Lasts

PROGRAM OPTIONS AND CATALOG



2025

CERTIFIED BY WBENC/WEConnect INTERNATIONAL WOMEN OWNED WWW.WOMENOWNEDLOGO.COM

PLATINUM SUPPLIER PROGRAM

Certified SBA WOSB Woman Owned Small Business

WOMEN PRESIDENTS' ORGANIZATION

DISABILITY-OWNED BUSINESS IN

BBB ACCREDITED BUSINESS

INSIDE-OUT LEARNING INC
Transformative Learning That Lasts

TABLE OF CONTENTS

Company Profile 3
Clients List 4
Our Team and Global Team 5-6
About The Authenticity Code™ 7
Beginner to Intermediate Programs 13
Mobile App 15
1 to 4-Hour Modules 17
Core Program Virtual or In-Person 18
Core Program + Coaching and Recorded Practice Virtual or In-Person 20
Intermediate to Advanced Programs 23
Advanced Storytelling Program 25
3-Day In-Person 26
4-Day Virtual / Hybrid 27
5-Day In-Person 28
Additional Modules 29
Additional Training Modules 30

INTRODUCTION

WHO WE ARE?

Inside-Out Learning (IOL) is grateful and honored to have delivered Authenticity Code and Executive Presence and Presentation Skills Programs to thousands of leaders and emerging leaders around the globe. We consistently achieve 5-star ratings and have metrics that show direct links to increased promotion rates, leadership effectiveness, and sales revenue.

For more information, visit www.insideoutlearning.com

Our Mission

We elevate people, teams, and organizations to perform at their highest potential.

Our Vision

Our transformative learning programs develop and inspire today's global workforce and society.



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SOME OF OUR CLIENTS INCLUDE:

LEARN MORE

For additional information, visit Inside-Out Learning, call us at (480) 822-9939 or email IOL@insideoutlearning.com.



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OUR TEAM

Inside-OutLearningisproudofourteam of 50+ contractors both domestically and internationally.

Core Team



Dr. Sharon Lamm-Hartman
Founder & CEO

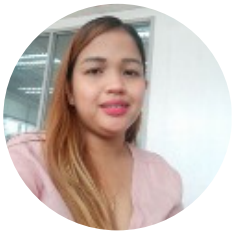
Dr. Sharon Lamm-Hartman, CEO and founder of Inside-Out Learning, is a globally recognized leadership development consultant, award-winning executive coach, and best-selling author who has guided thousands of CEOs and executives at top organizations worldwide. With a doctorate from Columbia and expertise designing over 3,000 transformative programs, she consistently delivers measurable results that elevate executive presence, drive strategic impact, and accelerate career advancement.



James Hartman
Managing Director



Kaela Petty
Project Manager



Chery Rose De Leon
Executive Assistant



Mae Magin
Marketing Specialist

For more information on our team members, visit our website.

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OUR TEAM

Inside-Out Learning is proud of our team of 50+ contractors both domestically and internationally.

A Sample of Our Global Team



Lisa Ann Landry
United States



Brendan Doyle
Australia



Konrad Wdowiak
United Kingdom



Phillip Lechter
United States



Clara Seeger
United Kingdom



Frances McIntosh
Scotland



Marsha Petrie Sue
United States



Carlos Vargas
South America



Ranjan Kumar
India



Mohammed Ikangothi
India



Arati Garg
India



Raoul Encinas
South America



Rebecca Livesey
Australia



Lixin Guo
China



Xavier Pirla Llorens
Spain

For more information on our global team, visit our website.

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ABOUT THE AUTHENTICITY CODE™



The Authenticity Code has three key components: Your Presence, Your Audience, and Your Presentation. All of the modules in the program can be categorized into these areas. We believe combining these 3 components is the key to each participant's success. For example, it's possible to have executive presence but lose your audience because you don't understand what is important to them or the best way to communicate your message. Alternatively, you can have an exceptional presentation and poor presence, making it difficult to establish credibility with your audience.

In addition to our Authenticity Code programs, we have a menu of virtual and in person modules on Executive Presence, Presentation Skills, and Storytelling from which our client can choose. We can and do facilitate the components and modules separately when it best meets our client's needs.

Your Presence

Authentic Executive Presence Qualities
Warmth *Clarity* **Integrity** Polish/Poise *Thoughtfulness*
Sincerity Inspiration *Confidence* **Trustworthiness**
Openness *Passion* **Respect** Authentic Executive Brand
Body Language Non-Verbal Communication
Being Politically Savvy Etiquette Tips

+

Your Audience

Know Your Audience – Audience Understanding Matrix
Tailor Your Message to Your Audience – Style Recognition
Fielding Audience Questions – *Reading Your Audience*

+

Your Presentation

Formula for Presentation & Storytelling Success
Attention-Getting Opening Executive Summary
Agenda **Clear Body Message** Finish Strong
Creating Compelling Slides
Completion & Practice of Actual Presentation
Video Taping *Feedback* **Final Video Review**
Advanced Storytelling Skills

=

Your Success

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HOW WE MEASURE PROGRAM **SUCCESS**

- Daily and program evaluation summary and metrics (5-star program)
- Send in benchmark video pre-program
- Receive final video post-program for comparison with expert coach
- Extended programs have a post-program coaching session that includes receiving verbal feedback on program effectiveness and use

- Debrief meeting with each client sponsor with documentation and agreement of what worked and what to change for next time.
- Clients are measuring promotion and retention rates
- Alumni continue to share success stories on program effectiveness
- Sales teams share the revenue generated by program presentations



"We measure promotion rates in the first year of completing the Authenticity Code Program, in 2023 55% of participants were promoted or achieved a development assignment within the first year of completing the program." Lydia Underwood



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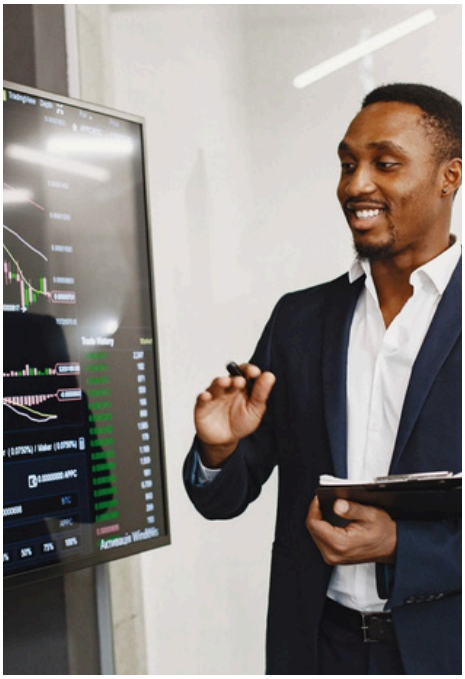
PROGRAM **OUTCOMES**

Organizational Value Proposition

- Developing next generation of leaders. Authentic, engaging leaders, who exhibit elevated executive presence and strong storytelling and presentation skills. They are better prepared for their current and next level positions.
- 38+% promotion rate and improved culture of inclusion.
- Positively impact organizational business results and brand reputation by improving participants' leadership and communication skills.
- Real-life presentations prepared in program have led to billions in sales.



Participant Value Proposition

- Getting to "YES" faster in any presentation – internal or external.
- Improved influencing and leadership skills. How to realize their true leadership potential.
- Participants apply knowledge to best represent the organization internallyand externally

PROGRAM **OBJECTIVES**

OurAuthenticityCode™programobjectivesareat the core of all versions of our integrated programs.



WHAT?

- To learn key presence, storytelling, and presentation skills, tools, frameworks, and techniques

WHY?

- To help you excel as a leader and professional
- To improve authentic executive presence
- To foster our company's values, desired culture, and competencies
- To get to YES faster and exceptionally deliver any presentation you give

WANT?

To learn and apply:

- How to take your executive presence to your next level
- Audience understanding tools for tailoring your message to your audience
- A proven formula for presentation and storytelling success that guarantees your presentations will be better than your past best
- Apply the tools you learn today to deliver exceptional presentations

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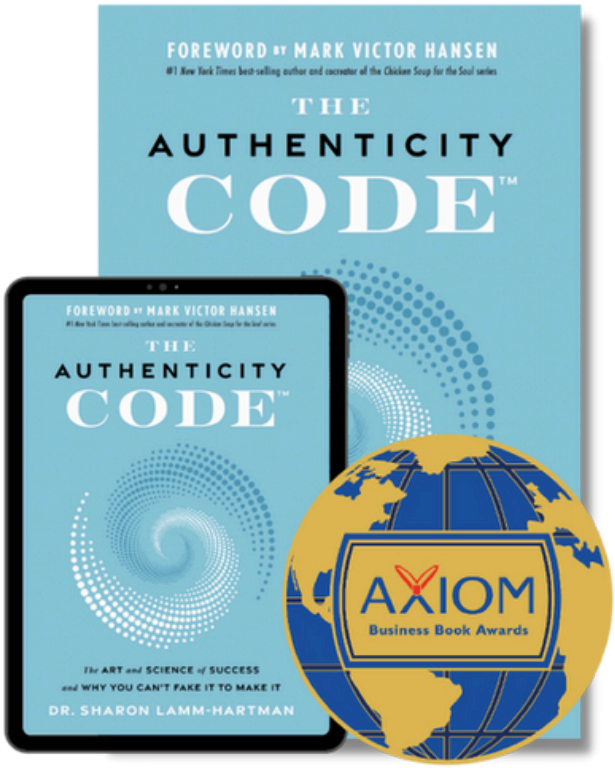
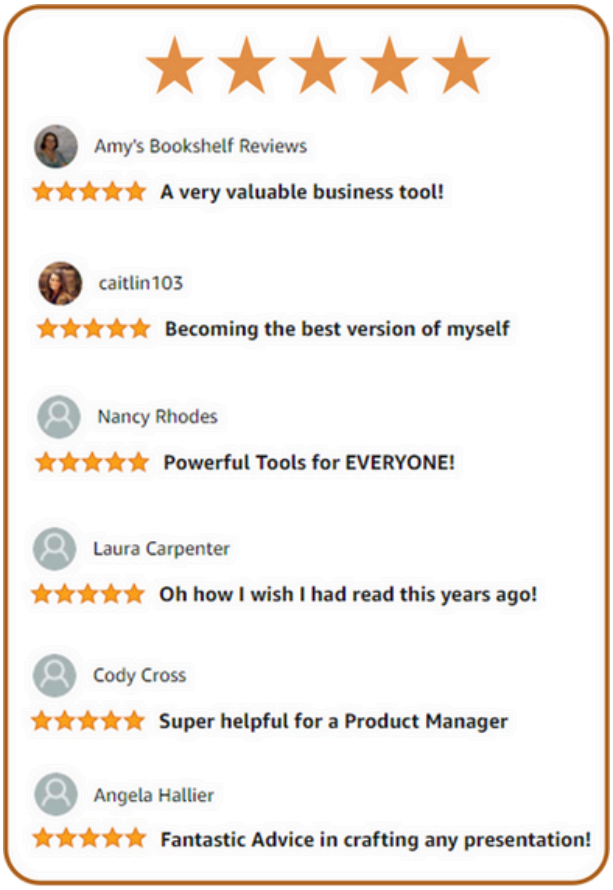
AWARD-WINNING, BEST-SELLING **BOOK**

Ourprogram isbasedon the thoughtleadershipand researchdocumented in The Authenticity Code™,aWSJ and USATodaybest-selling andAxiomGoldMedal award-winning book.





amazon BESTSELLER

WSJ. THE WALL STREET JOURNAL BESTSELLING AUTHOR

USA TODAY BESTSELLING AUTHOR

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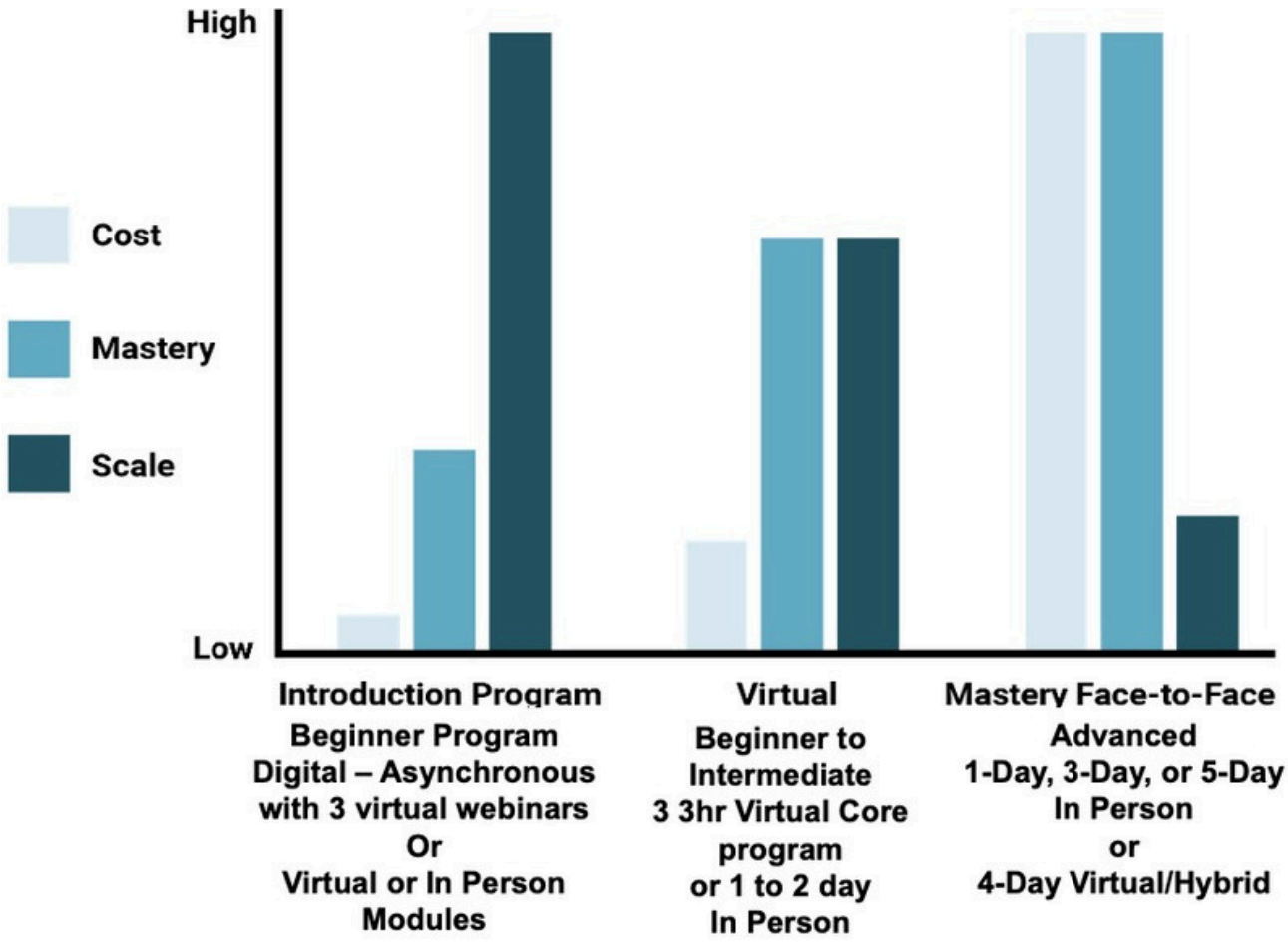
PROGRAM **TRADEOFFS** & OPTIONS

We offer The Authenticity Code in a variety of lengths and formats, each with its own tradeoff of either cost, mastery, or scale. We will work with you to select the version(s) of our program that best meets your needs.



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TESTIMONIALS

Federal Reserve Bank of San Francisco

Senior Leader
Program Participant

"Most impactful training I've had at the Fed. Great facilitators, thank you!"

David Concey
Assistant Vice President NIT IAM Systems & Engineering

"This was the best program we needed to all Federal Reserve Banks."

Satellites, Autonomous Systems, Phantom Works and Engineering Test & Technology
The Boeing Company



Marcus Cooke
Sr. Director, Contracts

"Bottom line, I will never make a presentation the same way again after taking this course…We usually see a chart with a ton of data and bullets all the way down the page…I would say that leveraging the storytelling skills in my presentations, it really increased my ability to connect with folks…and senior leaders who I interact with on a daily basis."

Boeing Global Services
The Boeing Company



Chris Raymond
Executive Vice President
President and Chief Executive Officer

"At Boeing, we are committed to being as transparent with our stakeholders as possible, and programs like Dr. Sharon's The Authenticity Code align with that commitment, teaching individuals the skills they need to bring the best version of their authentic self forward. It is programs such as this one that are instrumental in developing our current and future generation of leaders."

NSG
NationalReconnaissance Office



Michelle Frantzen
Engineering Portfolio Manager

"One of the best offsites for organizational leadership."

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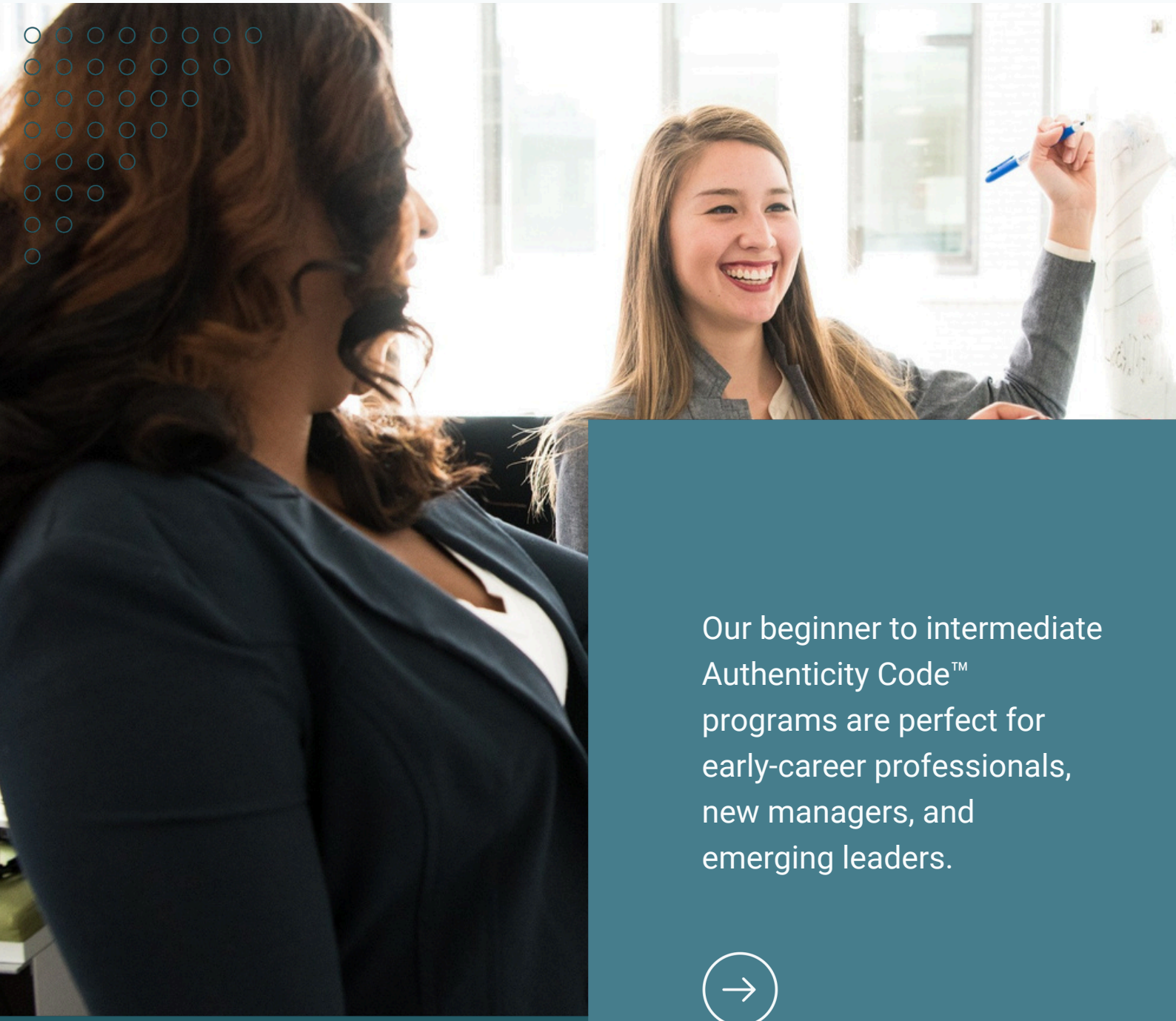
BEGINNER TO INTERMEDIATE



Our beginner to intermediate Authenticity Code™ programs are perfect for early-career professionals, new managers, and emerging leaders.

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PROGRAM **COMPARISON**

	Asynchronous Mobile App	Desired Program Modules (Virtual or In–Person)	1-Day In-Person/ 9-Hour Virtual (Core Program)	2-Day In-Person/ 15 Hours Virtual (Core Program + Coaching & Practice)
Key Topics Areas	Formula for Presentation & Storytelling Success Virtual Presentation Tips Creating Compelling Visuals Authentic Executive Presence Qualities Authentic Executive Brand Statement Non-Verbal Communication Audience Understanding Matrix Style Recognition/ Tailor To Audience Know Your Audience	Several Executive Presence, Audience & Presentation/ Storytelling Modules The Authenticity Code, Some Examples: Authentic Executive Presence Qualities Authentic Executive Brand Statement Being Politically Savvy Non-Verbal Communication Dining Etiquette Know Your Audience Style Recognition/ Tailor To Audience Formula for Presentation/ Storytelling Advanced Storytelling	Formula for Presentation & Storytelling Success Virtual Presentation Tips Creating Compelling Visuals Executive Presence Qualities Executive Brand Statement Non-Verbal Communication Audience Understanding Matrix Style Recognition/ Tailor To Audience Know Your Audience One Short Practice Cycle	Everything in Core Program - PLUS – Recorded Practice Giving and Receiving Feedback Peer Feedback Expert Feedback
Coaching	3 virtual webinars at beginning, middle and end of cohort learning journey delivered by internal company leader or IOL Facilitator	Can be added on to program modules for additional fee where appropriate	Peer coaching during short practice cycle. No expert coaching in the core program but can be added on for additional fee	Up to 90-minutes of expert coaching plus peer coaching during program
Presentation Video Review	Optional by accountability partner who they choose while in the app	Can be added onto our Formula for Presentation & Storytelling Success module	No video review in the core program, but can be added on for additional fee if desired	Video review 30-minute session after program 1 on 1 with expert coach
Duration	30-60 day journey (15-minute action steps in the flow of work)	1-4 hours	9 hours of Core Program Time	15 to 16hours of ProgramTime, includes4-hour recordedpractice
Number of Participants	Unlimited and can be across cultures all communicating in their native language	Depends on module and delivery modality selected: 35 - 100	Minimum 12 and up to 48	Minimum 8 and up to 24

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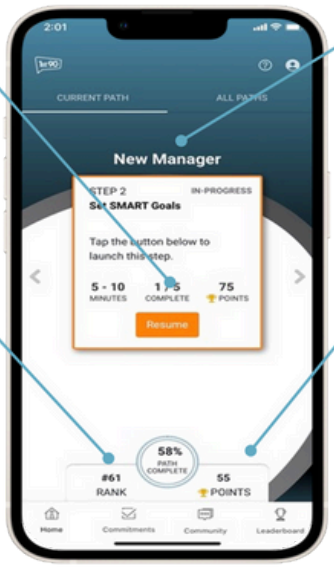
MOBILE **APP**

Asynchronous:Theuserexperience of IOL's Mobile App integrated into the flow of work on your LMS

1 **"BEGIN"** launches the day's learning. You are **guided through each step**.If the steps **are inter-dependent**, you cannot advance until the previous one is completed.

3 After an action is taken, the next step is to **share learning and insights** with the community.



2 Each step has a **focus that builds** on previous steps and requires action. Every action is supported by a tool.

4 **Points are earned** for all activities: completing challenges (daily actions), sharing insights and learning, completing content (watching a video etc.).
A **leaderboard** tracks your progress in the community.
Badges are earned as you complete steps along the path.

Babbel headspace fitbit noom duolingo PELOTON

Our app allows the learning of executive presence and presentation skills during the flow of one's workday in 15-minute action steps. It also allows sharing and learning in a social community in your native preferred language. Tens of thousands of participants can participate in the app at the same time or set cohorts (of different sizes) can go through the experience together. We are happy to provide a demo presentation of our app and give you complimentary trial versions. We have found participating in a monthly virtual webinar increases the completion rate of the app experience. We can train your leaders to deliver monthly webinars for you, or we can deliver them. Our clients said they wanted highly scalable options, and our mobile app learning journey combines virtual and asynchronous delivery with high scale capability.

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MOBILE APPLICATION

Expected Outcomes | Participants demonstrate enhanced executive presence & storytelling skillsand become moreauthentic, engaging,and high performing leaders. Documented results also include improved DE&I.

MOBILE APPLICATION IN PARTNERSHIP WITH 1ST 90



Platform

Web browser, iOS, and Android devices

Format

Asynchronous - embedded into the flow of work to provide experiences to practice and apply in a non-disruptive way

Participants

Social learning and insights shared amongst peers, creating user-generated content

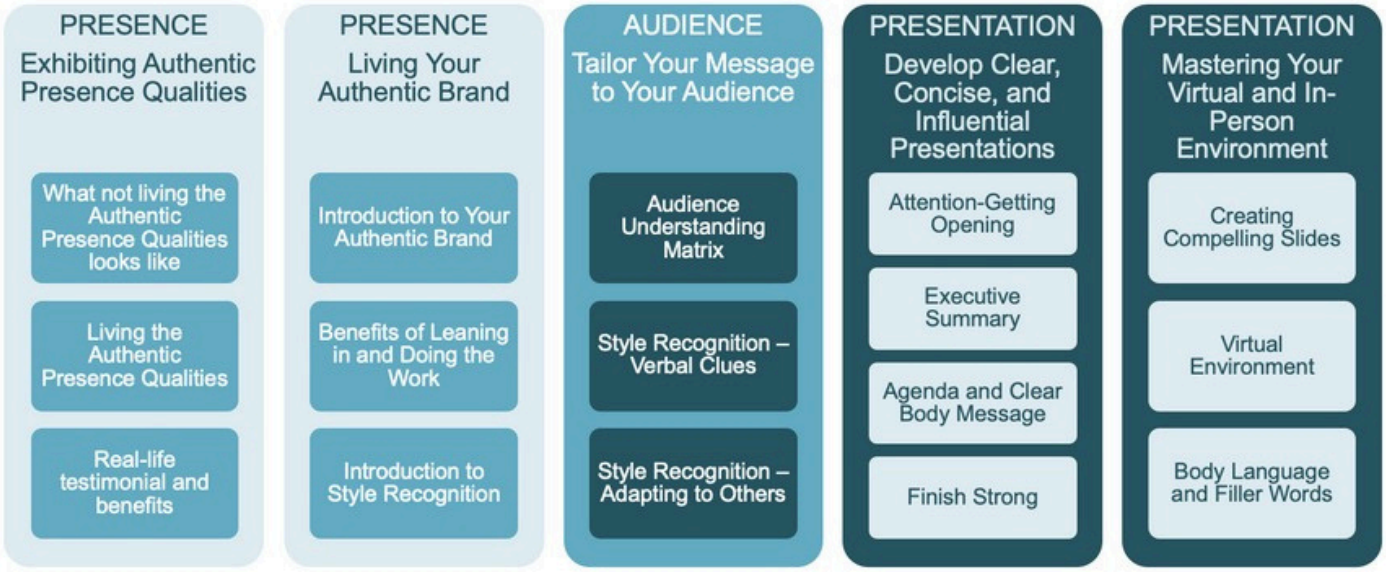
Audience

Professionals, leaders, managers, could be customized for executives

Key Topic Areas

- Executive Presence Qualities
- Your Authentic Executive Brand
- Formula for Presentation Success
- Virtual Presentation tips
- Non-Verbal Communication
- Know Your Audience
- Creating Compelling Visuals

16 STEPS TO DEVELOP 5 HABITS



This app can be integrated into your company's LMS. Steps and habits can be customized to your company's learning objectives.

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VIRTUAL OR IN-PERSON **TRAINING MODULES**

We have facilitated all of the modules described below with exceptional ratings. We can also shorten or lengthen modules to match learning objectives and desired program length.

PRESENCE

Program Name	Description	Duration
Authentic Executive Presence Qualities	The focus of this session is to introduce 12 Authentic Executive Presence Qualities (AEPQs) and explore how these qualities can be developed to enhance participants' leadership potential. The qualities are linked to your company's desired leadership behaviors/competencies, values and desired culture. Participants choose AEPQ strengths and 2 AEPQs to work on and create an action plan of how to enhance their authentic executive presence. Throughout the program, participants practice these qualities in a fun game and also practice effective expression of vulnerability. This module defines executive presence and helps participants define what executive presence means to them.	60-120 Minutes
Being Authentic - Your Authentic Brand	Facilitators guide participants through an interactive exercise to create a personal brand statement. Participants learn the key elements to create an Authentic Brand statement and strategize and action plan how to demonstrate the brand in their daily work and personal lives. For longer programs, participants practice being their brand in video-taped practice presentations and throughout the program in their behaviors.	60 Minutes
Style Recognition (or MBTI/ DISC)	Participant take Inside Out Learning's style recognition assessment to determine their primary and secondary style preferences (e.g., planner, point, people, party). They learn how these preferences impact their authentic executive presence and how to look for clues to spot styles in others. How to adapt your language to other styles is also shared with practice scenarios. In a longer module, we also practice making a similar presentation to 4 different styles plus a mixed style audience. MBTI/DISC also can be used as the assessment.	60-120 Minutes
Verbal Non-Verbal Communication Skills	Participants learn key components of Verbal and Non-Verbal communication, with high-impact examples. Facilitators give tips for avoiding filler words, distracting body language, monotone voice, etc. Participants also learn effective eye contact and hand movements.	60 Minutes
Being Politically Savvy	Participants learn the components of being politically savvy and discuss the impact within their organization. A true/false quiz is given to help encourage dialog. Deep discussion, exploring the nuances of different situations occurs. Participants discuss the importance of exploring alternative courses of action, learn tools for being politically savvy, and choose which tools they will practice and apply, such as managing critical stakeholders, and the ladder of inference.	120 Minutes
Dining Etiquette	Participants learn do's and don'ts while having cocktails and dinner and how to best handle common dining dilemmas. An expert facilitator also provides tips on how to effectively network while at a cocktail party. Cross cultural differences can also be incorporated into this module.	120 Minutes

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VIRTUAL OR IN-PERSON **TRAINING MODULES**

The audience modules area combination of ExecutivePresence,Presentation, and Storytelling skills.Style Recognition helps one understand theirown style/presence andat the same time accept other's styles with non-judgement. We teach howtobe trueto your own style while also tailoring your message to your audience which is critical to how one chooses to tell their story.

	Program Name	Description	Duration
AUDIENCE	Know Your Audience	Participants learn the importance of understanding their audience when crafting a message or presentation. They practice an approach including identifying key decision makers, what is important to them, what hooks them, and what alternatives need to be considered to create an effective message. We can also add the Style Recognition or other Style Assessment (e.g., MBTI, DISC, etc.) to this module to better understand how to tailor your message to your key decision makers.	60-150 Minutes
	Reading Your Audience / Responding to Audience Questions	Understanding the purpose or the message is not enough for an effective presentation. Leaders must also serve the audience. This session provides guidance on how to read an audience and test for understanding, how to regain and steer an audience when necessary, and how to effectively field audience questions. This helps leaders assess their environment & respond accordingly.	90 Minutes
	Style Recognition	Utilizing a self-assessment tool, participants learn about their preferred communication style and how it differs from other styles. Participants also explore how to quickly identify the style of someone they are communicating with and how to use that information to communicate more effectively.	60-150 Minutes
PRESENTATION	Formula for Presentation & Storytelling Success	The focus of this session is for participants to learn a proven Formula for Presentation & Storytelling Success - from Attention-Getting Opening to Finishing Strong. Knowing how to structure an effective presentation that can influence an audience and achieve a desired purpose is a critical success factor for leaders. Participants will also have an opportunity to apply the formula to a real presentation and choose a variety of storytelling frameworks to best organize their presentation. The program can be expanded to include video taped practice presentation(s) with in depth feedback.	120-240 Minutes
	Creating Compelling Visuals with written messages add on	This session helps participants understand key aspects of visual aids including use of images, colors, fonts, and transitions to maximize the impact of their message. This is a data visualization and digitalization module. Participants learn techniques like morphing that help them tell their story. We can add on tips for effective written messages such as emails, letters, etc.	60-120 Minutes
	Use of Environment/ Virtual Presentation Tips	An effective presenter knows how to use their environment including space, movement with purpose, and ensuring audience engagement. This session provides tips on using your environment in a face-to-face presentation as well as web conference presentation tips to maximize the impact of your message. Facilitators share tips for how to make your virtual meetings engaging and interactive.	60 Minutes
	Advanced Storytelling Skills	Mastering telling stories is crucial to a leader's success whether on a panel, in a presentation/meeting or when inspiring/motivating others. IOL teaches four key elements of a good story along with four goals for telling a story. Participants learn to apply these tools and concepts in writing their own stories.	60-120 Minutes

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Beginner to Intermediate

CORE PROGRAM

Ourcoreprogramcanbedeliveredvirtually in three 3-hour modules, or a one-day, in-person program.

Expected Outcomes | Participants tap into their presence to become more authentic, engaging, and high performing leaders. At the end of this program, participants will have a formula for presentation success that they can apply to future presentations.



Time
9-hour, facilitator-led program



Format
1-Day In-Person
3, 3-hour Virtual Session



Staffing
1:24 Facilitator Ratio In-Person
1:48 Facilitator Ratio 1 Facilitator; 1 Tech Moderator (virtual)



Participants
Minimum 12 participants
Maximum 48 for In-Person
Maximum 48 for Virtual



Audience
Professionals / Managers, Emerging Leaders

Key Topic Areas

- Formula for Presentation Success
- Virtual Presentation Tips
- Creating Compelling Slides
- Authentic Presence Qualities
- Authentic Brand Statement
- Non-Verbal Communication
- Audience Understanding Matrix
- Style Recognition
- Know Your Audience

VIRTUAL CORE PROGRAM AGENDA

PRE-PROGRAM	DAY 1 (3 HOURS)	DAY 2 (3 HOURS)	DAY 3 (3 HOURS)	POST-PROGRAM
Questionnaire Virtual Kickoff Meeting	Program Introduction Authentic Presence Qualities The APQ Challenge (Game) Virtual Presentation Tips Stretch Break Non-Verbal Communication Your Authentic Brand Statement Close with Homework	Kickoff and APQs Formula Overview Audience Understanding Matrix Stretch Break Style Recognition Attention-Getting Opening Executive Summary Close with Homework	Kickoff and APQs Participant Practice Agenda Clear Body Message Stretch Break Finish Strong Creating Compelling Slides Close with Homework	Self assessment of program practice video Accountability Partners meet to review video and/or document key take aways ***Optional Add On:*** Post program coaching session to solidify the full presentation Presentation Videotaped Practice w/ peer & expert feedback Video Review

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IN-PERSON CORE PROGRAM AGENDA

TheCore1-dayin-personprogramcanbemodifiedif ashorterdayisdesired.

PRE-PROGRAM	DAY 1 - PART 1 8:00 AM - 1:00 PM	DAY 1 - PART 2 1:00 PM - 6:00 PM	POST-PROGRAM
Questionnaire Virtual Kickoff Meeting *All individual prework takes one hour or less to complete*	Program Introduction Authentic Presence Qualities The APQ Challenge (Game) Virtual Presentation Tips Stretch Break Non-Verbal Communication Your Authentic Brand Statement Formula Overview Audience Understanding Matrix	Style Recognition Attention-Getting Opening Executive Summary Participant Practice Agenda Clear Body Message Finish Strong Creating Compelling Slides Close with Homework	Accountability Partners meet to review video and/or progress on their full presentation ***Optional Add On:*** Post program coaching session to solidify the full presentation Presentation Videotaped Practice 1 on 1 Video Review

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CORE PROGRAM + COACHING & RECORDED PRACTICE

If the sponsor of the program would like to add on a coaching component, a longer videotaped practice session with expert and peer feedback, and a video review comparing their benchmark and final video, then they can purchase our full Core Program with Coaching and Recorded Practice.

Expected Outcomes | Participants fully embrace their presence to become more authentic, engaging, and high performing leaders. Participants will leave the program with a complete presentation that they can use in the future that has received individual feedback and a video review. Documented results include increases in sales, promotions and higher retention rates.



Time

2-Days In-Person; 15-Hours Virtual



Format

In-Person: 1 Day Core + .5 Day Coaching (Up to 90min/pp) + .5 Day Recorded Practice + 30-minute virtual video review coaching post program
Virtual: 3x3-Hours Core + Up to 90 min Coaching + 4-hour recorded practice session + 30-minute virtual video review coaching post-program



Staffing

1 Facilitator per 8 people (Virtual or In-Person)
1 Slide Creation/Tool Support person (In-Person)
1 Tech Moderator/Slide Creation Coach (Virtual)

Participants



Minimum 8 participants
Maximum 24 participants

Audience



Executives, Professionals / Managers, Emerging Leaders

Key Topic Areas

- Formula for Presentation Success
- Virtual Presentation Tips
- Creating Compelling Slides
- Authentic Presence Qualities
- Authentic Brand Statement
- Non-Verbal Communication
- Audience Understanding Matrix
- Style Recognition
- Know Your Audience

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VIRTUAL CORE + COACHING & RECORDED PRACTICE PROGRAM AGENDA

Our virtual program can also be delivered in a hybrid format with the three three-hour sessions conducted virtually followed by an in-person presentation day.

PRE-PROGRAM	DAY 1 (3 HOURS)	DAY 2 (3 HOURS)	DAY 3 (3 HOURS)	DAY 4 (3 HOURS)	POST-PROGRAM
Questionnaire Virtual Kickoff Meeting Benchmark Video Sent In	Program Introduction Authentic Presence Qualities The APQ Challenge (Game) Virtual Presentation Tips Stretch Break Non-Verbal Communication Your Authentic Brand Statement Close with Homework	Kickoff and APQs Formula Overview Audience Understanding Matrix Stretch Break Style Recognition Attention-Getting Opening Executive Summary Close with Homework	Kickoff and APQs Participant Practice Agenda Clear Body Message Stretch Break Finish Strong Creating Compelling Slides Close with Homework	Kickoff and APQs Participant Presentations w/ Expert & Peer Feedback (with break) Program Close *NOTE: Prior to Day 4, participants will receive up to 90-minutes of virtual coaching to prepare them for presentation Day 4.*	Video Review

IN-PERSON CORE + COACHING & RECORDED PRACTICE PROGRAM AGENDA

PRE-PROGRAM	DAY 1 - AM	DAY 1 - PM	DAY 2 - AM	DAY 2 - PM	POST-PROGRAM
Questionnaire Virtual Kickoff Meeting Benchmark Video Sent In	Program Intro Formula Overview Style Recognition Audience Understanding Matrix Break Creating Compelling Slides Attention-Getting Opening Executive Summary Agenda Lunch	Clear Body Message Finish Strong Verbal & Non-Verbal Communication Explain Workshop and Close **Workshop:** Work on presentation & Attend 1:1 Coaching Sessions **Evening:** Optional Coaching Continued	Attention-Getting Opening & Day Agenda Giving and Receiving Feedback Participant Presentations with Breaks with Expert and Peer Feedback Lunch	Authentic Presence Qualities Authentic Brand Statement Break Virtual Presentation Tips Program Close	Virtual Video Review

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INTERMEDIATE TO ADVANCED



The following Authenticity Code™ programs are recommended for intermediate to advanced level participants, but beginner level participants can also benefit from attending.

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PROGRAM **COMPARISON**

Ouradvancedtraining programsaredesigned forasenior audience and include modules suchas BeingPolitical Savvy, Reading Your Audience, Fielding Audience Questions, and Advanced Storytelling. These modules can betailored to incorporate your company's executive competencies if desired.

In all programs, participants work on real-life presentations, with content varying by their level. Managers and senior leaders deliver to high-level audiences, such as VPs, C-Suite executives, or senior external customers. The coaching provided in these programs is intensive and advanced, ensuring a high level of development.

The program length is flexible, allowing for customization to include more advanced coaching, additional practice, and video review options. While primarily aimed at intermediate to advanced professionals, beginners have also greatly benefited from these programs.

	1-day In-Person	3-Day In-Person	4-Day Virtual/Hybrid	5-Day In-Person
Key Topics Areas	Advanced Storytelling Program 4 elements of effective story 4 goals of stories How to write and deliver an effective story Writing 3 stories participants can use in the future Practice Sessions	Everything in Virtual Core Program - PLUS - More Practice and Coaching Know Your Audience Activity Giving and Receiving Feedback Optional: Dining Etiquette	Everything in 3-day in-person program - PLUS - Reading the Audience Fielding Audience Questions Optional: Being Politically Savvy	Everything in 4-day virtual program - PLUS - Professional Image Use of Environment Being Politically Savvy Optional: Dining Etiquette Optional: How to Give Tours to Important Visitors
Coaching	Peer coaching & minimal expert coaching at small group tables	Up to 3 hours of 1:1 coaching	Up to 6 hours of 1:1 coaching	Up to 8 hours of 1:1 coaching
Presentation Video Review	Can be addedon as an option postprogram	Video review from an expert coach	Video reviews from an expertcoach	Video reviews from an expert coach
Duration	7.5 hours of Program Time	28.5 hours of ProgramTime	25 hours of Program Time	47 hours of Program Time
Number of Participants	Up to 24 – designed for more senior leader audience	Up to 24	14-20	Up to 14

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1-DAY ADVANCED STORYTELLING PROGRAM

This program is designed for executives, VPs, and above. At these levels, you need to know how to tell stories on a panel, in a meeting or presentation, and in general. The program allows for practice rounds, with each participant leaving with 3 well-written stories that they can use in daily work. Participants learn four key elements and goals in writing exceptional stories and they learn tools and tips for effective storytelling.

Expected Outcomes | Participants walk away with three stories that they can immediately use in professional and leadership settings. Attendees will be able to present centered in their Authentic Executive Brand, be able to tailor their message to a diverse audience and will learn crisp storytelling tools that will save them time in crafting presentations and messaging.



Time
1-Day



Format
In-Person



Staffing
1 Facilitator



Participants
Maximum 24 participants



Audience
Executives, VP's, Senior VP's, and high potential leaders

Key Topic Areas

- Authentic Executive Brand Statement
- Audience Understanding Matrix
- Style Recognition
- Know Your Audience
- Storytelling Elements
- AI-Assisted Writing

PRE-PROGRAM	DAY 1 - PART 1 8:00 AM - 12:00 PM	DAY 1 - PART 2 12:30 PM - 4:30 PM	POST-PROGRAM
Questionnaire Assessments Virtual Kickoff Meeting *All individual pre-work takes one hour or less to complete*	Opening The Art of Storytelling Overview Your Authentic Executive Brand Storytelling Elements: Goal Write: Story #1 (Personal Introduction) Know Your Audience – Audience Matrix Style Recognition & Tailor Your Message Storytelling Elements: Grab Attention & Engage Lunch	Write: Story #2 (Leadership) Storytelling Elements: Enable Write: Story #3 (Leadership) Workshop: Refine One Story Small Group Presentations Whole Group Debrief Program Close	Self-assessment on your story Compare program videos and reflect Meet with accountability partner

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3-DAY IN-PERSON PROGRAM

ExpectedOutcomes | Participants becomemore authentic, engaging, and influential leaders with elevated executive presence, storytelling and presentation skills. Documented results include increases in sales, promotions, higher performance, and DE&I.



Time
28.5 hours of program time



Format
In-Person facilitation with workshop hours



Participants
Up to 24 with 5 IOL Team Members (3 expert facilitators, 1 program coordinator/data visual coach, and 1 videographer/data visual coach)



Audience
Emerging leaders, high-potentials, managers, senior managers and executives



Application
5 short rounds of 1:1 coaching (4 during and 1 post-program)
2 practice sessions delivering real life presentations
2 video reviews (1 during and 1 post-program)

Key Topic Areas

- Formula for Presentation & Storytelling Success
- Virtual Presentation Tips
- Creating Compelling Visuals
- Authentic Executive Presence Qualities w/ company Values, Culture, & Executive Competencies
- Authentic Executive Brand Statement
- Non-Verbal Communication
- Audience Understanding Matrix
- Style Recognition
- Know Your Audience
- Practice and Coaching
- Know Your Audience Activity
- Giving and Receiving Feedback
- Coaching, Practice, Video Reviews
- Optional: Dining Etiquette

PRE-PROGRAM	DAY 1	DAY 2	DAY 3	POST-PROGRAM
Questionnaire with style recognition and EPQ Assessments Send in 5-minute benchmark video Virtual kickoff meeting Manager Expectation Meeting with Goal Setting *Etiquette Dinner on evening before program or evening of Day 1 (optional)*	7:30 AM – 6:30 PM Program Introduction Authentic Executive Presence Qualities w/ Company Values, Culture, & Executive Competencies Formula for Presentation & Storytelling Success Overview Know Your Audience "Formula" Attention-Getting Opening "Formula" Executive Summary Creating Compelling Visuals Workshop Hours/Video Reviews	7:30 AM – 9:00 PM Giving and Receiving Feedback Participant Practice Presentations "Formula" Agenda with Storytelling Frameworks "Formula" Clear Body Message "Formula" Finish Strong Authentic Executive Brand Communication: Verbal/Non-Verbal Virtual Environment Workshop Hours and Video Reviews	7:30 AM – 1:00 PM Participant Practice Presentations Summary/Close Etiquette Lunch (optional)	Individual Participant 30-Minute Video Review and Recap of Feedback Manager Debrief Meeting

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4-DAY VIRTUAL/HYBRID PROGRAM

ExpectedOutcomes | Participantsbecome moreauthentic,engaging, and high performing leaders withadvanced executivepresence, storytelling,& presentation skills. Documented results include substantial increases in sales, promotions and DE&I.

Time
25 hours of program time

Format
Instructor-led virtual sessions with asynchronous pre-work and homework (choice of which days to deliver in person & which day virtual)

Participants
Up to 20 participants with 5-6 IOL Team Members (2 facilitators coaches , 1 program coordinator/data visual coach, 1 technology moderator, 2 video reviewers)

Audience
Intermediate to Advanced (some beginners may attend)

Application
6 rounds of virtual coaching (1 pre, 4 during and 1 post)
2 rounds of practice delivering real life presentations
3 video reviews (2 during and 1 post-program)

Key Topic Areas

- Formula for Presentation & Storytelling Success
- Virtual Presentation Tips
- Creating Compelling Visuals
- Authentic Executive Presence Qualities w/ Company Values, Culture, & Executive Competencies
- Authentic Executive Brand Statement
- Non-Verbal Communication
- Audience Understanding Matrix
- Style Recognition
- Know Your Audience
- Practice and Coaching
- Know Your Audience Activity
- Giving and Receiving Feedback
- Reading the Audience
- Fielding Audience Questions
- Optional: Being Politically Savvy

PRE-PROGRAM	DAY 1	DAY 2	DAY 3	DAY 4	POST-PROGRAM
Submit 5-min benchmark presentation video Complete questionnaire including the EPQ & Style Recognition assessment Attend pre-program consultation and Kick Off Meeting	8:00 AM–12:30 PM Program Introduction Participant Introductions Authentic Executive Presence Qualities (EPQ) w/ Company Values, Culture, & Executive Competencies EPQ Breakout EPQ Activity Executive Brand Close with Homework *NOTE: Being Politically Savvy Scheduled separately or integrated into program day (2 hours)*	8:00 AM–12:45 PM Kickoff & EPQs Formula Overview w/ Storytelling Frameworks Style Awareness Audience Matrix & Decision Makers "Formula" Attention-Getting Opening "Formula" Executive Summary Create Compelling Visuals Workshop Hours Preparation Coaching Sessions: Scheduled between Day 2 and Day 3 - 90 min and 30 min Prepare your presentation	8:00 AM–1:30 PM Kickoff & EPQs Giving and Receiving Feedback Participant Presentations "Formula" Agenda "Formula" Clear Body Message "Formula" Finish Strong Communication: Verbal & Non-Verbal Workshop Hours Prep Reading Audience / Audience Questions & Support Coaching Sessions: 90 min and 30 min Prepare and practice your presentation	7:30 AM–2:30 PM Kickoff & EPQs Participant Presentations (First 5 participants) Break Participant Presentations (Next 5 participants) Break Participant Presentations (Last 4 participants) EPQ Check-in Summary and Close *NOTE: We can divide presentations into 2 virtual breakout rooms of up to 10 each to shorten day.*	Attend Video Review Attend Post-Coaching Session with an expert consultant

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5-DAY IN-PERSON PROGRAM

ExpectedOutcomes | Participantsbecome moreauthentic,engaging, and high performing leaders withadvanced executivepresence, storytelling,& presentation skills. Documented results include substantial increases in sales, promotions and DE&I.



Time
47 hours of program time



Format
In-Person facilitation with workshop hours



Participants
14 participants with 6 IOL Team Members (2 facilitators coaches , 2 video reviewers, 1 program coordinator/data visual coach, 1 A/V tech/data visual coach)



Audience
Intermediate to Advanced (some beginners may attend)



Application
6+ rounds of longer coaching (1 pre, 4 during, 1 post)
3+ rounds of practice delivering real life presentations
3 video reviews (2 during and 1 post-program)

Key Topic Areas

- Formula for Presentation & Storytelling Success
- Virtual Presentation Tips
- Creating Compelling Visuals
- Authentic Executive Presence Qualities w/ Company Values, Culture, & Executive Competencies
- Authentic Executive Brand Statement
- Non-Verbal Communication
- Use of Environment
- Audience Understanding Matrix
- Style Recognition
- Know Your Audience
- Practice and Coaching
- Know Your Audience Activity
- Giving and Receiving Feedback
- Reading the Audience
- Fielding Audience Questions
- Being Politically Savvy
- Optional: Dining Etiquette
- Optional: Media Training

PRE-PROGRAM	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	POST-PROGRAM
Participant Kickoff Meeting Questionnaire Personalized One-Hour, One-On-One Pre-Consult Interview Individual Participant Benchmark Video Recorded Presentations Manager Expectation Meeting	8:00 AM – 5:00 PM Program Introduction Authentic Executive Presence Qualities (EPQ) w/ Company Values, Culture, & Executive Competencies Executive Brand "Formula" Presentation & Storytelling Success Overview "Formula" Know Your Audience Optional: Cocktail and Dinner Etiquette Training	8:00 AM – 9:00 PM Kickoff & EPQs Style Recognition "Formula" Attention-Getting Opening "Formula" Executive Summary Storytelling Frameworks Data Visualization Explain Workshop Workshop Activity 1 Individual Participant Video Reviews 1:1 Coaching Prepare and practice your presentation	8:00 AM – 5:00 PM Kickoff & EPQs Giving and Receiving Feedback 1st Participant Presentations Communication: Verbal/Non-Verbal Reading Your Audience Virtual Presentation Tips Fielding Audience Questions Formula: Agenda, Clear Body Message, & Finish Strong	8:00 AM – 9:00 PM Kickoff & EPQs Being Politically Savvy Managing the Physical Environment Explain Workshop Workshop Activity 2 Individual Participant Video Reviews 1:1 Coaching Prepare and practice your presentation	7:30 AM – 2:30 PM Kickoff & EPQs 2nd Participant Presentations Individual Peer & Expert Feedback Action Planning Graduation 2:30 Program Close	Individual Participant 45-Minute Video Reviews and Recap of Feedback Personalized One-Hour One-On-One Post-Consult and Coaching Follow-Up Manager Debrief Meeting

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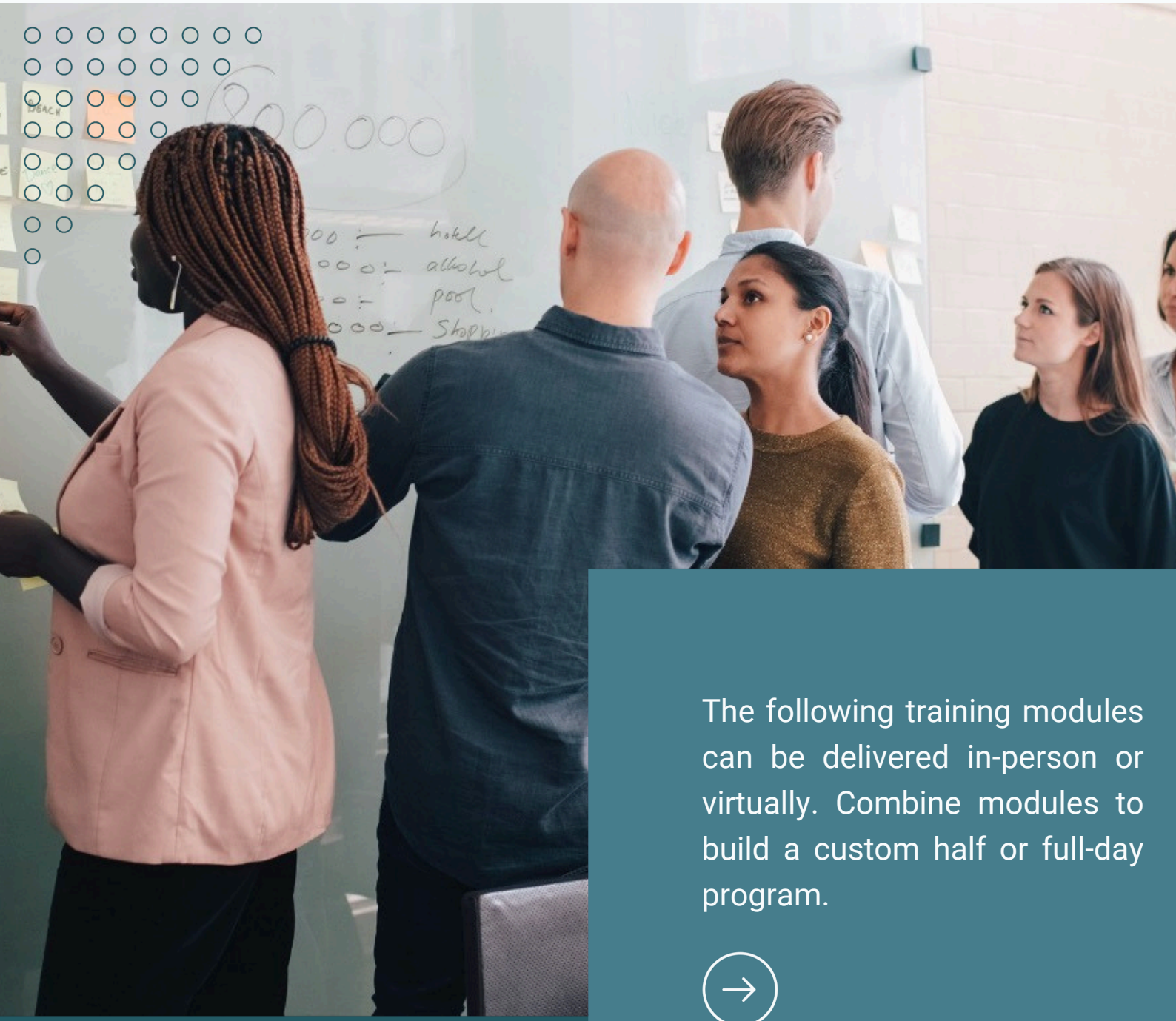
ADDITIONAL MODULES



The following training modules can be delivered in-person or virtually. Combine modules to build a custom half or full-day program.

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VIRTUAL OR IN-PERSON **TRAINING MODULES**

COMMUNICATION&INFLUENCINGSKILLS

Program Name	Description	Duration
Conflict Management: Ladder of Inference	Participants learn the Ladder of Inference tool to help them become aware of the steps in their reasoning process and how to avoid making assumptions before taking action. Using the Ladder helps to avoid misunderstandings, strengthen relationships, and manage conflicts.	90 Minutes
Conflict Management: TKI Assessment	Begins with a self-assessment tool called the Thomas-Kilmann Conflict Mode Instrument ("TKI") to measure individual tendencies in dealing with interpersonal and organizational conflict. The program includes techniques on how to manage conflict depending on the situation at-hand.	120 Minutes
Making Trust Real	Participants learn and explore the factors that create trustworthiness, understand the natural process people go through to develop trust and practice tools to ensure their words and actions create the ideal environment to build real trust.	120 Minutes
Style Recognition	Utilizing a self-assessment tool, participants learn about their preferred communication style and how it differs from other styles. Participants also explore how to quickly identify the style of someone they are communicating with and how to use that information to communicate more effectively.	60-150 Minutes
Leading Through Uncertainty & Change	Participants develop an Authentic Brand Statement, learn how to help employees and team members effectively manage change, practice setting SMARTER goals and learn how to create operating norms.	120 Minutes
Building & Leading High Performing Teams	Participants learn five tools to work more effectively as a team. These tools will help to increase awareness and understanding of team dynamics and facilitate communication to create alignment and overcome misunderstandings.	120 Minutes
Improve Communication with Myers Briggs*	Utilizing the Myers Briggs assessment, an expert facilitator guides participants through exercises to better understand personality types, including their own. Learn valuable insights and tools to communicate more effectively with different styles. If you participate as an intact work team, the team's collective strengths and blind spots will also be discussed.	120 Minutes
Deep Listening	Participants learn various tools to improve listening skills and participate in role plays to practice.	120 Minutes
Effective Decision Making	Participants learn different types of decision-making frameworks and tools and under what conditions each framework applies.	120 Minutes
MUDA Wheel	Muda (waste) is integral to Kaizen (lean manufacturing). This module will walk participants through a process to identify critical areas of focus, delegation, and waste in how they spend their time.	90 Minutes

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VIRTUAL OR IN-PERSON **TRAINING MODULES**

	Program Name	Description	Duration
WORKINGVIRTUALLY	The Remote Remedy	Participants learn how to minimize distractions, set-up an optimal work environment, and learn web conferencing tips.	90 Minutes
	Making Virtual Meetings Interactive	The program provides tools on virtual meeting checklists, interactivity best practices, engagement tips, tailoring your message to your audience and controlling your audience.	90 Minutes
	How to Stay Engaged as a Virtual Team	Participants learn critical tools that all teams must use to be effective while working virtually.	90 Minutes
	Building Relationships Virtually	Learn the three key ingredients and multiple tools to develop exceptional virtual relationships with your customers, your team, and other critical stakeholders.	90 Minutes
	The Hybrid Remedy	This session will provide introductory tips for working in a hybrid environment so that participants can create seamless hybrid meeting experiences that engage all audiences. Participants will learn new tips that will help them feel more confident and comfortable working in a hybrid environment .	90 Minutes
CREATINACOACHINGCULTURE	Creating a Coaching Culture Overview	Participants will go through an overview of the coaching culture framework and understand the purpose of the framework.	90–240 Minutes
	Coaching Culture Framework: Accountability	Through a series of interactive discussions, role play, and other activities, participants will understand how to identify and interact with individuals in the Accountability quadrant by using Venting & Empathizing, Deep Listening & Ladders, and Taking Responsibility.	90–240 Minutes
	Coaching Culture Framework: Innovation	Through a series of interactive discussions, role play, and other activities, participants will understand how to identify and interact with individuals in the Innovation quadrant by using Soliciting/Receiving Feedback, Clearing Conflicts, and Innovative Problem Solving.	90–240 Minutes
	Coaching Culture Framework: Integrity	Through a series of interactive discussions, role play, and other activities, participants will understand how to identify and interact with individuals in the Integrity quadrant by using Inquiry & Dialog, Feedback & Assessment, and the GROW Model.	90–240 Minutes
	Coaching Culture Framework: Respect	Through a series of interactive discussions, role play, and other activities, participants will understand how to identify and interact with individuals in the Respect quadrant by using Continuous Improvement, Fly on the Wall, and Respectful Win-Win Dialog.	90–240 Minutes

The coaching culture framework can be customized to your company's values and culture.

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