

INSIDE-OUT LEARNING
TWO SERVICE OFFERINGS

Dr. Sharon Lamm-Hartman
James Hartman
Kaela Petty

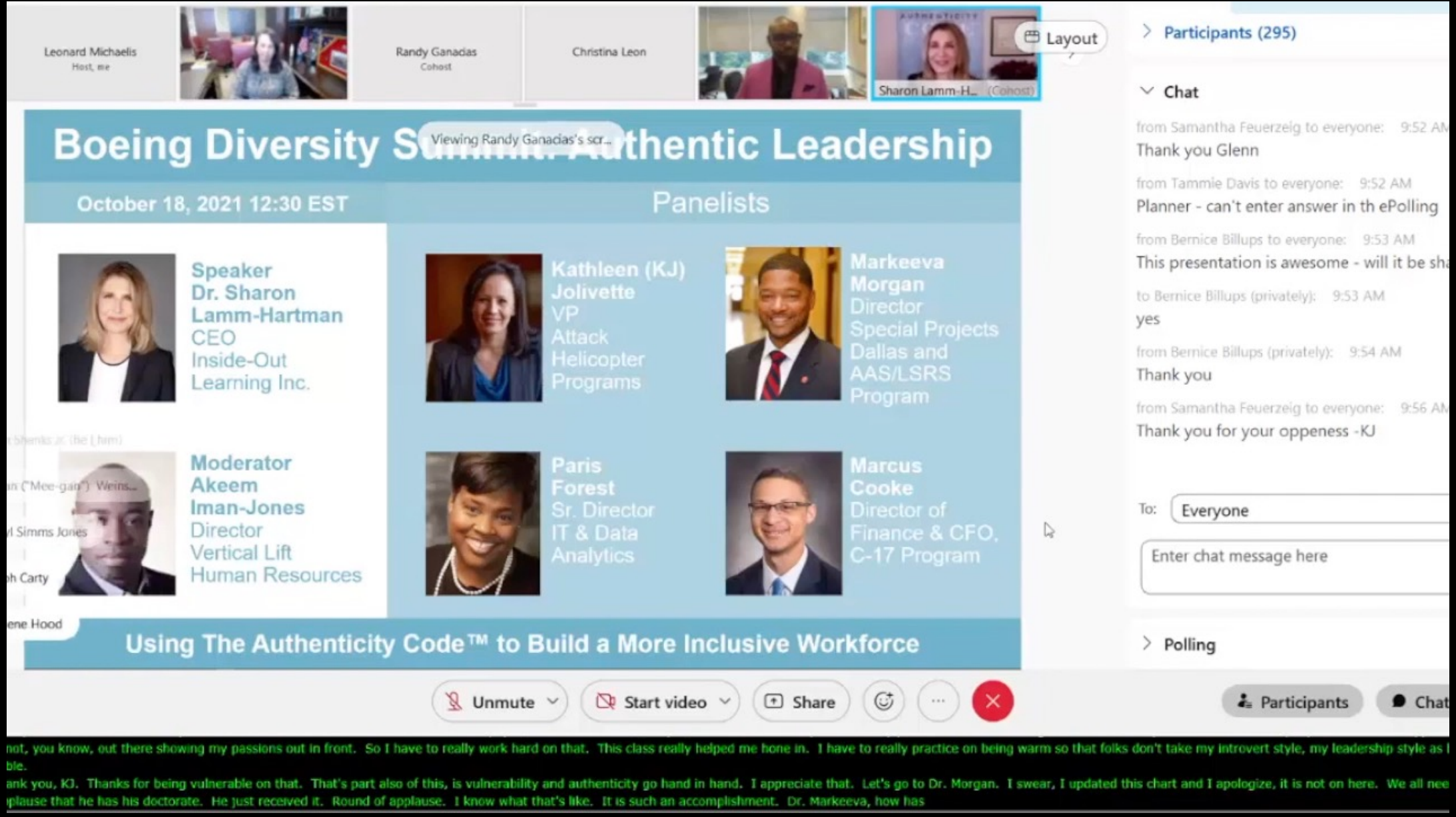
INSIDE-OUT LEARNING INC
Transformative Learning That Lasts

WOMEN PRESIDENTS' ORGANIZATION

PLATINUM SUPPLIER PROGRAM

Certified SBA WOSB Woman Owned Small Business

Certified WBENC Women's Business Enterprise



Dr. Markeeva Morgan

Director, Special Projects – The Boeing Company



EXECUTIVE SUMMARY

PURPOSE

- Share more about Inside-Out Learning, Inc.
- Propose two programs to add to APG's catalog

VALUE PROPOSITION

- Round out APG's professional development offering
- Increase sales and revenue
- Foster long-lasting client relationships

ACTION

- Be inspired to register for the July pilot program

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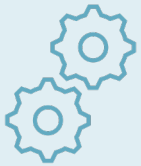
AGENDA



Who We Are



Two Proposed Offerings



Level 1 Customization and Add-Ons



Easy Implementation



Next Steps

WHO WE ARE

INSIDE-OUT LEARNING INC

Transformative Learning That Lasts

No matter what service we're providing: coaching, our training programs – especially the Authenticity Code™– or leadership team offsites, we are helping leaders, teams, and organizations become authentic.

"Authenticity - I became a more authentic leader and stopped being who I am not."

"Becoming an authentic leader helped me with career advancement."

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OUR TEAM


IOL TEAM ENGINE
We demonstrate accountability and collaboration with kind, clear, and open communication. We operate using processes that enhance our efficiency to deliver exceptional results.



















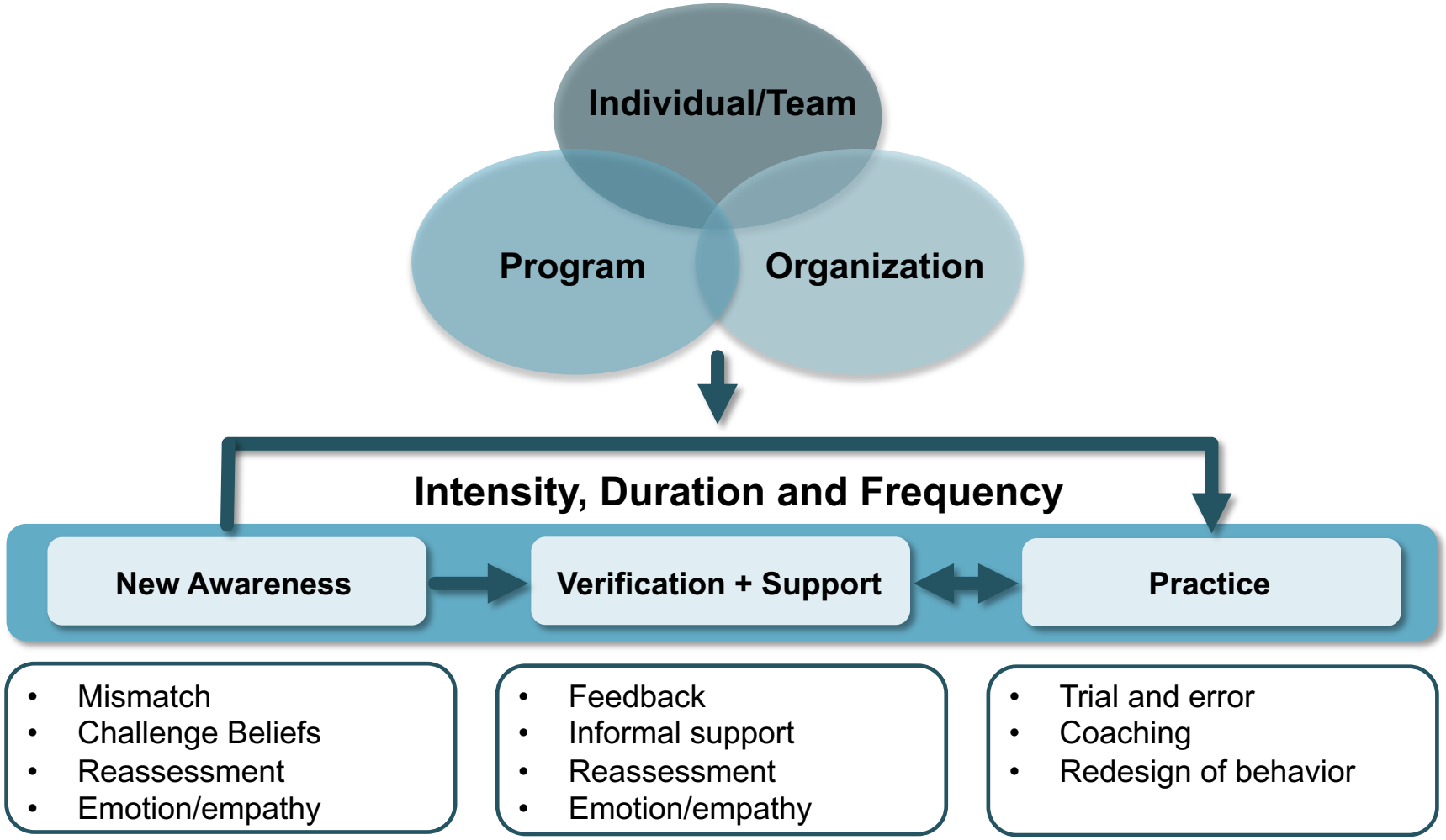





KEY DIFFERENTIATORS

- Successful business for 20+ Years
- Delivered more than 3000 global programs to date
- TS/SCI Consultants
- Global Team of 40+ with Advanced Degrees, Fortune 100 VP experience, and at least 10+ years of expertise
- WBENC/WOSB Certified
- Axiom Gold Medal Award-Winning, WSJ & USA Today Best-Selling book, *The Authenticity Code*™
- Featured in Forbes, CEO Magazine, Arianna Huffington's Thrive Global, New York Times, "O" Magazine, and several podcasts, radio, and TV shows.
- Center for Creative Leadership (CCL) Award-Winning Transformation Model

CENTER FOR CREATIVE LEADERSHIP AWARD WINNING TRANSFORMATION MODEL



Inside-Out Learning Transformation Model

KEY SERVICES

All services offered
live and virtually



LEADERS

- ***The Authenticity Code™: Authentic Presence & Presentation Skills***
- Executive Coaching
- ***Mobile Leadership Apps***

TEAMS

- Leadership Team Off-Sites
- Relationship Repair Workshops
- Virtual Workplace Engagement
- Training Modules

ORGANIZATIONS

- Culture Change Programs
- Change Management Consulting
- Developing a Coaching Culture
- Enhancing Customer Relationships
- RFP & Sales Consulting
- Diversity & Inclusion Workshops



THE AUTHENTICITY CODE™

Your Presence

Authentic Presence Qualities
Warmth *Clarity* **Integrity** Polish/Poise *Thoughtfulness*
Sincerity Inspiration *Confidence* **Trustworthiness**
Openness *Passion* **Respect**
Body Language Non-Verbal Communication
Virtual and Physical Presentation Tips

+

Your Audience

Know Your Audience – Audience Understanding Matrix
Tailor Your Message to Your Audience – Style Recognition

+

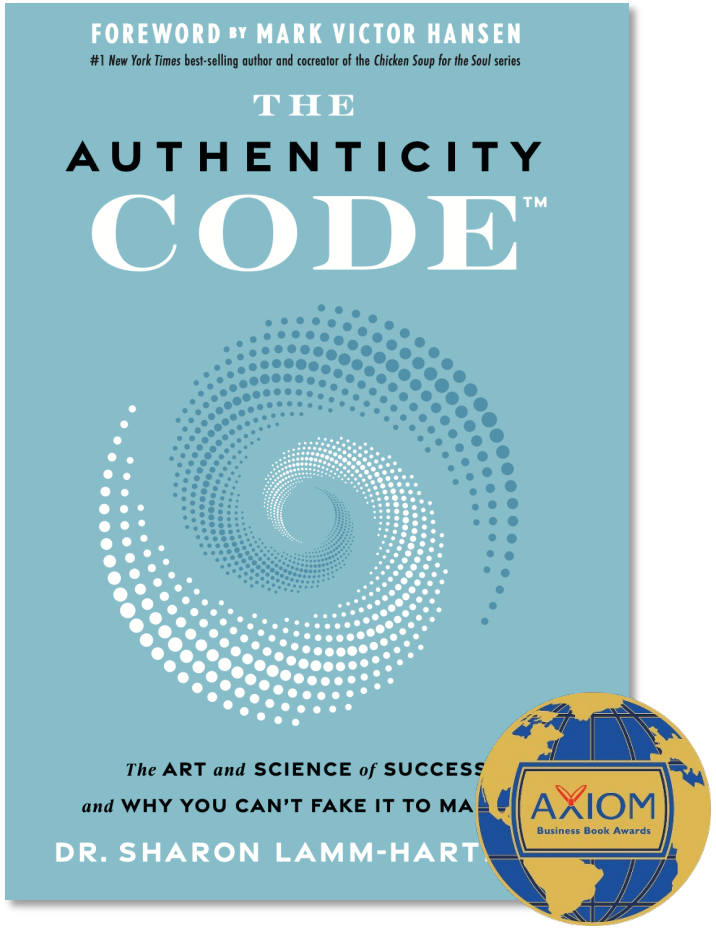
Your Presentation

Formula for Presentation Success
Attention-Getting Opening
Executive Summary *Agenda* **Clear Body Message** Finish Strong
Creating Compelling Slides
Completion & Practice of Actual Presentation
Self & Peer Feedback

=

Your Success

BEST-SELLING BOOK



USA TODAY BESTSELLER

THE WALL STREET JOURNAL. Best Seller

amazon
Best Seller in 10+ Categories

★★★★★

Amy's Bookshelf Reviews
★★★★★ **A very valuable business tool!**

caitlin103
★★★★★ **Becoming the best version of myself**

Nancy Rhodes
★★★★★ **Powerful Tools for EVERYONE!**

Laura Carpenter
★★★★★ **Oh how I wish I had read this years ago!**

Cody Cross
★★★★★ **Super helpful for a Product Manager**

Angela Hallier
★★★★★ **Fantastic Advice in crafting any presentation!**

Named one of the top 6 business books to read this Fall by Texas CEO Magazine
Featured in Forbes, Authority Magazine, CEO World Magazine, Thrive Global

APG PRODUCT PROFILE



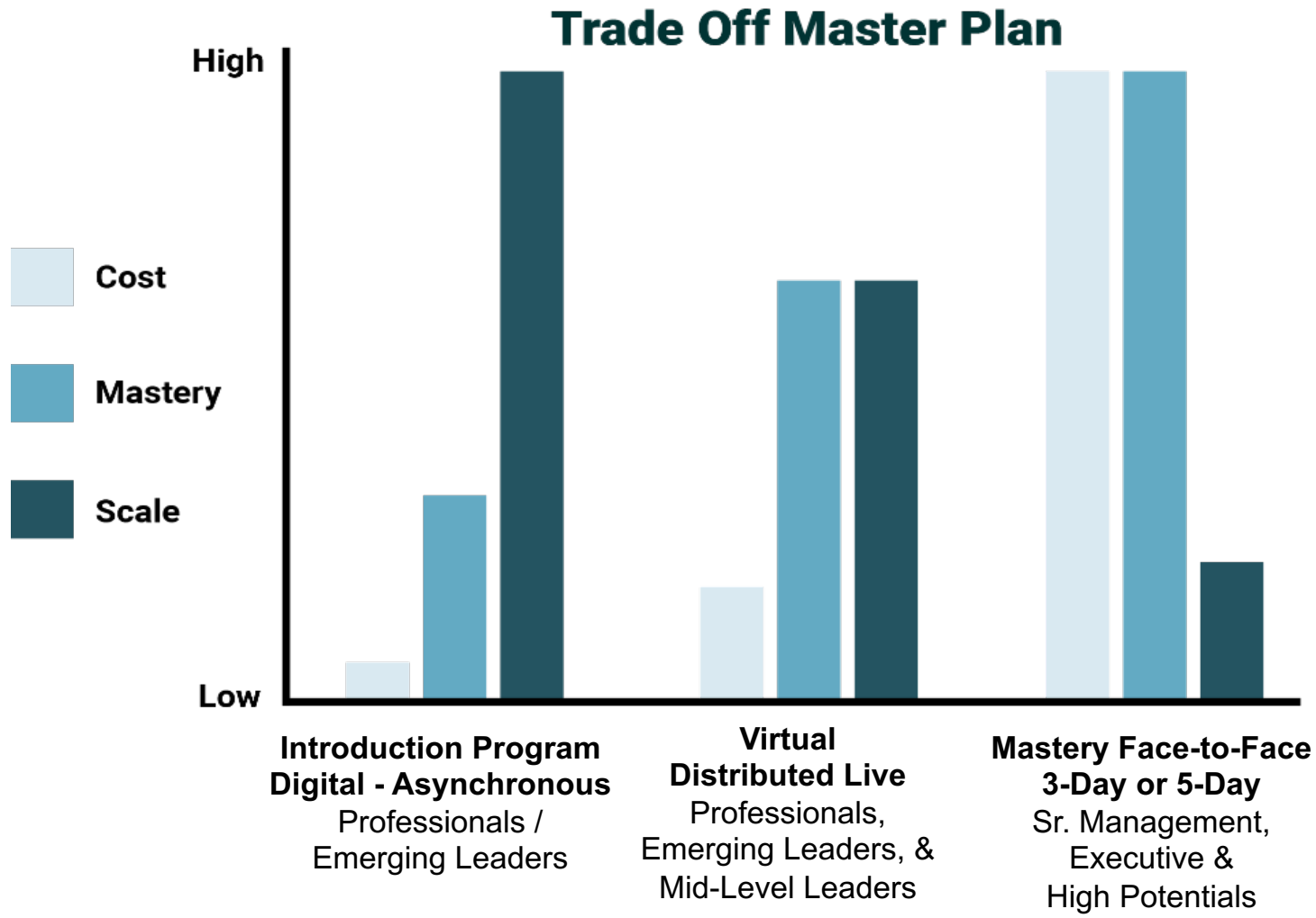
TURBO BOOST

- Exclusivity
- Thought Leader (individual) engaged with APG and clients together.
- Quarterly Campaign
- Live Showcases
- Low cost/risk pilots
- APG Client Stories with real results
- >40% Margins
- Something contemporary, unique, and exciting.



Helping leaders lead, sellers sell, and businesses to flourish

THE AUTHENTICITY CODE™





VALUE PROPOSITION

Organizational Value Proposition

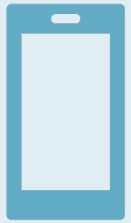
- Developing next generation of leaders. Authentic, engaging leaders, better prepared for their next level positions.
- 50+% promotion rate and 90% retention rate.
- Positively impact organizational business results and brand reputation by improving participants leadership and influencing skills.
- Real-life 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 internally and externally.

TWO PROPOSED OFFERINGS

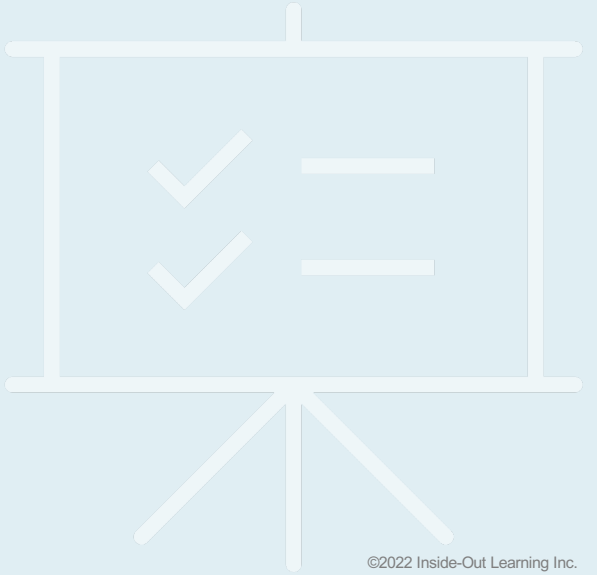
THE AUTHENTICITY CODE™ A STARTING POINT



MOBILE APPLICATION



VIRTUAL PROGRAM



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THE AUTHENTICITY CODE™

Expected Outcomes | Participants become more authentic, engaging, and high performing leaders. Documented results include substantial increases in sales, promotions and higher retention rates.

MOBILE APPLICATION IN PARTNERSHIP WITH 1ST 90

Device	Web browser, iOS, and Android devices
Format	Asynchronous - embedded into workday 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	Audience: College students, professionals, leaders, executives



Key Topic Areas:

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

THE AUTHENTICITY CODE™ MOBILE APPLICATION – 16 STEPS TO DEVELOP 5 HABITS

PRESENCE

Exhibiting Authentic Presence Qualities

- What not living the Authentic Presence Qualities looks like
- Living the Authentic Presence Qualities
- Real-life testimonial and benefits

PRESENCE

Living Your Authentic Brand

- Introduction to Your Authentic Brand
- Benefits of Leaning in and Doing the Work
- Introduction to Style Recognition

AUDIENCE

Tailor Your Message to Your Audience

- Audience Understanding Matrix
- Style Recognition – Verbal Clues
- Style Recognition – Adapting to Others

PRESENTATION

Mastering Your Virtual and In-Person Environment

- Attention-Getting Opening
- Executive Summary
- Agenda and Clear Body Message
- Finish Strong

PRESENTATION

Develop Clear, Concise, and Influential Presentations

- Creating Compelling Slides
- Virtual Environment
- Body Language and Filler Words

THE AUTHENTICITY CODE™

Expected Outcomes | Participants become more authentic, engaging, and high performing leaders. Documented results include substantial increases in sales, promotions and higher retention rates.



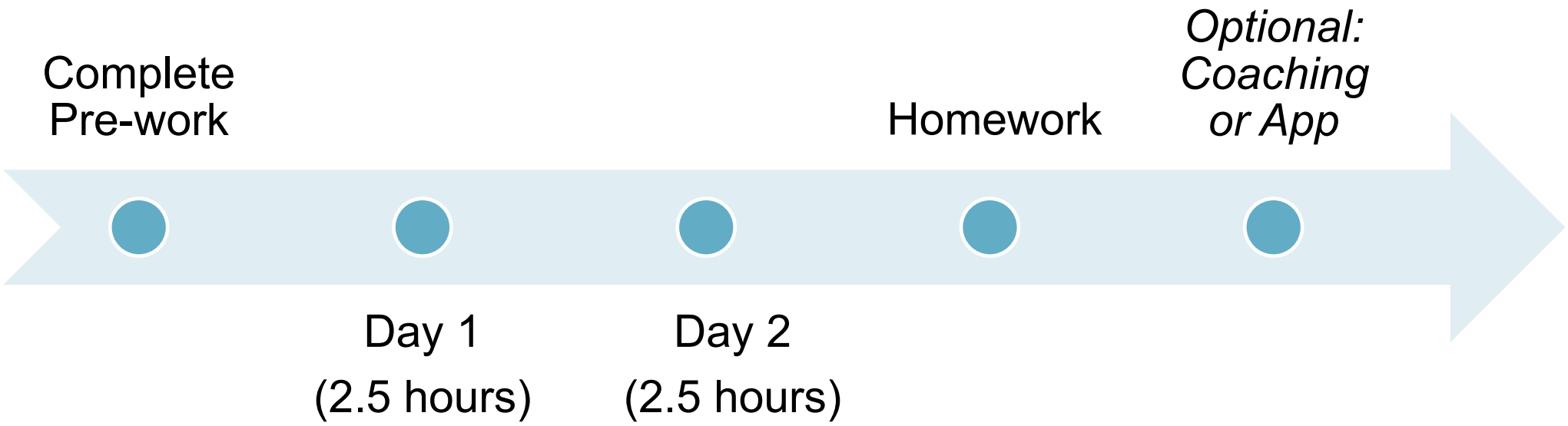
VIRTUAL PROGRAM

Time	5-hour, facilitator-led virtual program
Format	Synchronous with Asynchronous pre-work and homework
Participants	Minimum 12 participants
Audience	Audience: College students, professionals, leaders, executives

Key Topic Areas:

- Authentic Presence Qualities
- Formula for Presentation Success
- Virtual Presentation Tips
- Non-Verbal Communication
- Know Your Audience
- Creating Compelling Slides

THE AUTHENTICITY CODE™ VIRTUAL PROGRAM



CLIENT LIST

BOEING

*Over 2,000 Boeing employees trained

NATIONAL RECONNAISSANCE OFFICE
UNITED STATES OF AMERICA

Virgin ORBIT

VOX SPACE

dexcom®

Quest Diagnostics™

commit agency

WOMEN PRESIDENTS' ORGANIZATION
Reaching Farther. Together.

KNOW

WBENC
WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL
JOIN FORCES. SUCCEED TOGETHER.

BULA INTELLIGENCE
A TRC Healthcare Company

BBB

AIRPARK SIGNS & GRAPHICS

StateFarm®

TUSKEGEE UNIVERSITY

NJIT New Jersey Institute of Technology

LEVEL 1 CUSTOMIZATION & ADD-ONS

CUSTOMIZATION

- Level 1 Customization: Audience Understanding Matrix and/or client presentation example

ADD-ONS

- Virtual Program: coaching add-on to turn Main Program into Full Program
- Practice and Application Mobile App (under development)

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FACILITATOR-LED APPLYING THE LEARNING

STEP 1: COACHING

- Pre-work (submit 5-minute benchmark presentation video)
- 1:1 Presentation Coaching
- 45-minute web conference to be scheduled at your convenience

STEP 2: PRESENTATIONS

- Participants attend virtual workshop to be recorded delivering their presentations and receive peer and expert feedback
- 3 hours* virtual (with breaks)

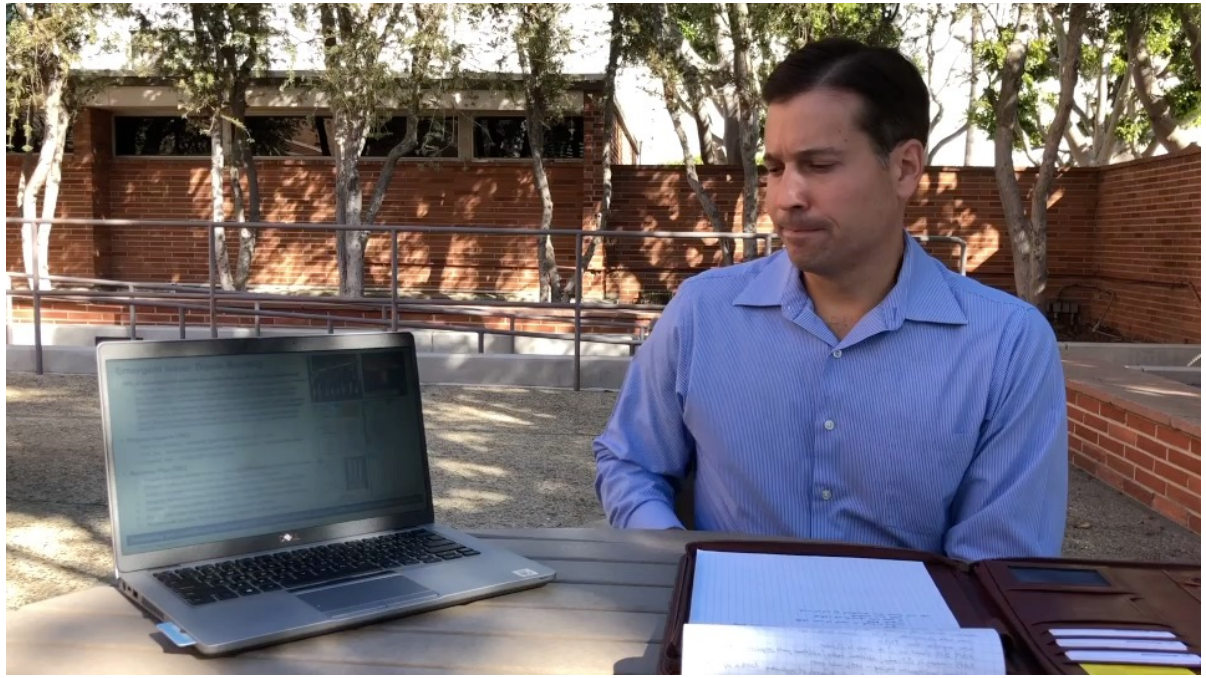
*based on 12 participants and 2 facilitators

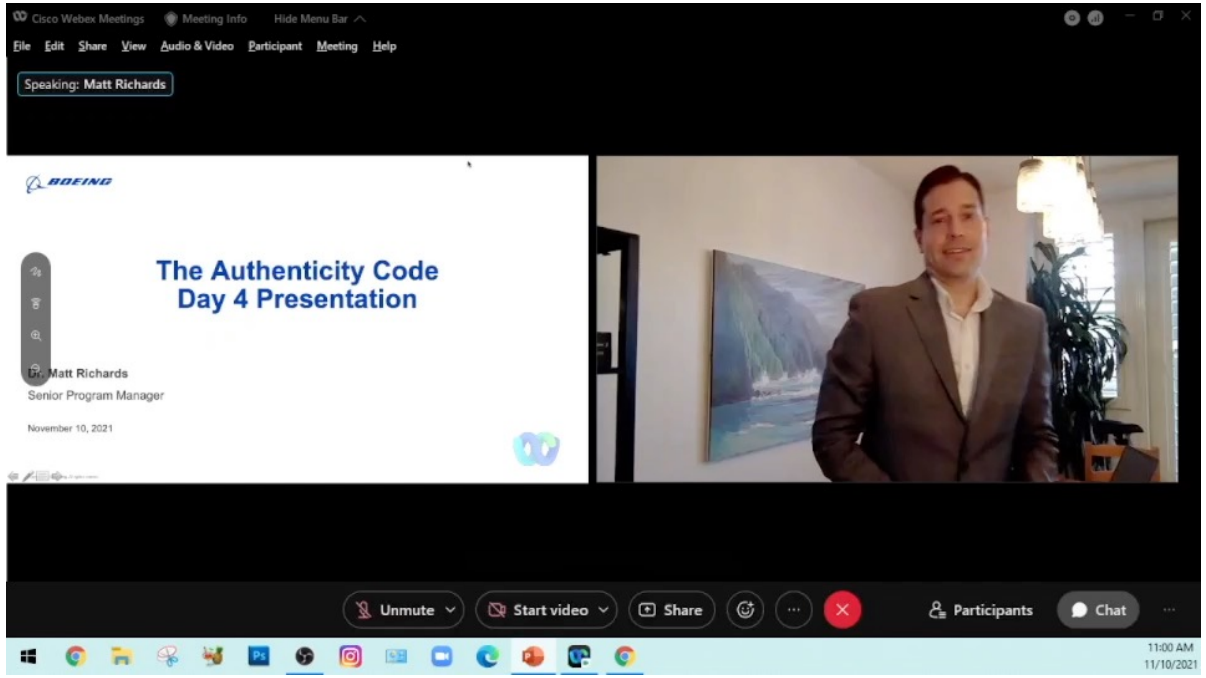
STEP 3: VIDEO REVIEW

- Video Review with an IOL expert to receive detailed feedback comparing benchmark and workshop presentation
- Web conference, to be scheduled at your convenience



BEFORE AND AFTER





EASY IMPLEMENTATION

Onboarding Trainers

- Facilitator Resource Hub (Thinkific)
  - Comprehensive facilitator guide (PDF)
  - Video recordings of the program to show best practices for facilitation

On-demand Fulfillment

- Facilitators can pull resources from online resource hub

Marketing Materials

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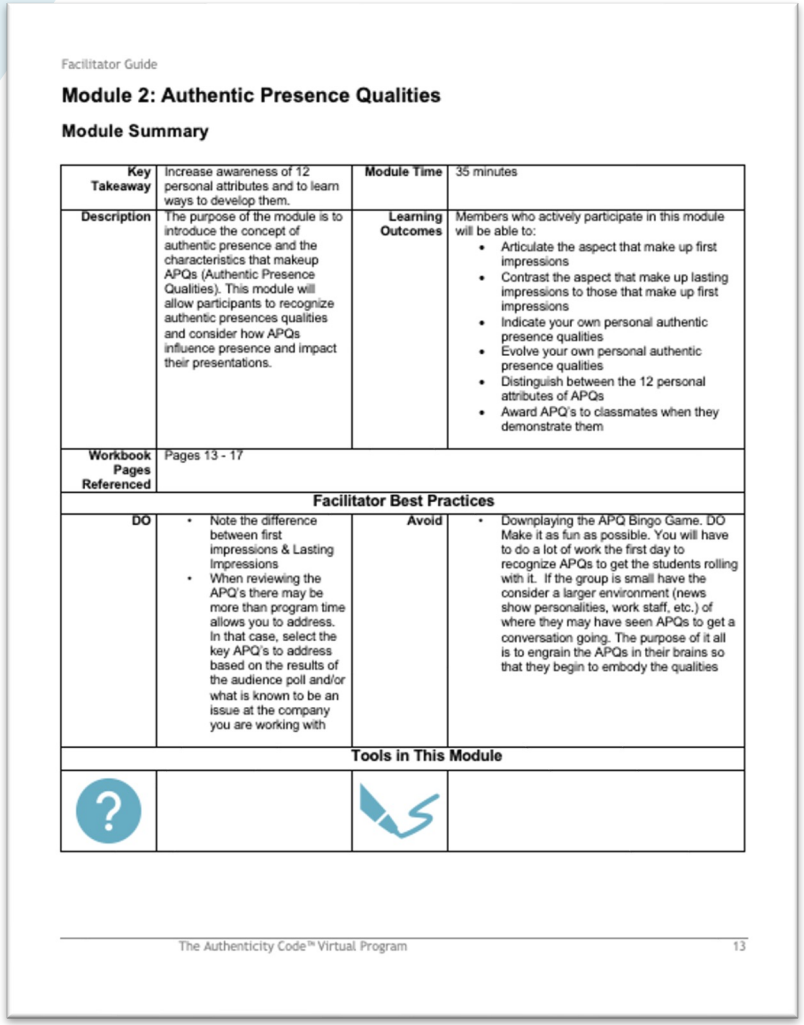
ONBOARDING TRAINERS

- Access Facilitator Resource Hub
- Watch videos of recorded program
- Review detailed Facilitator Guide
- Trainer Certification



Facilitator Guide

Module 2: Authentic Presence Qualities

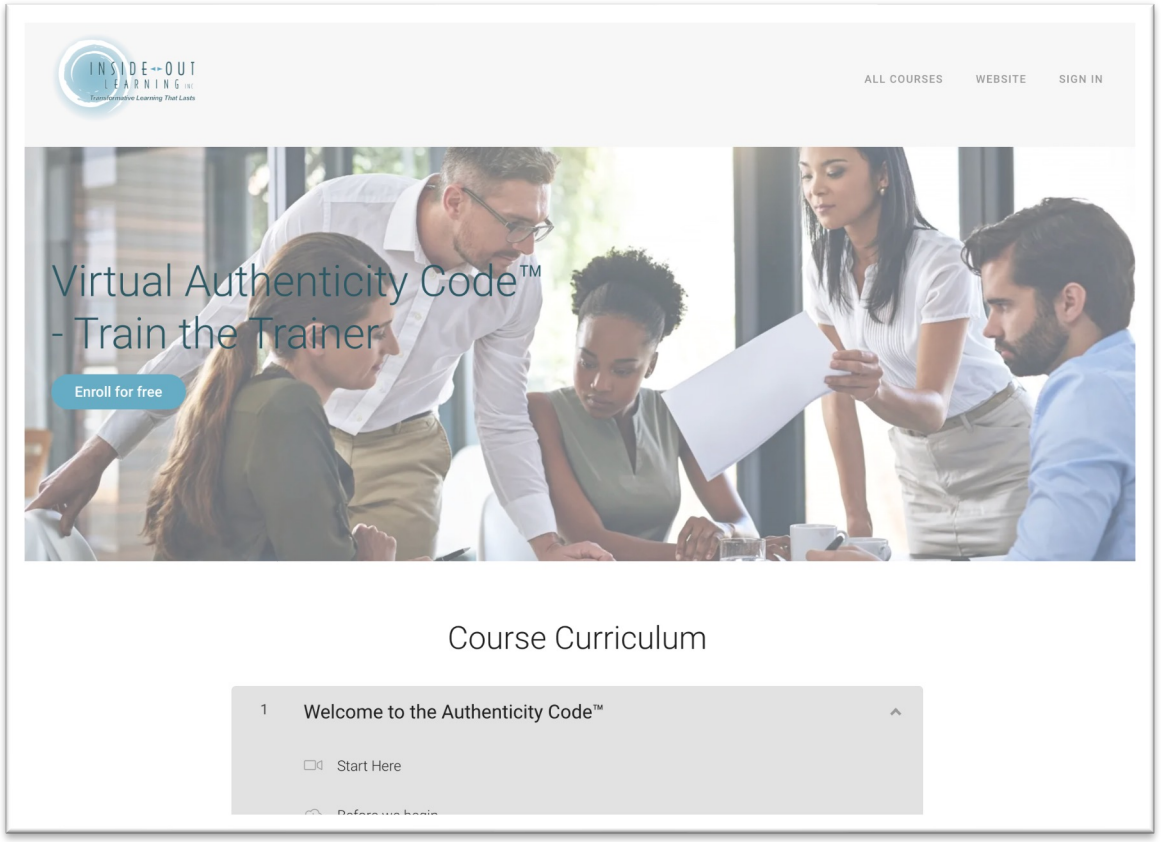
Module Summary

Key Takeaway	Increase awareness of 12 personal attributes and to learn ways to develop them.	**Module Time**	35 minutes
Description	The purpose of the module is to introduce the concept of authentic presence and the characteristics that makeup APQs (Authentic Presence Qualities). This module will allow participants to recognize authentic presences qualities and consider how APQs influence presence and impact their presentations.	**Learning Outcomes**	Members who actively participate in this module will be able to: • Articulate the aspect that make up first impressions • Contrast the aspect that make up lasting impressions to those that make up first impressions • Indicate your own personal authentic presence qualities • Evolve your own personal authentic presence qualities • Distinguish between the 12 personal attributes of APQs • Award APQ's to classmates when they demonstrate them
Workbook Pages Referenced	Pages 13 - 17		
Facilitator Best Practices			
DO	• Note the difference between first impressions & Lasting Impressions • When reviewing the APQ's there may be more than program time allows you to address. In that case, select the key APQ's to address based on the results of the audience poll and/or what is known to be an issue at the company you are working with	**Avoid**	• Downplaying the APQ Bingo Game. DO Make it as fun as possible. You will have to do a lot of work the first day to recognize APQs to get the students rolling with it. If the group is small have the consider a larger environment (news show personalities, work staff, etc.) of where they may have seen APQs to get a conversation going. The purpose of it all is to engrain the APQs in their brains so that they begin to embody the qualities
Tools in This Module			

The Authenticity Code™ Virtual Program 13

SIMPLE FULFILLMENT

- Program materials stored in central location (Thinkific)
- All materials can be accessed and downloaded (correspondence templates, participant pre-work, facilitator guide, PowerPoints, and workbook)



MARKETING MATERIALS

- One-pager
- Testimonials
- PowerPoints
- Social Media campaigns



Advantage

INSIDE-OUT LEARNING INC
Transformative Learning That Lasts

THE AUTHENTICITY CODE™

AUTHENTIC PRESENCE AND PRESENTATION SKILLS

WHAT?

Instill essential leadership skills and elevate your confidence, authentic presence and communication skills in a compressed timeframe.

AUDIENCE

- Team leaders
- New managers
- Executives

OBJECTIVE

Connect with your authentic presence qualities and better understand your audience to achieve greater influence in all of your communications and presentations.

CONTENT

- Authentic Presence Qualities
- Formula for Presentation Success
- Virtual Presentation Tips
- Non-Verbal Communication
- Know Your Audience
- Creating Compelling Slides

FORMAT

- Virtual Program
- Self-paced mobile application pathway completed in the flow of work.

BENEFITS

Develop
your next generation of professionals/leaders

Results
to get to "YES" faster in any presentation

Improve
your influence as a leader

Sales
from presentations prepared in the program have exceeded billions of dollars

Engage
your team and attain +50% promotion rate and 95% retention rate

"We look for three things in the people we add to our team—and of these three the most important is authenticity because it builds trust with cli-ents, vendors, investors, and customers. Dr. Sharon's book and program provide all the essential traits and tools needed to bring and project one's true self across all those relationships and be truly authentic."

DAN HART
CEO, VIRGIN ORBIT

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PARTICIPANT TESTIMONIAL



Full episode:
https://www.simonemorrisenterprises.org/podcastbooks/episode/2b786d37/s5-episode-10-get-in-the-game

PAST PARTICIPANT TESTIMONIALS

"I recommend that all leaders and potential leaders do whatever it takes to attend this program as it will greatly assist you and your entire company."

"I have been here for over 30 years & this is the best class I have taken."

"The presentation I did through your class to our corporate customer resulted in a 1 BILLION contract."

"The program opened my heart which allows me to hold and include more diverse perspectives, and demonstrate more empathy"

"Great Class! While this class was great for us executives, I believe younger leaders and managers would also greatly benefit. Why wait until a person has 5 to 10 years of work left, when you can train them and reap the benefits for 20-30 years with these skills."

"I can now show up confidently in who I truly am and bring my whole self to work."

"Our sales team won a $383M RFP because of this program."



NEXT STEPS

1. Register for and attend the Virtual Program July 12th and 14th from 10 am – 12:30 pm PT
2. Explore the web page for this deck, additional testimonial, and full before and after presentation examples
3. Discuss shared pilot for APG clients

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QUESTIONS?



THANK YOU

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PLATINUM SUPPLIER PROGRAM

Certified SBA WOSB Woman Owned Small Business

Certified WBENC Women's Business Enterprise