INSIDE-OUT LEARNING INC
Transformative Learning That Lasts

Authentic Executive Presence



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The Authenticity Code™

Authentic Executive Presence

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PROGRAM INFORMATION

PROGRAM EXECUTIVE SUMMARY

PROGRAM AGENDA

FACILITATOR BIOS

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WHAT?

- To learn key authentic executive presence tools and techniques.

WHY?

- Feel more confident and fulfilled being centered in who you truly are as a leader.
- Strengthen your executive presence and credibility with senior leaders and key stakeholders.
- Inspire trust and followership through authenticity and consistency.

WANT?

- To learn and apply:
  - The Authentic Executive Presence Qualities to take your presence to your next level.
  - The Authentic Executive Brand Statement to ground yourself in who you are and who you are becoming.
  - Verbal and Non-Verbal Communication techniques to communicate with greater clarity, confidence, and impact.

SESSION AGENDA

YOUR PRESENCE

7:00 AM PT	Program Introduction
	Authentic Presence Qualities
	Stretch Break
	Communication: Verbal and Non-Verbal
	Your Authentic Brand Statement
	Close with Homework
11:00 AM PT	End

HOMEWORK

- Finish APQ development plan
- Set Success Criteria for your Brand

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DR. SHARON LAMM HARTMAN

Founder, Owner & CEO of

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Dr. Lamm-Hartman is an award-winning global executive and presentation coach, leadership development consultant, speaker, writer, and educator. She is the CEO and founder of Inside-Out Learning, Inc., specializing in leadership and personal development. Inside Out Learning is an active member of WBENC and the global Women's President Organization which only 3% of women owned businesses meet their requirements for membership.

With over 25 years of global experience, Sharon has worked across the United States and Europe as well as Beijing, Hong Kong, Singapore, and Thailand for clients such as Boeing, American Express, GE's Leadership Development Center, Exxon, E*TRADE, ARCO Chemical Company, Mobil Oil Corporation, Berlex Pharmaceuticals, Fannie Mae, Arizona Society of CPA's, Volvo Corporation, and the National Reconnaissance Office. She has designed and delivered over 3,000 innovative programs, including many executive presence and presentation skills programs. Dr. Lamm-Hartman has coached thousands of CEO's, executives and entrepreneurs worldwide.

She worked internally at ARCO Chemical in International Training and Development. She knows what it is like to work internally and has a strong client partnership philosophy. For the past 18 plus years, Dr. Lamm- Hartman has been a preferred executive coach for hundreds of Boeing executives with exceptional results, including promotions, developmental job assignments, and saving E-Series. Dr. Lamm-Hartman has also designed and is teaching The Authenticity Code™ Programs, team development programs, and culture-change offsites to thousands of professionals and leaders world-wide. Up to 80% of employees who participated in these programs have achieved a promotion. Sharon has her Top-Secret Security Access and helps executive clients and customer relationships in classified environments. Sharon has consulted on several corporate change efforts, training change agents, and developing effective strategic implementation and communication plans.

In addition to her private practice, consulting, and being on the global lecture circuit, she is widely published. Dr. Lamm-Hartman has served with the Fresh Start Women's Foundation and Arizona State University's Dean's Board of Excellence Mentoring Program. She was the co-founder and first Director of Central Phoenix Women, a networking organization for women business leaders, and wrote a regular column for Phoenix Woman Magazine. She is a regular instructor for WBENC's WeTHRIVE program.

Dr. Lamm-Hartman holds a doctorate from Columbia University in Leadership and Organization Development, a Masters in Industrial and Labor Relations from Cornell University, and two Bachelor degrees. Dr. Lamm-Hartman also trained as a Life Coach with world-renowned author and life coach teacher, Dr. Martha Beck. Dr. Lamm-Hartman is a Certified Executive and Presentation Coach and is certified in the Myers Briggs Type Indicator.

Dr. Lamm-Hartman is an Adjunct Professor of Leadership at Columbia University where she has taught Leadership classes to Doctorate Level students. She also worked as an Adjunct Faculty member at The Center for Creative Leadership teaching courses on Developing Leadership Talent.

Dr. Lamm-Hartman has been quoted on her views of coaching in numerous publications including, Forbes, CEO Magazine, The New York Times, MORE magazine, and Oprah's magazine, 'O' magazine. Dr. Lamm-Hartman has been honored and received awards from the Center for Creative Leadership and the Academy of Human Resource Development for her work and research on personal transformation and leadership development.

Dr. Sharon recently became a best-selling author in the Wall Street Journal, USA Today and Amazon with her book release of The Authenticity Code™. Her book just received the Axiom GOLD Medalist award for best 2022 Business Fable. WBENC buys her book for all WeTHRIVE participants. She has been named as one of the top 100 Women to KNOW Across America by the KNOW Women Group.

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PROGRAM FACILITATOR



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Renée Campisi is a National Board Certified Coach, expert facilitator, and corporate change leader with more than 25 years of experience helping leaders, teams, and organizations perform at their highest level. She has led high-performance transformations for Fortune 500 companies, guided global teams through cultural and operational change, and built departments from the ground up; all while staying anchored in the belief that people are the most valuable part of any strategy.

Renée brings a rare blend of sharp business acumen, grounded presence, and heart-centered leadership to everything she does. Her coaching and facilitation style offers the perfect mix of energizing and thought-provoking, as well as practical yet soul-stretching. Renée has been with IOL for over two years and is consistently requested as a senior executive and VP coach because of the outstanding results she achieves with her coaching clients.

Renée brings deep experience in strategy, organizational effectiveness, executive coaching, keynote speaking, leadership development, C-level retreat production and facilitation, change management, and design thinking to large Fortune 500 companies such as Accenture, American Express, Pearson Education, Albertsons, Freeport-McMoRan, Abu Dhabi National Oil Company, and Barrick Gold. In previous roles, she served as a senior leader at Accenture, Pearson Education, Neudesic-IBM, and Freeport-McMoRan, leading professional services consulting and strategy organizations. Renée has also partnered with locally headquartered mid-sized companies and technology startups in the greater Phoenix area, serving in C-suite roles and as an executive coach to CEOs, COOs, and CFOs.

Recently, Renée created and facilitated an online strategic planning process for Freeport-McMoRan, partnering with the C-suite to develop key strategic themes and a roadmap that guided a series of online workshops involving 180 people across the globe, resulting in clearly defined projects ready for immediate action. Renée also helped design and implement a leadership development curriculum for Freeport-McMoRan that spanned North and South America, helping to upskill site general managers and their direct reports. She served as head coach to other training professionals and leveraged site-based learning cohorts to create a community of learning and reinforce newly acquired skills for the program's 150 participants.

Renée resides in Phoenix, Arizona, but originally hails from Michigan, where she earned her undergraduate degree in Finance from Michigan State University. She is personally committed to continuing her learning throughout her career. In December 2025, she augmented her coaching skill set by becoming nationally board certified in motivational interviewing, the #1 scientifically proven behavior-change method. She currently holds certifications in Prosci® Change Management, Cultivating Teams with IDEO U®, Agile Leadership with Scrum Alliance® (CAL-E and CAL-T), and Executive Leadership from the USC Marshall School of Business.

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TECHNOLOGY MODERATOR



Jen Medina
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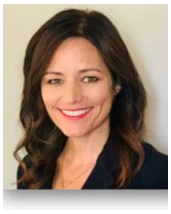
Jen Medina is an Instructional Designer with over 12 years of experience creating engaging learning solutions for global organizations. She specializes in learning experience design, digital learning, and transforming complex ideas into practical, meaningful learning experiences. Passionate about creativity, technology, and continuous growth. Jen believes that learning should be engaging, purposeful, and accessible to everyone.

PROGRAM COORDINATOR



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Lane has over 20 years of experience with Huntington Learning Center, advancing through leadership roles, including Director of Operations and Development. A skilled trainer and coach, Lane has guided high-performing teams to award-winning success. As a certified Project Management Professional (PMP) and Certified Associate in Project Management (CAPM), Lane brings expertise in strategic execution and team development. A passionate advocate for lifelong learning, Lane is dedicated to empowering others through education.

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The Authenticity Code™

Authentic Executive Presence

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YOUR PRESENCE

AUTHENTIC PRESENCE QUALITIES

COMMUNICATION: VERBAL AND NON-VERBAL

YOUR AUTHENTIC BRAND

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AUTHENTIC PRESENCE QUALITIES

Clear Page

Please fill out this self-assessment by rating your Authentic Presence Qualities (APQ's). How well do you demonstrate each APQ? Rate yourself on a scale from 1-5 (1–Needs Improvement; 3–Average; 5–Amazing). Once complete, fill in the blanks below to identify your two lowest and your two highest rated APQ's.

		NEEDS IMPROVEMENT AMAZING
Clarity	The ability to communicate your message in an intuitively clear and compelling way.	1 2 3 4 5
Confidence	The air of assurance, such that others know you have the required strength and resolve.	1 2 3 4 5
Inspiration	Feeling passionately about the vision and mission of the organization. The ability to communicate that passion, purpose, and meaning establishes the inspirational culture of the organization. Breathing life into others.	1 2 3 4 5
Integrity	Your beliefs, words, and actions are aligned and demonstrated through the willingness and skills to constructively share your point of view and follow through on your commitments.	1 2 3 4 5
Openness	No prejudging; the willingness to consider another's point of view.	1 2 3 4 5
Passion	The expression of commitment, motivation, and drive that shows people you really believe in what you do.	1 2 3 4 5
Polish/Poise	The look of sophistication, conveying a background of education and experience.	1 2 3 4 5
Respect	Values the thoughts and opinions of others and openly considers these as viable options and opportunities.	1 2 3 4 5
Sincerity	The conviction of believing in and meaning what you say.	1 2 3 4 5
Thoughtfulness	The projection of thinking or having thought through something before responding.	1 2 3 4 5
Trustworthiness	Models true positive character qualities and top-level competence of their profession.	1 2 3 4 5
Warmth	The willingness of being accessible to others and of being interested in them.	1 2 3 4 5

LOWEST RATED APQ'S:

_____ _____

HIGHEST RATED APQ'S:

_____ _____

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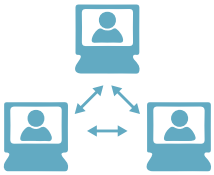
TOOL: AUTHENTIC PRESENCE QUALITIES (APQ's)

Authentic Presence Definition: How you affect others by the impression you make through your character, your virtual presence, your engagement, your communications, and general mode of conversation you have with others.



Clarity	The ability to communicate your message in an intuitively clear and compelling way.
Confidence	The air of assurance, such that others know you have the required strength and resolve.
Inspiration	Feeling passionately about the vision and mission of the organization. The ability to communicate that passion.
Integrity	Your beliefs, words, and actions are aligned and demonstrated through the willingness and skills to constructively share your point of view and follow through on your commitments.
Openness	No prejudging; the willingness to consider another's point of view.
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Warmth	The willingness of being accessible to others and of being interested in them.

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EXAMPLES OF HOW YOU CAN DEMONSTRATE ON AUTHENTIC PRESENCE QUALITIES

CLARITY
- Flex to others communication style while not losing your own authenticity
- Listen to and watch your recordings while in a virtual meeting

CONFIDENCE
- Practicing for an effective delivery
- Being prepared to address even the most difficult questions

INSPIRATION
- Motivating a stalled team to move forward
- Believing people can achieve the project and helping them believe they can

INTEGRITY
- Follow through on your commitments or renegotiate
- Living the within your values and ethical standards

OPENNESS
- Listening to another's point of view
- Considering all options for the best possible outcome and not just your way

PASSION
- Enthusiastic tone in communicating
- Getting the project done with a positive attitude

POLISH/POISE
- Checking your background and camera set up
- Dressing appropriately for the event and audience

RESPECT
- Good eye contact when speaking virtually
- Acknowledging that diverse opinions & experiences have value

SINCERITY
- Walk your talk; live by example
- Not saying something just to be accepted

THOUGHTFULNESS
- Reconsidering a position after hearing a colleague's stance
- When offended, calm down before responding

TRUSTWORTHINESS
- Repeatedly performing at a high quality
- Following through on your commitments

WARMTH
- Acknowledging someone for a job well done
- Learning & speaking about what you know is special to someone



APQ BREAKOUT GROUP INSTRUCTIONS

With your group:

- Think about a leader you admire who exhibits all (or most of the) 12 APQs.
- Choose one leader for the group and be prepared to share a story or an example of how s/he exhibits most or all of the qualities.
- Discuss the impact of this leader's presence.
- Elect a spokesperson who will share this information with the main group.

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AUTHENTIC PRESENCE QUALITIES (APQ'S) DEVELOPMENT PLAN

Clear Page

Which two will you work on?

1. [redacted] 2. [redacted]

Why?

What actions will you take to develop your APQs?

APQ [redacted]

-
-
-
-
-
-
-

APQ [redacted]

-
-
-
-
-
-
-

Identify people who can help you work on these qualities and give you feedback over time.

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BODY LANGUAGE AND NON-VERBAL COMMUNICATION



Key thoughts to keep in mind:

- All eyes turn toward you
- You are visible before you are heard
- While you're speaking, what is your body saying?

A significant percentage of your impact as a speaker depends upon your body language.

STANCE

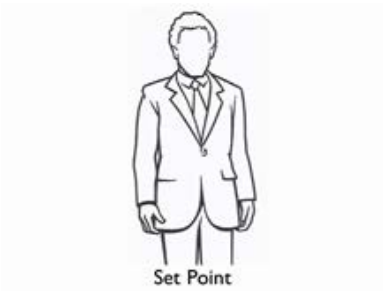
Choose a central spot with your feet pointing straight ahead into the middle of the audience. Lean slightly forward into the audience. This drives the energy towards the listeners. Do the same if seated at a table.

FACE YOUR AUDIENCE

Remember why you are giving this presentation. The audience is there for a purpose and it is up to you to fulfill that purpose. Unfortunately, many speakers seem to focus their attention on their visual aids instead of the audience.

GESTURES

- Gestures can often speak louder than words
- Add variety to your movements for emphasis
- Deliver your gestures with authority and conviction
- People have a tendency to trust their eyes more than their ears
- Create a natural set point – arms hanging naturally





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BE LIBERATED FROM THE LECTERN

There are presentations in which the speaker is required to stay behind the lectern for an assortment of reasons, usually involving audio/visual requirements. If this is not the case, do your best to separate yourself from this barrier between you and the audience.

MAKE YOUR GESTURES FIT THE AUDIENCE

The larger the audience, the larger your gestures need to be. Imagine that the people furthest away from you need to be able to benefit from your non-verbal communication just as much as those that are closest.

FACIAL EXPRESSIONS

Your eyes, mouth, and facial muscles assist in building a connection with your audience. Eye contact is the most important element of facial expressions. A gracious smile is the quickest way to connect with an audience according to Daniel Goleman, *Emotional Intelligence at Work*.

Our 44 facial muscles can signal basic emotions and subtle, fleeting blends. Most of us can make thousands of facial expressions, yielding an enormous amount of information about our feelings.

One of the most famous of those researchers is Paul Ekman. He has promoted the idea of universal facial expressions for more than 50 years. Eventually, he created the Facial Action Coding System, analyzing facial muscles and expressions. One quite useful example pertains to smiles. He found that with a genuine smile, the eyes crinkle when the muscles contract.

EYE CONTACT

Eye contact is an incredibly powerful way to develop rapport with audience members. Effective positive eye contact between the speaker and the audience is both a skill-set and a mind-set. It takes practice, but once you master it, you will find that you are able to do it unconsciously.

- Establish credibility
- Regulate interaction
- Communicate emotions
- Influence attitude change and persuasion
- Indicate degrees of interest and attentiveness

Eye contact is an incredibly powerful way to develop rapport with audience members.

In larger groups, the focus becomes zones within the room. Usually three or four zones are sufficient unless it is a quite large audience. In the use of zones, as you look to one zone, locate an individual that is already looking directly at you. Focus the 3 to 5 seconds on that individual and then locate another in that same zone. In this manner, progressively work your way across one zone and over to another zone.

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SPOKEN WORD



- **Verbal:** The actual words you choose to say
- **Vocal:** What your audience hears
- **Visual:** What your audience sees

The right word can make a huge difference in the interpretation.

- What you say is what you get
- Garbage in gives you garbage out
- Talk with your audience, not at them
- A monotone can be worse that an air horn
- Too much data is like drinking from a fire hose
- Let your passion for your message be apparent

Many people get in a hurry and create less than ideal speech habits. Many of these have become so common that it is like a new language. Take your time with certain words yet vary the rate of speed with bursts.

There are three things that will solve a good deal of the potential errors:

- Slow down your rate of speech
- Open your mouth more when you speak
- Use your tongue to produce the correct and proper sound

VOCAL INTERFERENCE



Fillers are used in presentations when the speaker is nervous and doesn't know what to say. There are quite a number of examples. "Ahhh", "Ummm", "Like", "You know", "and "Stuff like that". ,"Can we, like, uh, y'know…" Garbage words are essentially a by-product of not being prepared.

It doesn't matter if they are actual words or just noises, all of them should be eliminated. They can be and usually are a serious point of distraction to the audience.

THE POWER OF THE PAUSE

Instead of a distracting filler word, use a pause with no word or sound being uttered. This can actually be a very dramatic point that rivets the attention of your audience. An appropriate pause actually is a display of self-confidence. The more knowledgeable you are on your subject and the more prepared you are for the delivery increases the opportunities to use the power of the pause.

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FILLER WORDS AND VERBAL TICKS

Read the following text to discover the reality of how “Verbal Tics” can limit your ability to communicate your true message.

The more filler words you use, the more you diminish yourself as a polished professional. You may be extremely capable and confident in what you say, but when too many filler words are used, the attention is deflected away from the message and instead becomes focused on you as the messenger. The audience may think you are unsure of yourself and doubt you and your message. This erodes your professional presence.

Tips:

1. Become cognizant of your speech·pattern. Record your voice during normal conversations. Use your voice record application on your smart phone and record 2 -3 conversations you make. Be aware of State law as in some states it is illegal to record both sides.

2. Record your voice during meetings and presentations. The change in circumstance, audience, topic, and more can influence the use of vocal interferences.

3. Listen to the recordings and count the times you use vocal interferences. Keep track by the individual word: um, a, so, like, basically, etc. You will begin to check yourself. Remember, you can’t change what you don’t acknowledge.

4. Filler words are ingrained communication habits. Allow yourself to hear them in your communication and give yourself permission to pause. Two to three seconds allows the listener to absorb your message, and gives you time to think. In addition, it will help you slow down.

5. Enlist a colleague or friend to let you know when you are using fillers. Create a signal, such as a finger snap, table tap, wink, etc.

6. Be as prepared as possible in meetings and presentations. Evaluate the potential questions and comments that may be asked. Establish a prepared answer to questions you are not comfortable answering. This will help reduce verbal stumbling.

7. Focus on the structure of your communication. Use the H.O.R.S.E. for helping with organization of thought.

8. It becomes much more awkward to say “Um” when making full, engaging eye contact. In your next meeting, experiment with turning your torso and eye gaze toward each person in the room, giving your attention inclusively. If you’re on a conference call, don’t pace or stare out the window blankly, but turn your attention to your notes or script. Both in person and on the phone, your “Urn’s” will lessen.

9. Pre-plan Your Transitions. One of the functions of “Um” is to tell your audience that you’re not done talking yet and need to gather your thoughts. As an alternative, have some ready transitions use in any presentation or meeting, such as “Let’s move on to ...”, “Another important consideration is ...” or even “Let’s transition to talking about. ..” Practicing these go-to transitions will begin to feel natural and will lessen your dependence on saying, “Um.”

In a *Mind Floss* article, Arika Okrent states: “So what is this important language function? Why do people say um? Not because they are nervous. Scholarly studies of the word reveal that the use of um does not correlate with anxiousness or any personality traits. Rather, um is used to signal an upcoming pause - usually uh for a short pause and um for a longer pause. The pause may be needed in order to find the right word, remember something temporarily forgotten, or repair a mistake. Um holds the floor for us while we do our mental work. It buys some time for thinking.”

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TRANSITIONAL WORDS AND PHRASES

Updated lists by Joanna Taraba



This page only provides a list of transitional words; be certain you understand their meanings before you use them. Often, there exists a slight, but significant, difference between two apparently similar words. Also remember that while transitions describe relationships between ideas, they do not automatically create relationships between ideas for your reader. Use transitions with enough context in a sentence or paragraph to make the relationships clear.

EXAMPLE OF UNCLEAR TRANSITION:

The characters in Book A face a moral dilemma. In the same way, the characters in Book B face a similar problem.

IMPROVED TRANSITION:

The characters in Book A face a moral dilemma, a contested inheritance. Although the inheritance in Book B consists of an old house and not a pile of money, the nature of the problem is quite similar.

EXAMPLES OF TRANSITIONS:

Illustration

Thus, for example, for instance, namely, to illustrate, in other words, in particular, specifically, such as.

Contrast

On the contrary, contrarily, notwithstanding, but, however, nevertheless, in spite of, in contrast, yet, on one hand, on the other hand, rather, or, nor, conversely, at the same time, while this may be true.

Addition

And, in addition to, furthermore, moreover, besides, than, too, also, both-and, another, equally important, first, second, etc., again, further, last, finally, not only-but also, as well as, in the second place, next, likewise, similarly, in fact, as a result, consequently, in the same way, for example, for instance, however, thus, therefore, otherwise.

Time

After, afterward, before, then, once, next, last, at last, at length, first, second, etc., at first, formerly, rarely, usually, another, finally, soon, meanwhile, at the same time, for a minute, hour, day, etc., during the morning, day, week, etc., most important, later, ordinarily, to begin with, afterwards, generally, in order to, subsequently, previously, in the meantime, immediately, eventually, concurrently, simultaneously.

Space

At the left, at the right, in the center, on the side, along the edge, on top, below, beneath, under, around, above, over, straight ahead, at the top, at the bottom, surrounding, opposite, at the rear, at the front, in front of, beside, behind, next to, nearby, in the distance, beyond, in the forefront, in the foreground, within sight, out of sight, across, under, nearer, adjacent, in the background.

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TRANSITIONAL WORDS AND PHRASES CONTINUED

Concession

Although, at any rate, at least, still, thought, even though, granted that, while it may be true, in spite of, of course.

Similarity or Comparison

Similarly, likewise, in like fashion, in like manner, analogous to.

Emphasis

Above all, indeed, truly, of course, certainly, surely, in fact, really, in truth, again, besides, also, furthermore, in addition.

Details

Specifically, especially, in particular, to explain, to list, to enumerate, in detail, namely, including.

Examples

For example, for instance, to illustrate, thus, in other words, as an illustration, in particular.

Consequence or Result

So that, with the result that, thus, consequently, hence, accordingly, for this reason, therefore, so, because, since, due to, as a result, in other words, then.

Summary

Therefore, finally, consequently, thus, in short, in conclusion, in brief, as a result, accordingly.

Suggestion

For this purpose, to this end, with this in mind, with this purpose in mind, therefore.

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TOOL: AUTHENTIC BRAND

What do you want to be known for?

How do you want to be seen?

Who are you as a leader?

QUESTION	EXAMPLE	ANSWER
1. What is the ONE leadership role I most want to hold?	*e.g., Director, Senior Director, ExCo Member, Vice President, C-Suite Leader, Role Model Leader*	
2. What is the ONE THING I most want to do/accomplish as I work in my desired leadership role?	*e.g., successfully lead a new program, empower employees to turn around a failing program/ product, invent a new product/ service, help change a corporate culture, etc.*	
3. What is the ONE THING I most want to change as I work in my desired leadership role?	*e.g., Financial loss – turn a company around, My presence – become calm & peaceful; Negative relationship – Foster healthy workplace relationships, etc.*	
4. What is the ONE THING I know I have as a leadership strength that comes naturally to me?	*e.g., providing a safe environment for everyone to speak their truth, inspiring people to give their 100%, setting a clear vision that many follow, etc.*	
5. What is the ONE THING I most wish I would have received from authority figures growing up?	*e.g., seeing and celebrating my unique gifts and talents, modeling a healthy relationship, listening to my point of view, etc.*	

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MY AUTHENTIC BRAND IS...

I am a	#1
who	#2
I	#3
I give this by	#4
and	#5

AUTHENTIC BRAND EXAMPLE

I am a role model leader (#1) who teaches others how to be better leaders through leading by example (#2). I interact without judging or becoming defensive (#3). I give this by understanding individual choices, making wise decisions and meeting my commitments (#4 and #5).

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SUCCESS CRITERIA FOR LIVING MY BRAND

QUESTION	EXAMPLE	ANSWER
6. What is the ONE THING I most want to see as a leader?	*e.g. My mentees all get promoted, my organization transforms into my vision, to sell a big program, etc.*	
7. What is the ONE THING I most want to hear as a leader?	*e.g. "You helped me transform my life," "Without you we would have failed," "You are the best boss," "You helped increase profits by 50%," etc.*	
8. What is the ONE THING I most want to experience as a leader?	*e.g. Going to bed & waking up on a daily basis knowing I am making a difference, leading a high performing team, being recognized as a leading expert in my field, complete fulfillment in my work, etc.*	
9. What is the ONE THING I most want to say as a leader?	*e.g. "I have made the difference I wanted to make & have no regrets," "Listen I have something important to say," "I am the happiest I have ever been," "We need to pull together & get this done," "I balanced a great career & personal life," etc.*	
10. What is the ONE THING I want to feel as a leader?	*e.g. Proud of the life I have lived and the legacy I have left, happy and fulfilled in my life, confident that I gave my all, satisfied with the business results I achieved, etc.*	

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SUCCESS CRITERIA FOR LIVING MY BRAND

As a leader, I commit to:

1	See	#6
2	Hear	#7
3	Experience	#8
4	Say	#9
5	Feel	#10

SUCCESS CRITERIA EXAMPLE

I commit to:

- See people become great leaders because they modeled me. (#6)
- Hear people say that I was the best leader they ever had. (#7)
- Experience a great big party with a room full of people who thought I made a difference in their lives. (#8)
- Say “Wow I balanced a great career and personal life with no regrets of either.” (#9)
- Feel I would not have changed a thing regarding career and personal life balance. (#10)

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BREAKOUT GROUP INSTRUCTIONS

1. Complete Your Authentic Brand Statement (# 1-5, top of page 20)
2. Share your brand statement and how it feels to read your statement aloud
3. Give and receive feedback
4. Take 15-min break (to be decided by group)

"ONE THING" FOR TODAY

Inspire you to take your brand to your next level and connect with it more deeply than you ever have before.

UTILIZING YOUR APQ'S AND AUTHENTIC BRAND

- Every morning, read your brand statement out loud or before a big meeting or high-stakes presentation
- Make your brand visible.
- Continue to improve and adjust your brand statement throughout life.
- Continue to practice your APQ's – they help you focus on giving to others & get the most authentic "you" out of "yourself"



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PLEASE COMPLETE THE FOLLOWING REFLECTION ABOUT THE SESSION TODAY.

What are the key learnings I'm taking away?

How will I start to implement these?

HOMEWORK

- Finish APQ development plan (page 12)
- Set Success Criteria for your Brand (pages 21-22).

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HOW TO STAY CONNECTED

1. Get The Authenticity Code™ book
2. Join our our Boeing Authenticity Code Community of Practice where you can interact with other Authenticity Code Program graduates: bit.ly/tacgrad

Join the Inside-Out Learning Community of Practice!

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