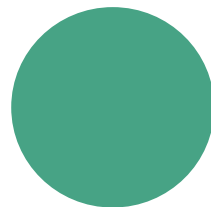


The most comprehensive
and transformative leadership
and train-the-trainer program
available in the
media industry.

Training Program

Leadership & Ambassador Mastery



**The
Ready
Zone[®]**

A deep-dive, 24-month development program combining:

- ✓ **Part 1:**
An immersive and transformative leadership experience through training, mentoring and coaching, including practical tools and strategies to instill total team accountability and drive positive organizational shifts (12 months).
- ✓ **Part 2:**
A comprehensive train-the-trainer program for ongoing internal implementation and sustainability (12 months).

The Challenge

From merger mania and emerging powerhouse companies, to legacy companies selling off assets, the “new normal” in the media industry is either adapt or be eclipsed. The result is media companies scrambling to overhaul their business models, while leaders struggle to keep up and stay inspired to take on the challenges and opportunities arising and shifting on an almost daily basis. Meantime, the compounding effect of overwork, burnout and disruption on people at all levels of organizations is palpable and unsustainable.



The Ready Zone

Using proven, comprehensive coaching programs and tools, The Ready Zone empowers leaders to cultivate an environment built on trust, respect and safety—and ultimately—thrive during times of change.

The Opportunity

The Leadership & Ambassador Mastery training program provides a multi-faceted framework of practical, transformative tools allowing people in organizations to reframe, refocus, realign, and cultivate a philosophy of readiness. From increased effectiveness and refined processes to creating a common team language, this program facilitates and accelerates the energy, attention and focus it takes to initiate real change and achieve company goals.

The train-the-trainer components of the program align with core business needs and human resources, ensuring internal sustainability with cross-checks and systems to monitor the organization's progress within The Ready Zone—from point of hire right through upper leadership growth.

Within organizations, strategy and decisions are formed by KPIs (Key Performance Indicators). In The Ready Zone, leaders are empowered to elevate and measure six ZPIs (Zone Performance Indicators) that are paramount to profitable growth. Each of these areas measure how an organization is progressing to a high level of readiness and a high level of relevancy:

- Pivot-Ready
- Action-Ready
- Influence-Ready
- Connect-Ready
- Impact-Ready
- Culture-Ready

The degree to which these 6 ZPIs are implemented, nurtured and measured, is the degree to which an organization stays creative, innovative, profitable and most of all, relevant. These ZPIs are the foundation to which trust, respect and safety is nurtured and developed.

Who is this training program designed for?

- Leaders looking for new ways to improve their own leadership, elevate their teams and—by extension—their organization.
- Leaders who want to coach, mentor, train and facilitate key conversations that build culture.
- Hands-on leaders that are not afraid to turn a paradigm upside down to produce a more sustainable, profitable result that's both deep and wide throughout the organization.
- Leaders who want to achieve mastery of The Ready Zone framework and seek new and innovative ways to apply the strategies in their organization.
- Leaders who value people as their greatest asset.
- Leaders who understand the unique challenges and opportunities of the business and desire to apply The Ready Zone framework to capitalize on and solve these business challenges.

Leadership & Ambassador Mastery Overview

Requirements:

- 1) Executive level and/or high-potential employees that have a team of people reporting to them.
- 2) Participants qualify based on:
 - Endorsement letter or nomination from supervisor
 - Application process
- 3) Ambassador program requires a team leader/champion along with a designated human resources lead.

Participants:

Maximum of 20

Timeline:

24 months

Includes:

- ✓ Part 1:
Leadership Mastery
(12 months)
- ✓ Part 2:
Ambassador Mastery
(12 months)



Part 1: Leadership Mastery (12 months)

- ✓ Initial Ready Zone assessment
- ✓ 13 live sessions for up to 20 participants
- ✓ 6 months coaching
- ✓ 7 months mentoring
- ✓ Ongoing virtual group accountability and exercises between live program days, including The Ready Zone Challenge

Sample program flow per month:

Month 1:

- Program Kick-off: 5-day live sessions introducing The Ready Zone
- Zone Performance Partners established
- Participants matched with The Ready Zone Executive Coaches

Month 2:

- 6-month executive coaching begins, including 360 debrief and creating action plans
- Meet with Zone Performance Partner

Month 3:

- Meet with Zone Performance Partner
- Ongoing executive coaching

Month 4:

- Zone Performance Partner meeting
- Ongoing executive coaching
- 2-day live sessions on Pivot-Ready and Action-Ready

Month 5:

- Zone Performance Partner meeting
- Ongoing executive coaching
- 1-hour virtual session to check-in on progress and workshop issues; introduce an additional ZPI learning element

Month 6:

- Zone Performance Partner meeting
- Ongoing executive coaching
- Launch mentoring training for mentors and mentees

Month 7:

- Zone Performance Partner meeting
- Conclusion of executive coaching
- 2-day live sessions on Connect-Ready and Culture-Ready

Month 8:

- Zone Performance Partner meeting
- 90-minute virtual session to check-in on progress and introduce The Ready Zone Challenge
- Conclusion of executive coaching

Month 9:

- Zone Performance Partner meeting
- The Ready Zone Challenge group meetings

Month 10:

- Zone Performance Partner meeting
- 2-day live sessions on Impact-Ready and Influence-Ready
- The Ready Zone Challenge group meetings

Month 11:

- Zone Performance Partner meeting
- The Ready Zone Challenge group meetings
- 2-hour virtual session to check-in on progress and workshop issues; introduce an additional ZPI learning element

Month 12:

- Zone Performance Partner meeting
- 2-day live wrap-up
- The Ready Zone Challenge completion
- Wrap-up of the mentoring program
- Graduation

Part 2: Ambassador Mastery (12 months)

- ✓ 13 live sessions ✓ 6 Mastermind sessions ✓ Action plans; monthly assessments
- ✓ Quarterly check-ins with supervisions and Ambassador team leader/champion and human resources lead

Sample program flow per month:

Month 1:

- Virtual onboarding session for participant supervisors
- 3-day live sessions: introduction, review program structure, program measurements, 12-month plan, and deep dive into one ZPI
- Supervisor planning meeting
- Begin sharing The Ready Zone best practices with direct reports

Month 2:

- 2-hour virtual Mastermind session to review areas of opportunity/challenge
- Supervisor review/planning meeting
- Share The Ready Zone best practices with direct reports; set accountability targets

Month 3:

- 2-day live sessions covering a deep dive into one ZPI
- Quarterly check-in with supervisors
- Supervisor review/planning meeting

- Share The Ready Zone best practices with direct reports; set accountability targets

Month 4:

- 2-hour virtual Mastermind session to review areas of opportunity/challenge
- Supervisor review/planning meeting
- Share The Ready Zone best practices with direct reports; set accountability targets

Month 5:

- 2-day live sessions covering a deep dive into one ZPI
- Supervisor review/planning meeting
- Share The Ready Zone best practices with direct reports; set accountability targets

Month 6:

- 2-hour virtual Mastermind session to review areas of opportunity/challenge
- Quarterly check-in with supervisors
- Supervisor review/planning meeting
- Share The Ready Zone best practices with direct reports; set accountability targets

Month 7:

- 2-day live sessions covering a deep dive into one ZPI
- Supervisor review/planning meeting
- Share The Ready Zone best practices with direct reports; set accountability targets

Month 8:

- 2-hour virtual Mastermind session to review areas of opportunity/challenge
- Supervisor review/planning meeting
- Share The Ready Zone best practices with direct reports; set accountability targets

Month 9:

- 2-day live sessions covering a deep dive into one ZPI
- Quarterly check-in with supervisors
- Supervisor review/planning meeting
- Share The Ready Zone best practices with direct reports; set accountability targets

Month 10:

- 2-hour virtual Mastermind session to review areas of opportunity/challenge
- Supervisor review/planning meeting
- Share The Ready Zone best practices with direct reports; set accountability targets

Month 11:

- 2-day live sessions covering a deep dive into one ZPI
- Supervisor review/planning meeting
- Share The Ready Zone best practices with direct reports; set accountability targets
- Quarterly check-in and wrap-up with supervisors, including ongoing action plans

Month 12:

- 2-day live wrap-up and graduation
- Wrap-up with Ambassador team lead/champion and human resources lead
- Supervisor review/planning meeting
- Share The Ready Zone best practices with direct reports; set accountability targets

Let's find out which Ready Zone training program is right for you.

Simply complete our online Needs Assessment, tell us more about you and your leadership goals, and schedule a free consultation with Esther.

Let's Go!

or visit www.thereadyzone.com/assessment



Esther Weinberg is a business growth accelerator that equips executives in high-growth media and technology industries to create big pivots, big impact and big returns. As Founder & Chief Leadership Development Officer of The Ready Zone, she powerfully fast tracks an organization's progress by focusing on The Ready Zone's six Zone Performance Indicators (ZPIs), that are paramount to profitable growth. Esther's innovative strategies have assisted clients to grow, scale and thrive in the worst and best of times including Netflix, NBCUniversal, Microsoft, ESPN, WarnerMedia, CNN, DreamWorks Animation, Discovery Communications, Adobe, Disney, IMAX, National Geographic, and Nickelodeon. Esther is a member of the Forbes Coaches Council and a contributor to Forbes.

Contact Esther

Call – 323.424.3474

Email – info@thereadyzone.com

Visit – thereadyzone.com/needs-assessment

