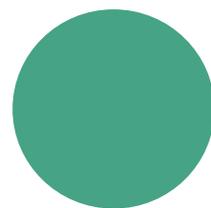


Training Program

# Leadership Fundamentals



**The  
Ready  
Zone<sup>®</sup>**

# An introductory, 3-month training program providing:

- ✓ A foundational framework of transformative leadership strategies within The Ready Zone
- ✓ Practical tools to assist organizations in navigating change, up-leveling culture, growing leadership capacity and building collaborative teamwork

# 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 Fundamentals training program provides a framework of practical, transformative tools allowing people in organizations to reframe, refocus, realign, and start cultivating a philosophy of readiness. The program presents a basic framework for organizations wanting to start reinforcing an environment of trust, respect and safety.

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?

- Teams and organizations undergoing fierce levels of change including emerging from a merger, reorganization or restructure.
- Leaders looking for practical tools to be less reactive and more agile.
- Senior leaders looking for new ways to improve their own leadership, elevate their teams and—by extension—their organization.
- Teams or leaders looking to implement the missing core foundational elements needed to grow and stay relevant in the evolving media industry.
- Teams or leaders looking to expedite positive shifts by refining their communication and leadership skills.
- Organizations that realize they need to shift to move ahead, and are ready to explore a new, overriding system and methodology to make it happen.

## Leadership Fundamentals Overview

### Participants:

Minimum of 10; maximum of 30

### Timeline:

3 months

### Includes:

- ✓ Initial Ready Zone assessment to refine the 3-month agenda
- ✓ Three full live program days spread out over a 3-month time frame
- ✓ Ongoing virtual group accountability and exercises between live program days

# Sample program schedule:

## Month 1

### Key takeaways and fundamentals:

- A 3-step process to ensure employee readiness.
- Discover how to leverage times of disruption to create moments of creativity and innovation.
- Discover the boundaries you need to create greater physical, emotional and mental space while establishing greater relationships and fortifying healthy behaviors.
- Discover a diagnostic tool to assist you with moving from reactive to proactive in any situation that triggers you.
- Refine your own “art of listening” to deepen your relationships with others.
- Discover the key questions to build your curiosity muscles and learn how to make a greater impact through inquiry.

## Month 2

### Key takeaways and fundamentals:

- Discover a 3-step process for engaging in difficult conversations without difficulty.
- Explore the tough conversation process with “live” role plays and tailored case studies.
- Grasp the power dynamics in your organization to get your voice heard.
- Develop strategies for gaining influence with those who have more power and authority than you.
- Discover strategies for influencing your peers.

## Month 3

### Key takeaways and fundamentals:

- Discover the 7-steps to creating a high performance team.
- Examine assumptions that get in the way of the teams’ success.
- Identify quick and effective techniques for identifying each team members’ strengths and how to leverage them.
- Distinguish between mentoring, coaching, consulting, training, and counseling while learning when it’s best to apply each modality.
- Master the C.O.A.C.H. model for impactful, transformational conversations.
- Discover the 4-step secrets to great coaching.
- “Live” role plays of coaching conversations to bolster your coaching mastery.

# 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](http://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.

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