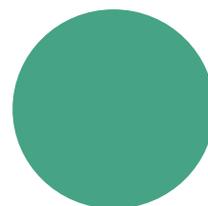


Training Program

Leadership Mastery



**The
Ready
Zone[®]**

A 12-month immersive leadership experience providing:

- ✓ A deep-dive into training, coaching and mentoring, including practical tools and strategies to instill total team accountability and drive positive organizational shifts
- ✓ A transformative framework to manage change and leverage innovation during times of disruption
- ✓ A roadmap to continued leadership success, especially during times of change with a benchmark of progress

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 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.

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?

- Senior leaders looking for an in-depth blueprint to improve their own leadership, elevate their teams and—by extension—their organization.
- Organizations striving for higher rates of retention, reduced turnover, and ways to attract new talent.
- Teams and leaders looking to increase their effectiveness through a deep dive measurable roadmap for success.
- Leaders seeking practical tools and support to move from tactical to strategic with a clear plan of action and accountability.
- Leaders looking to instill new ideas, a solid foundation, and a framework inside the organization designed to pilot them, and course correct along the way.
- Organizations seeking ways to leverage times of disruption to create moments of creativity and innovation.
- Leaders looking for in-depth tools—delivered over a longer time-frame—in order to facilitate the enhanced energy, attention and focus that it takes to initiate real sustainable change.

Leadership 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

Participants:

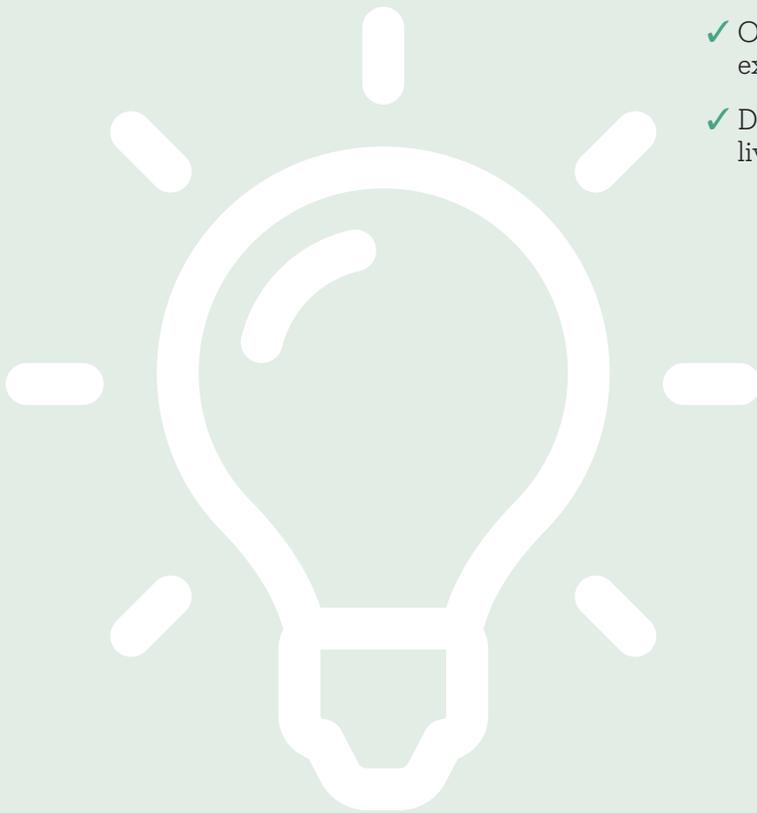
Minimum 12; maximum 18

Timeline:

24 months

Includes:

- ✓ 30-60 day onboarding for program set-up
- ✓ Initial Ready Zone assessment to ascertain and customize which ZPIs are most relevant and important
- ✓ Video introduction and 13 live sessions
- ✓ The Ready Zone Challenge - competitive “game”
- ✓ 6 months coaching
- ✓ 7 months mentoring
- ✓ Pre-work for each session including videos, reading material, and additional monthly resources to reinforce learnings
- ✓ Participants are divided into Zone Performance Partners; pairs to be support for each other throughout the program
- ✓ Ongoing virtual group accountability and exercises between live program days
- ✓ Debrief with program champion after each live session



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

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.

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