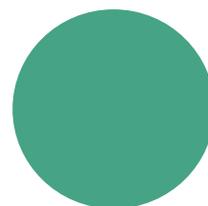
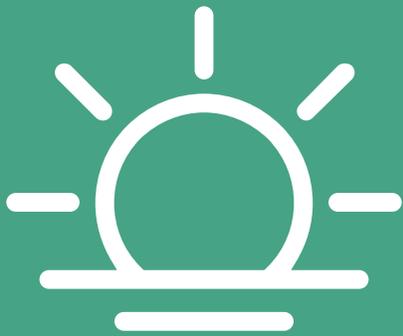


**12-MONTH
PROGRAM**

Immersive Virtual Program

RISE: Leadership Mastery



**The
Ready
Zone[®]**

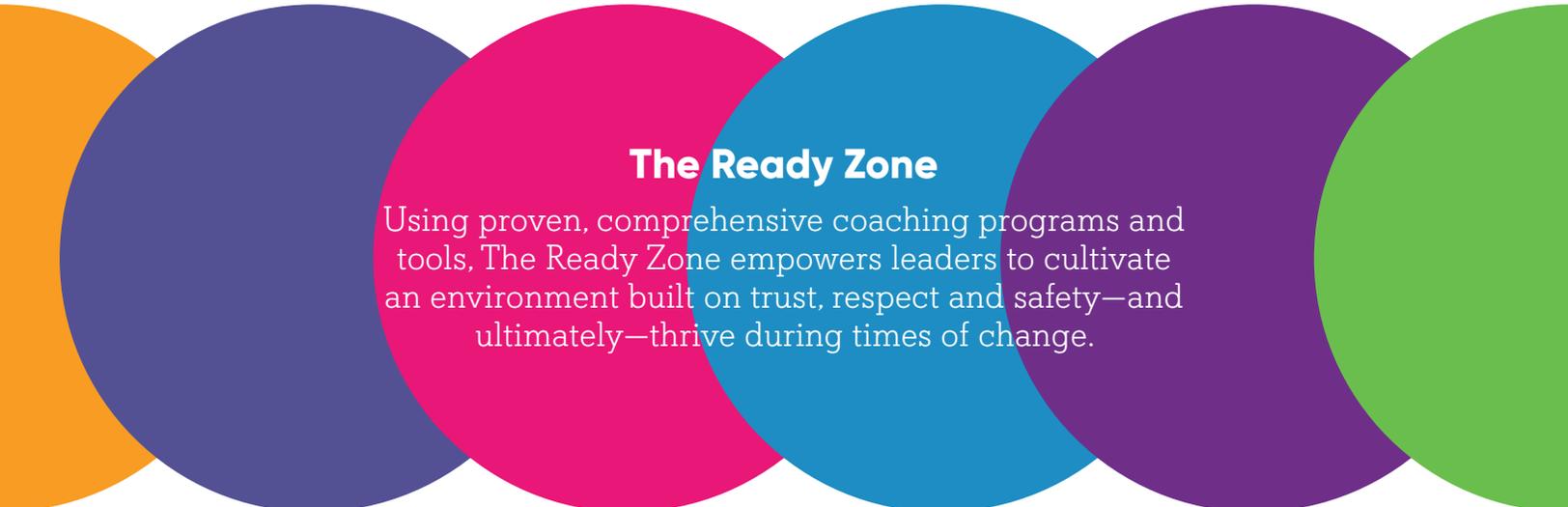
A 12-month Immersive Virtual Leadership Experience.

The Challenge

COVID-19 has impacted individuals and organizations globally throwing everyone into a time of intense and extreme change. Leaders and employees are consistently distracted and unfocused. While people just want to get back to work in the sea of a pandemic, work as we know it has fundamentally shifted and this pandemic is not leaving us anytime soon.

Maintaining mindset and momentum is going to be critical for leaders, teams and organizations to thrive. Organizations need to propel themselves forward dynamically and how do you do so with a workforce that's challenged to keep focused, engaged and in action? There is no rule book for how to lead in a pandemic and COVID-19 is forcing us to lead and manage in different ways. Many leaders have not been trained and developed to do so and they are distracted themselves. COVID-19 has further demonstrated that it's essential to have tools and strategies to lead during vastly changing times – something that businesses and organizations are keenly aware of and are struggling with. Having a playbook, strategies and a focus alongside an accountability and sounding board partner is going to be critical for how to lead and manage during these times.

As many organizations have had to shift and reorganize, leaders are now overseeing new teams potentially over a more constricted or larger portfolio. It's tough for team members to know each other, and leaders are looking for effective ways to foster teamwork. RISE is specifically designed for teams to get to know each other quicker, problem solve faster and to intentionally cross collaborate. By instilling The Ready Zone methodology, alongside creating team members to be an immediate support for each other in a confidential environment, participants begin to more skillfully work together.



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

Leaders want to feel ready and powerful to take on any challenges and opportunities in front of them, both expected and unexpected. The Ready Zone 6-month **RISE: Leadership Mastery Program** assists with cultivating an environment of readiness - allowing people to reframe, refocus and realign to empower them to thrive and stay more relevant during times of change. RISE fosters and creates a community environment for you to succeed.

RISE provides leaders with means to create momentum and reimagine ways of working including how to utilize and leverage talent; playbook of the new advanced leadership skills that's needed to lead during these intense times; methods for keeping leaders and their teams motivated and engaged regardless of circumstance; key sustainable communication strategies that inform and inspire; ways to rethink and retain culture since teams are more dispersed and were not originally designed to be led and fostered remotely; leading a workforce that is continuing to move through and then beyond the environment of a pandemic and the trauma that may exist as a result; methods to manage productivity with an employee base who may be facing different issues; and how to develop and maintain a powerful mindset during these times of fierce change.

The **RISE: Leadership Mastery Program** provides participants with a foundational overview into The Ready Zone and a deep dive into the six Zone Performance Indicators which lead to business success and workplaces of increased creativity, innovation and profitability during times of fierce change.

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 to:

- Reframe, refocus and realign their own leadership, their teams and their organization.
- Create and foster a powerful sustainable and “portable” culture that is fluid both in physical and virtual environments.
- Create sustained motivation and inspiration for their teams to keep them feeling valued and valuable.
- Create environments of productivity, creativity and innovation when people are working from home as well as from a physical office.
- Develop an expanded leadership toolkit to manage in a more compassionate and empathetic way.
- Reorganize and lead newly structured teams and provide them with purpose, engagement, momentum and a plan forward.

RISE: Leadership Mastery Overview

The RISE community is designed to provide development, collaboration, learning, accountability and support to lead during times of fierce change.

Requirements:

Executive level and/or high-potential leaders that have a team of people reporting to them.

Participants:

Minimum: Min. 8 - Max. 20

Timeline:

12-Month program

Includes:

- ✓ Two 90 minute sessions per month, every other week for twelve months.
- ✓ Session breakdown:
 - One session focuses on development from one of the areas of the ZPIs to reframe, refocus and realign leadership to increase team and business success.
 - One session is group masterminding to foster collaboration, brainstorming, decision-making, shared learning, thinking bigger and accountability. In these sessions both successes and challenges are discussed openly with confidentiality, support and honesty.

** One on one Executive Coaching may be added per participant for an additional investment.*

- ✓ Pre-session material to prepare leaders for session to foster learning through powerful discussion.
- ✓ Clear action steps from session to session.
- ✓ Library of templates related to subjects discussed in each session.
- ✓ Q&A sessions (recorded or aired “live”) to answer burning questions that emerge out of sessions.
- ✓ Driving Forces assessment to measure personal drivers or the “why” of what we do. This assessment assists in illuminating and amplifying a leader’s motivating factors.
- ✓ One 90 minute executive coaching session per person to be leveraged at any time.
- ✓ Additional resources are curated and sent monthly to reinforce learnings from each session.
- ✓ Participants divided into “Zone Performance Partners”- pairs to be support for each other throughout the program.
- ✓ Sessions are recorded and sent out to participants after each session to reinforce the learning.
- ✓ Voxer app utilized to set up a Mastery Pod to which there is ongoing audio coaching by Esther Weinberg.
- ✓ 12 participants (min. 8 - max. 20). Even number of participants is preferred per group.

Sample program flow:

(The curriculum is uniquely designed per group for maximum impact.)

Month 1 & 2

Pivot-Ready

Change is inevitable; being ready for it is not optional. Being Pivot-Ready means cultivating a level of resilience in your organization by taking responsibility for how we view change, executing, adjusting accordingly, anticipating what's next, and teaching through effective communication. Ultimately, being Pivot-Ready and facilitating change and “buy-in” at all levels of your organization revolves around trust and teamwork.

- Three-step process to ensure employee readiness.
- Master ways to stay relevant and have a voice in key strategic decisions.
- Discover how to leverage times of disruption to create moments of creativity and innovation.
- Learn a diagnostic tool to assess the stages of yourself, your team and your organization during times of disruption.
- Master creating tailored communication messages that leaves employees feeling safe, trusted and respected – therefore IN ACTION.

Month 3 & 4

Action-Ready

When you and the other leaders in your organization are Action-Ready, you have a strong sense of purpose. You develop strong boundaries and base decisions on daily moments and how they add up to create your legacy. And you are dedicated to developing a high level of emotional intelligence, allowing you to be decisive while considering others thoughts, opinions and ideas.

- Discover the boundaries you need to create greater physical, emotional and mental space while establishing powerful relationships and fortifying healthy behaviors.
- Uncover your Legacy as a context for your work and life.
- Learn a diagnostic tool to assist you from 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 5 & 6

Influence-Ready

Regardless of title or role, influence is the measure of leadership. Developing a strong degree of influence revolves around your ability to achieve a high level of visibility and alignment, while building sustainable, healthy relationships. You and the leaders in your organization need to be Influence-Ready to ensure you have skills – and have earned the right – to inspire others.

- Grasp the power dynamics in your organization to get your voice heard.
- Develop strategies for gaining influence with those who seemingly have more power and authority than you.
- Identify the top three pitfalls to avoid when growing your visibility.
- Increase your impact even with those who share contrarian view.
- Build your network strategically for maximum visibility and influence.

Sample program flow:

(The curriculum is uniquely designed per group for maximum impact.)

Month 7 & 8

Connect-Ready

Communication – including our words, the way that we say them, and what we convey nonverbally – is one of the most vital essentials of leadership. Being Connect-Ready means having the skills to take on tough conversations, delivering feedback clearly and effectively. It means being consistent with our communication, taking responsibility for what we say and the ripple effect of how it lands.

- Discover a three-step process for engaging in difficult conversations without difficulty.
- Master knowing your audience so you can speak to them from their behaviors and values for greater impact.
- Explore the tough conversation process with “live” role plays and tailored case studies.
- Develop your managing-up strategies to further value those with more power and authority than you.
- Learn how to navigate personalities that are tough, challenging and down-right seemingly impossible to manage.

Month 9 & 10

Impact-Ready

When teams are aligned and in sync, they are Impact-Ready and can take on any challenge. And as leaders, when you clearly understand the impact you are having on teams with your mindset, thoughts and actions, you too are Impact-Ready. You examine situations through the empowering lens of trust, respect and safety, ensuring you are consistently developing and rewarding strong teams.

- Master the 7-steps to creating a high performance team.
- Identify which stage your team is in their development and how to advance them.
- Discover the one key critical strategy to implement immediately when a team first comes together.
- 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.

Month 11 & 12

Culture-Ready

A thriving, Culture-Ready organization is one in which people are being coached and mentored to be their best and bring out the best in others. The Ready Zone teaches proven mentoring models and techniques to establish boundaries, nurture meaningful connection, and appreciate contribution. This fosters an environment of respect and inevitably, your entire workforce is devoted to giving back to the organization.

- Distinguish between mentoring, coaching, consulting, training, counseling and learn when it’s best to apply each modality.
- Master the C.O.A.C.H. model for impactful, transformational conversations.
- Discover the four step secrets to great coaching.
- Identify “High Velocity Questions” to get to the essence of the issue rapidly and efficiently.
- “Live” role plays of coaching conversations to bolster your coaching mastery.

Let's find out which Ready Zone 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/needs-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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