



PERSONIFY
LEADERSHIP®

FULL SUITE OF TRAINING PROGRAMS

CORE PROGRAM: MID LEVEL AND C-SUITE

DEEP DIVE

THE COURAGEOUS LEADER

THE PERSONIFY COACH **COMING IN 2025**

MICRO-LEARNING TOOLS

OPTIONS FOR IP LICENSE

PERSONIFY TEEN **COMING IN 2026**



AN OPEN INVITATION FROM THE FOUNDER

When we set out to create Personify Leadership, we did it because we believed there is a better model and approach to leadership skills development. The result of this multi-year development effort is a unique program that resonates incredibly well with our clients and delivers significant organizational value. The overwhelmingly positive response we receive from organizations that implement our training has inspired and motivated us to share it with as many organizations as possible.

Personify Leadership truly has the potential to change the lives of new and existing leaders around the world, and we would love to have you experience this for yourself and your organization.

ABOUT PERSONIFY LEADERSHIP

Personify Leadership is a global experiential-based leadership development company that provides comprehensive development for leaders. All of our programs are derived from our eight-core body-focused competency model.

IT TAKES ALL YOU'VE GOT!

Being an effective leader means having skills in multiple areas. You can't be gifted in only 1-2 competencies and effectively lead others. Leadership is not for the faint of heart, it takes all you've got, but the good news is you have what it takes.

WHAT MAKES THIS PROGRAM DIFFERENT?

Multi-method approach

During this program you will be exposed to five learning methods; experiential simulations, video demonstrations, case studies, skills application and personal reflection.

Comprehensive

Because leadership is so complex, you need a comprehensive tool box ready to go. When you complete this program, you will have tangible tools for real world application for a variety of situations.

Fun!

Who says learning has to be "Death by PowerPoint"? You'll love the engaging, interactive nature of this program.

THE PERSONIFY PROCESS

EVERY PERSONIFY ENGAGEMENT STARTS WITH THESE BASIC STEPS:

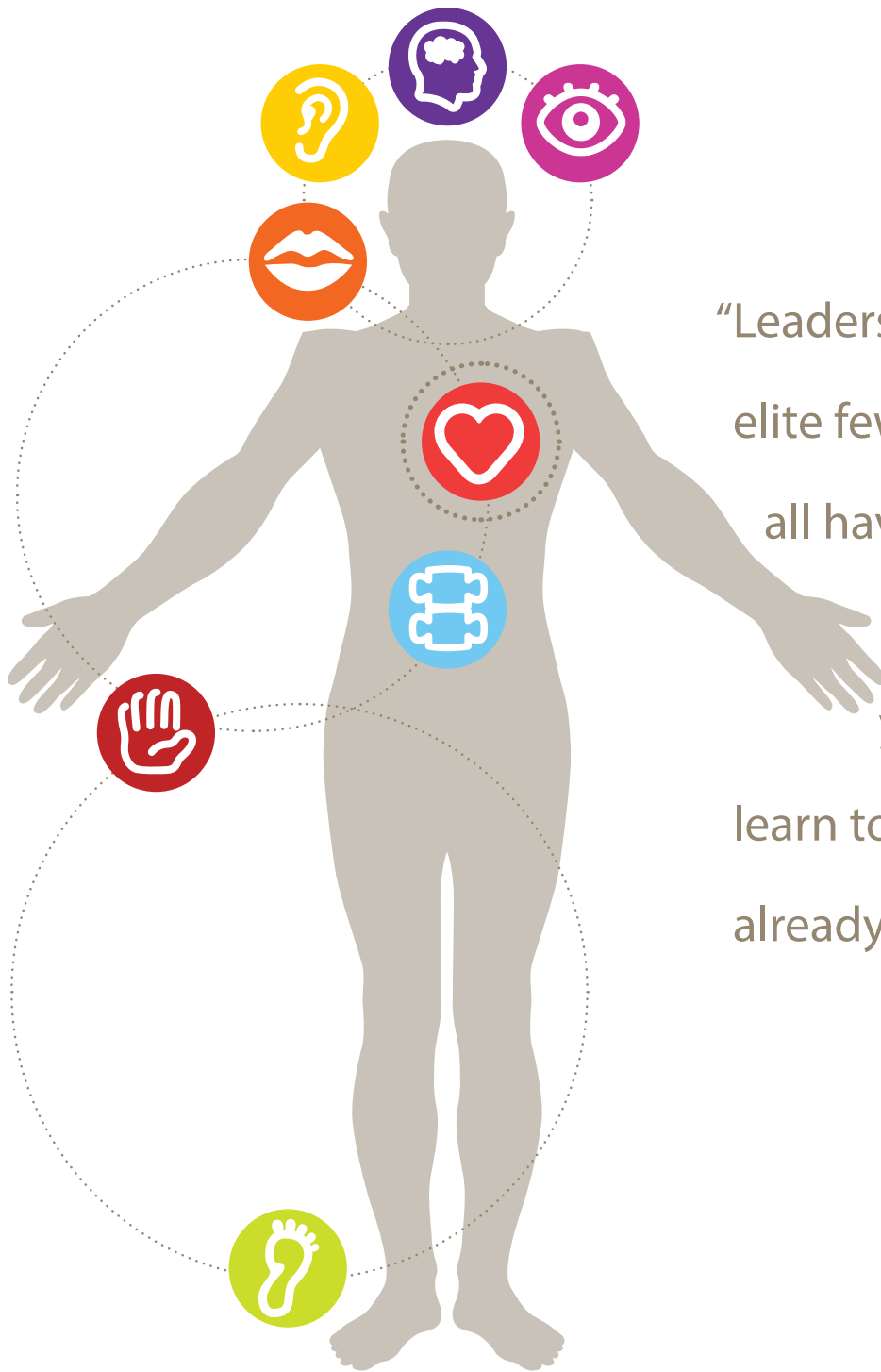
DISCOVERY

60-Minute Meeting

- About You
- The Tools
- About Us
- The Process

SOLUTION PRESENTATION
(Timeline: Within 2 weeks of Discovery Meeting)

- Recommended course of action
- Responsibilities
- Timelines
- Investment Detail



“Leadership is not reserved for an elite few. It is something that we all have within us. You don’t learn to be something you already are – you learn to access the talent you already have.”

- Michelle Cummings
Founder, CEO & Chief Creative Officer

DELIVERY TRACTS



CORE



PERSONIFY
LEADERSHIP®

CORE PROGRAM FOR MID LEVEL & C-SUITE LEADERS

WHAT YOU CAN EXPECT

Personify Leadership is an engaging two-day, high intensity program providing comprehensive development for leaders in **eight core competencies** derived from our body-focused model.

During the two days with our expert facilitator:

- You won't sit long because our training is interactive and experiential
- You'll be exposed to ground breaking research in the field of leadership development
- You'll tackle real challenges leveraging new skills

LEARNING OUTCOMES

Participants who go through the Personify Leadership program will be exposed to **eight core competencies** for leadership effectiveness that will help them to:

- Deepen their understanding of what it takes to be a leader
- Develop key skills and practical "how to's" for leading their workforce more effectively
- Gain a greater appreciation for their own strengths and development areas
- Experience a comprehensive and diverse approach to leadership

LEADERSHIP SKILLS FOR ALL YOUR LEADERS

Many people are promoted in an organization because they were good at their jobs and not because they have great leadership skills. This can provide tricky scenarios if leaders aren't provided adequate training.

Mid-Level Leaders

The examples and case studies used throughout the Core Program are geared towards Mid-Level Leaders. We have also had Emerging Leaders complete this course and have found it to be very applicable.

C-Suite Leaders

Our C-Suite Core Program models the Mid-Level Leader course, however the conversations and questions are looked at through a different lens. Some of the models are taken one step further, beyond what a mid-level leader would need to know, and focuses on the development of the leaders at the top of your organization.

CORE PROGRAM OUTCOMES



THE HEART OF A LEADER

Be a leader whose intention is to look out for the best interest of others

1. Become aware of your signals and ensure they reflect your intention
2. Align your intention with the best interest of your team and organization
3. Build trust and respect with those you lead



THE MIND OF A LEADER

Be a leader who is emotionally resilient

1. Understand the application of emotional resiliency in the workplace
2. Distinguish between too little, optimal and too much stress
3. Identify behaviors associated with stress in the workplace
4. Identify what is within your control, what you can influence, and what is out of your control



THE EARS OF A LEADER

Be a leader who truly listens to others

1. Demonstrate an understanding of the 6 Interruptions to Listening
2. Identify the underlying intentions behind interruptions
3. Practice confirming and clarifying listening skills to ensure that another's message has been received as intended



THE VOICE OF A LEADER

Be a leader who communicates a message that resonates with those who receive it

1. Understand and apply basic principles of the sender and receiver communication model
2. Discover your DiSC style and how it influences your behavior and communication style
3. Adapt your behavior and communication to people with other styles



THE HANDS OF A LEADER

Be a leader who provides direction and support

1. Identify obstacles and benefits to delegation and learn ways to overcome the delegation doom loop
2. Leverage delegation as a developmental process which includes a structured and well thought out delegation conversation
3. Apply the appropriate mode of delegation for the delegate, the project and the situation



THE FEET OF A LEADER

Be a leader who walks the talk

1. Demonstrate an understanding of mirror neurons in leadership
2. Identify where we are choosing to be victims to the law of reciprocity rather than ending the cycle of not place nice
3. Demonstrate the ability to take personal accountability



THE SPINE OF A LEADER

Be a leader who is courageous in tough times

1. Recognize the importance of managerial courage when faced with opposition, challenges and obstacles
2. Apply Oshry's Top, Middle, Bottom model to better understand the inherent challenges of organizational systems
3. Prepare for, and effectively conduct, a courageous conversation that you need to have with someone at work



THE EYES OF A LEADER

Be a leader who has a vision for the future

1. Create a vision for success
2. Eliminate energy drains and other roadblocks to your success
3. Execute on your vision

DEEP DIVE



PERSONIFY
LEADERSHIP®
DEEP DIVE

DEEP DIVE PROGRAM

WHY GO DEEPER?

Your people are your greatest assets. Our Deep Dive program builds off the competencies and learning experiences from our Core Program, and further develops the skills of your leaders. Providing opportunities for deeper training directly impacts your organization's productivity and performance, as well as a return on your previous investment. Our Deep Dive Program provides leaders a better understanding of their ongoing responsibilities to lead others and the knowledge and skills they need to do it well. This will improve their confidence, which can positively impact performance. The successful upskilling of your people can help create a culture where learning and innovation are celebrated and encouraged and better equips them to lead your workforce more effectively.

Companies that invest in deeper dive training enables them to stay relevant in their field, make informed decisions, and tackle complex challenges with confidence. By continually enriching their knowledge and skills, leaders inspire their teams and foster a culture of continuous learning within the organization. Ultimately, investing in Deep Dive training not only benefits the leaders themselves but also contributes to the long-term success of their teams and the organization as a whole.

PROCESS

When we design our courses, we design them with intentional scaffolding of learning. This structured approach allows leaders to continue building their capacity for leading others, and further develop their foundation of knowledge for personal growth. We require that all individuals complete the Core Program before advancing to our Deep Dive program. The content in the second program delves deeper into our eight core competencies, allowing leaders to further explore their strengths and development areas.

In the Deep Dive Program, leaders will engage in interactive discussions, experiential activities, and practice sessions that will further develop their skills in leadership development. Leaders walk away with immediately applicable skills to effectively lead others.

DEEP DIVE PROGRAM OUTCOMES



HEART: INTENTION & EMPATHY

Be a leader whose intention is to be an empathetic leader who looks out for the best interest of others

1. Develop an understanding of empathy and its importance in building positive relationships
2. Enhance the ability to recognize and appreciate different perspectives, cultures, and experiences
3. Apply Empathy Mapping to effectively communicate and connect with others



MIND: EMOTIONAL RESILIENCY

Be a leader who creates a psychologically safe environment

1. Understand the importance of Psychological Safety in the workplace
2. Distinguish between punished and rewarded vulnerabilities
3. Identify the four critical situations that require Psychologically Safe behaviors



EARS: FOCUS ON FEEDBACK

Be a leader who truly listens to others

1. Understand the importance of being in the right frame of mind to receive feedback well
2. Apply the Feedback Loop Model when receiving feedback
3. Understand the importance of Perspective-taking to add meaning to the feedback received
4. Incorporate empathy mapping into your leadership. Practice using empathy mapping following feedback



VOICE: FOCUS ON FEEDBACK

Be a leader who delivers feedback that resonates with those who receive it

1. Identify the 3 Types of Feedback
2. Understand the role of Empathy in Giving Feedback
3. Apply the Feedback Game Plan to reinforce and change behavior, as well as to develop others
4. Prepare & effectively conduct a Feedback Conversation



HANDS: DELEGATION

Be a leader who provides direction and support

1. Distinguish between high-value and low-value task
2. Ensure Delegates are Given Voice & Choice
3. Learn to Make Requests and Successfully Negotiate and Manage Denied Requests



FEET: ACCOUNTABILITY

Be a leader who walks the talk

1. Identify what circumstances are difficult to hold others accountable
2. Understand the 3 Levels of Accountability
3. Apply Empathetic Accountability Coupled with Psychological Safety



SPINE: DEVELOP YOUR COURAGE MUSCLE

Be a leader who is courageous in tough times

1. Develop your courage muscle by applying the 4 key skills of courage to be more effective with others
2. Identify ways to Expand your range of effectiveness
3. Create a Plan for Action



EYES: FROM VISION TO EXECUTION

Be a leader who has a vision for the future

1. Identify what you need to start, stop and continue doing in order to meet your goals
2. Ensure clarity about your goals
3. Understand how to cascade goals to others



COURAGEOUS



PERSONIFY
LEADERSHIP®

GOING EVEN DEEPER INTO THE SPINE OF A LEADER

DO YOU HAVE THE SPINE TO LEAD COURAGEOUSLY?

This program dives even deeper into the competencies required to have Courageous Conversations.

In leadership, we don't get to cop out when things get hard. If we do, we suffer bigger consequences with larger impact. When we don't address a problem, it has a cascading effect because our actions do not just affect us alone - ever. Others are watching what we do and listening to what we say, their goal being to observe and determine how we will lead when faced with tough times. Even though some of us are uneasy with the discomfort of a tough task, we are all held to the same standard. Leaders are expected to be courageous.

Here is the good news. Although courage is not easy, it is accessible to everyone. You can learn to lead more courageously too!

THE COURAGEOUS LEADER PROGRAM

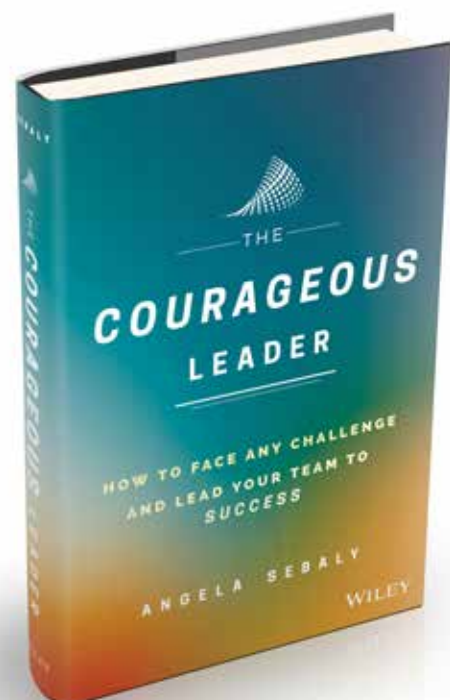
Concepts explored in the program include:

- The Pain Scale and Human Response to Pain
- The Big Temptation
- Moving to Action vs. Reaction
- Price of Entry Values and Uniquely You Values
- Scared Algebra: Pain - Meaning = Despair
- Building Your Courage Muscle

Learning outcomes:

Participants who attend The Courageous Leader™ program will be challenged to think differently about the role courage plays in leadership while being provided new tools and skills to address tough situations head on. At the end of the program participants will be able to:

1. Build a tolerance for pain
2. Define values necessary for courage
3. Seek additional meaning and perspective
4. Create a plan for strategic action



MICRO-LEARNING



PERSONIFY
LEADERSHIP®

ONGOING SUPPORT

MICRO-LEARNING CONTENT

At first glance, the definition of Micro-Learning is simple. Micro-Learning is an approach to training characterized by brief learning modules comprising bite-sized learning activities delivered over mobile devices and designed for quick consumption. They are built in chunks, between three and ten minutes long — short enough to keep a learner’s attention focused from beginning to end. And they are served up just in time at the point of contact — exactly when and where they are needed.

Brief. Bite-sized. Chunks. Just in time. There they are, four simple ideas that will appear in any definition of Micro-Learning you’re likely to find. But they are deceptively simple. In reality they represent a systemic change in how we think about every component of our own organization’s learning enterprise.

Micro-Learning:

- Changes the way we approach the analysis, design, development, implementation, and evaluation of our learning programs;
- Demands that we master new technologies to give our learners a potent, concentrated experience in a simple, timely, and cost-effective way; and
- Enables leaders to keep drinking from the leadership well to continue their own development

The intent behind our Micro-Learning Content is to share webinars, videos and additional resources that leaders and facilitators alike can use to reinforce the learning from the Personify Leadership courses. This helps extend the learning from the initial content exposure to more long-term.



COACHING



PERSONIFY
LEADERSHIP®
COACH

UNLOCKING LEADERSHIP POTENTIAL

THE PERSONIFY COACH PROGRAM

Coaching, whether individual, team, group, business or executive, can be difficult. Developing others is one of the most challenging roles any leader or manager takes on. Using leadership coaching models can help make the process easier for new and experienced leaders alike.

The Personify Coach program aligns with the Personify Leadership Core Program and Deep Dive Program. Coaches can work with teams as well as individuals through the program. It is designed to achieve behavioral outcomes, challenge assumptions, and strengthen the relationship between the coach and coachee. It utilizes open-ended questions by the coach.

You can be a Certified Personify Coach without being a Certified Personify Facilitator.

The benefits of using the Personify Leadership Coach Program:

- Increases skill development in the coachee and coach
- Improves individual, team, and business performance
- Empowers coachees and encourages them to take responsibility
- Increases employee and staff engagement due to their participation in the process
- Helps identify and develop high-potential leaders

- Identifies individual and team strengths and development opportunities
- Develops strategic thought and self-awareness of the leader

WHAT IS THE BENEFIT OF A 360-DEGREE REVIEW?

We encourage leaders to explore new depths in their development by utilizing a 360-degree feedback tool to give leaders a clearer picture of their greatest overall strengths and development areas.

Managers and leaders within organizations use 360 feedback surveys to get a better understanding of how others perceive their strengths and weaknesses.

“Coaching is unlocking a person’s potential to maximize their growth.”

- John Whitmore

IP LICENSE



PERSONIFY
LEADERSHIP®

OPTIONS FOR INTELLECTUAL PROPERTY LICENSE

For larger companies that want to cascade the Personify Leadership programs throughout the organization, we offer options for an IP license. Through licensing, clients are authorized to use our logos, concepts and models in internal emails, LMS systems and other agreed-upon ways. This also gives options for co-branding materials and customizing the

content of our Programs with current and relevant case studies unique to your business, leadership examples and scenarios that match your specific field.

We have options for both short-term and long-term licenses.



PERSONIFY TEEN



PERSONIFY
LEADERSHIP®
TEEN

EQUIPPING THE NEXT GENERATION OF LEADERS

OUR MISSION

The mission of Personify Teen is to empower youth to face the challenges of the 21st century by providing students with the life and leadership skills necessary to navigate life's challenges.

PROGRAM HIGHLIGHTS

Our program includes competencies that teach Youth Leadership Development, Social-Emotional Learning Skills, and Diversity, Equity and Inclusion (DEI) awareness for grades 9 thru 12. Youth leaders become self-aware, inclusive, empathetic, and civic-minded change makers. They walk away with confidence to know who they are and understand that there is not just one way to lead.

CREATED WITH YOUTH FOR YOUTH

Co-created with Youth leaders, the language and life examples used are current and reflective of what today's youth encounter on a regular basis.

EMPOWERING THE NEXT GENERATION

Equipping youth with the tools and opportunity to know what they are capable of so they can impact the world for the better. Empowering a new generation of leaders with passion & purpose, a heart for others, and a desire to get the most out of life.

“We cannot always build the future for our youth, but we can build out youth for the future.”

- Franklin Delano Roosevelt

TEEN PROGRAM OUTCOMES



THE HEART OF A LEADER

Be a leader whose intention is to look out for the best interest of others

1. Define your intention as a leader
2. Align your intention with the best interest of others and your community
3. Understand the importance of empathy and inclusion
4. Build trust and respect with those you lead



THE MIND OF A LEADER

Be a leader who is emotionally resilient

1. Understand the importance of emotional resiliency
2. Distinguish between too little, optimal and too much stress
3. Identify behaviors associated with stress
4. Make changes that will alleviate stress



THE EARS OF A LEADER

Be a leader who truly listens to others

1. Demonstrate an understanding of the 4 levels of listening
2. Practice Clarifying and Confirming listening skills to ensure your message has been received as you intended



THE VOICE OF A LEADER

Be a leader who communicates a message that resonates with those who receive it

1. Understand and apply basic principles of the sender and receiver communication model
2. Discover your behavior preferences and how it influences your behavior and communication style
3. Adapt your behavior and communication to people with other styles



THE HANDS OF A LEADER

Be a leader who provides direction and support

1. Demonstrate an understanding of what it means to support others
2. Apply the appropriate level of delegation for the employee, the project and the situation
3. Demonstrate different methods of supporting others



THE FEET OF A LEADER

Be a leader who walks the talk

1. Role model leadership characteristics
2. Demonstrate the ability to take personal accountability
3. Create accountability with others



THE SPINE OF A LEADER

Be a leader who is courageous in tough times

1. Recognize the importance of managerial courage when faced with opposition, challenges and obstacles
2. Apply the Teen Challenge model to better understand life's inherent challenges
3. Prepare for, and effectively conduct, a courageous conversation that you need to have with someone



THE EYES OF A LEADER

Be a leader who has a vision for the future

1. Create a vision for success
2. Eliminate energy drains and other roadblocks to your success
3. Implement your vision



PARTIAL LIST OF GLOBAL CLIENTS AND PARTNERS

AES Fluids

Alaska National Guard

American Heart Association

Boca Raton Regional Hospital

Canal Barge

Canon Hong Kong

Citrix Systems

Classpass

CUNA Mutual Group

DC Water and Company

Delta Airlines

EQ Asia

GE Healthcare

Globe Telecom Philippines

HR Excellence Center China

IBSA Pharmaceutical

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John Deere

Marquette Transportation

McRel International

Missouri Women's Business Center

National Lutheran Hospitals

New Avon

Panalpina World Transport India

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