



Magnetic Thought Leadership Training

Great Leaders Aren't Born...They're Trained

Experience The Magnetic Thought Leadership Difference

You can exhaust yourself trying to herd cats...or you can set out a can of tuna and let them come to you. That's the Magnetic Thought Leadership difference.

A 12-Step Process with a Built-In System for Measuring Success

The 8 C's (Clarity, Commitment, Consistency, Communication, Connection, Community, Collaboration, and Conversion) of Magnetic Thought Leadership Training define success and set the right tone for approaching leadership. We then dive into the 4-Steps required to Take the L.E.A.D. (Listen, Empathize, Ask, Determine) in the challenging conversations required to overcome obstacles and conflict, and to convert critics and adversaries into allies and advocates.

During the clarity portion of the process, we develop Key Performance Indicators (KPI's) that allow leaders and those they are leading to self-access, monitor progress, identify problems and correct course, and provide measurable proof of success, which can be shared with stakeholders to build team momentum and inspire participation.

Get Those You Lead Eager to Support and Assist You

Magnetic Thought Leadership Training focuses on connecting the organization's and leader's vision to the dreams, desires, and goals of those they lead so that, by helping the organization and leader, they're helping themselves. This eliminates the resistance to the organization's mission, the leader's direction, and ensures those being led are eager to support and assist them in doing the work required to accomplish the vision and goals.

Request the full program outline from brandy@pathtoconnections.com.

Magnetic Thought Leadership Training Pricing

Six Hour Seminar: \$250 per seat, 12 seat minimum

This interactive seminar encourages participation and group discussion of key concepts presented.

Workshops (include workbooks and activities that can be customized/branded. 8 seat minimum.):

- **Single-Day: \$500 per seat**
- **Two-Day: \$900 per seat**
- **Three-Day: \$800 per seat**

Day 1: We cover the Clarity, Commitment, Consistency, and Communication required to map out your Magnetic Thought Leadership Vision and begin implementing it with those under your lead.

Day 2: We cover the necessity of Connecting to those you lead as well as practical strategies for doing so, building a Community so everyone feels like they belong and matter, Collaborating with people outside the department or team to add value and get more done, and then strategies for Converting critics and adversaries into allies and advocates that, rather than stopping you, help you build momentum.

Day 3: We cover how to take the L.E.A.D. (Listen, Empathize, Ask, and Develop) in the challenging conversations - and conflict - required to overcome obstacles, recover after setbacks, and address problems as they arise.

Coaching (12 Self-Paced Modules with one-year access plus Monthly Accountability Check-Ins):

3-Month: \$4,500 - an hour a week coaching, covers a module a week

6-Month: \$6,000 - an hour a week coaching, covers a module a week plus monthly check-ins

12-Month: \$10,000 - an hour a week coaching, covers a module a week plus monthly check-ins

The monthly accountability check-in reviews the established KPI's and strategies for overcoming any obstacles encountered as the training is implemented. Customized one-on-one and group check-ins are available upon request. Each module ends with activities/quizzes for self-assessment and understanding of content.