

Knowing your strengths and skills are great.

Executing your strengths and skills in a manner that immediately accelerates the achievement of professional goals and business metrics is exceptional!

Unleash the hidden acumen of your workforce by bringing this action-learning experience to your organization.

# THE LEAD AT THE TOP OF YOUR GAME

## DEVELOPMENT EXPERIENCE

### YOUR REALITY:

Did you know that most professionals leave **up to 40% of their best ideas and productivity on the table?**

Every day, employers are missing out on the untapped brilliance of their talented workforce.

### YOUR GOLDEN OPPORTUNITY:

Imagine the magic which would occur if your entire team was firing on all cylinders, while fully galvanized to use their wisdom & moxie to help increase your business metrics and financial goals?

Watch your team "lead-while-learning," as they:

- Analyze the results of their **Leadership Tactics Diagnostic™ assessment & 25-page report**, which indicates their skill level and development gaps in each of the 7 most critical tactics that research has shown to be key in successfully executing any leadership effort or initiative
- Uplevel their leadership execution savvy through our workshop that provides deep skill development of each of the 7 leadership tactics
- Attempt to WOW you by becoming their own real-life case study of demonstrating their leadership potential to impact revenue and business metrics. Witness the results of their participation in our proprietary micro-leadership strategy lab experience, called **The Micro-leadership Challenge!**

**It's time for you to feel good about the ROI of your leadership development investments. Let us show you how this riveting experience is designed to pay for itself!**

Contact Us at <https://shockinglydifferent.com/contact> for Pricing

## Develop Your Team's Acumen in the Top Seven Leadership Execution Tactics Mastered by the World's Highest Performing Leaders !



In almost every profession or industry, the acumen required to be a leader today can be daunting. The most innovative, adaptive and resilient organizations are pushing beyond leadership theory to a focus on **"leadership-in-action."**

Successful leaders must transform into execution wizards, who can respond in the moment to frequently changing workplace and industry dynamics. Many employers have a robust leadership development approach, but are **missing one critical final component - a focus on what we call the "last mile of leadership" - navigating leadership execution real-time.** We are one of the only firms who are experts in developing **leadership execution acumen** in individuals & teams.

The **Lead at the Top of Your Game** development experience not only amplifies the lessons from Karan's book and her research of 10K+ high-performing leaders across the globe, but also uses our corresponding assessment, the **Leadership Tactics Diagnostic™**, to give participants insights on their level of acumen in each of the top 7 tactics mastered by the world's highest performing leaders. Participants walk away knowing how to immediately lead better in their role or profession .

This highly interactive training experience incorporates a variety of experiences and tools, all designed to inspire and upskill any level of leader to be equipped to execute whatever leadership challenges lay ahead.

We offer three workshop versions, which can be intact or split over multiple days:

- **3-hour:** Assessment debrief + high-level overview of leadership tactics
- **7-hour:** Assessment debrief + deep skill development of leadership tactics
- **Versions available that encompass 3 days - 2 months:** Assessment debrief + deep skill development of leadership tactics + **The Micro-leadership Challenge™** (The Micro-leadership Challenge is composed of micro-leadership strategy labs where participants identify real-life leadership opportunities within their organization, called "PowerPlays", and simulate how to execute and measure the potential impact. Learners are excited to become their own case study and company execs delight in being presented new ways to positively impact business operations and metrics. A true "Shark Tank-like" experience, but customized for your organization.

Participants return to the workplace with an action plan in hand, prepared to implement their chosen leadership priorities back on the job, **beginning Day 1.**

To bring this experience to your organization, contact us at <https://ShockinglyDifferent.com/contact>

Most leadership courses out there are pretty general and do not apply to your work or life, so you walk away retaining no new information in the long term, **but not this workshop!**

This is the type of experience that not only focuses on business outcomes, but also on personal outcomes. My time was well-spent indeed! The leadership lessons learned are suitable for everyone, and I'm pleased that SDL has versions for people at all career levels. I'm booking time for my department to go through it next month!

Caroline T.  
Director for Strategic Planning and Policy



**SHOCKINGLY  
DIFFERENT LEADERSHIP**

### HEADQUARTERS:

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## THE SEVEN TACTICS & COMPETENCIES THEY DEVELOP

### • **Leading with Intellectual Horsepower**

The ability to use your areas of expertise to "peek around corners" in order to spot trends, connect the dots, and identify new areas of opportunity that others miss

Competencies Developed:

- Functional/Technical Skills
- Increasing Perspective
- Influencing Others
- Increasing Capacity to Learn
- Strategic Agility

### • **Leading with Courageous Agility**

The ability to have the fortitude to take calculated risks to stand up for what you believe and do the right thing, even when the consequences and/or future are unclear

Competencies Developed:

- Conflict Management
- Standing Alone
- Influencing Others
- Command
- Ethics & Values

### • **Leading with Strategic Decision-Making**

The ability to make good decisions or leading a good decision-making process, based on top strategic goals and priorities

Competencies Developed:

- Decision Quality
- Priority Setting
- Problem Solving
- Business Acumen
- Directing Others

### • **Leading with Intrapreneurship**

The ability to build the organization by identifying new opportunities to develop or improve operations, products, or services

Competencies Developed:

- Creativity
- Dealing with Ambiguity
- Innovation Management
- Customer Focus
- Taking Risks

*Increase the savvy of your employees to better lead in the moment and more effectively lead high-performing teams & workplace initiatives, all while impacting the metrics that matter!*

### • **Leading with a Drive for Results**

The ability to be persistent and tenacious in ensuring that goals are achieved

Competencies Developed:

- Action Oriented
- Managing and Measuring Work
- Managing Change
- Command Skills
- Strategic Agility

### • **Leading with Executive Presence**

The ability to make clear and convincing oral and/or written presentations, in order to influence and lead others

Competencies Developed:

- Composure
- Presentation Skills
- Written Communication
- Informing
- Exhibiting Leadership Stature

### • **Leading with Stakeholder Savvy**

The ability to assess interpersonal dynamics and operating effectively in a variety of social situations

Competencies Developed:

- Listening
- Managing Diversity, Equity and Inclusion
- Building and Maintaining Relationships
- Command
- Interpersonal Savvy

## THE ASSESSMENT, REPORT & WORKSHOP



### The Leadership Tactics Diagnostic™

assessment is designed to help you better understand the depth of your knowledge of the seven leadership tactics that research has validated to provide the most differentiating value and impact while leading others during the execution of leadership projects and initiatives.

The research-validated online assessment, which contains **85 quick-answer questions**, asks participants to choose their natural leadership approach, from a pair of alternatives. The **15-minute assessment** was built using the latest adaptive testing methodology, and each participant receives precise insights to personalize their experience.

While this diagnostic tool measures your depth of understanding of each of the concepts, it does not measure or predict how well you will ultimately execute each tactic. Evaluation of the degree of successful execution of each tactic can only be determined in real time, as you are attempting to execute each tactic, either independently or in tandem with each other.

As such, we offer a variety of developmental workshops and experiences which give individuals insights on where they excel and where they have opportunities to improve as leaders.

In addition, the assessment has a special section which shares valuable insight about which tactics and methods best impress and influence you. This information can be invaluable as you coach others how to best collaborate with you.

### The Leadership Tactics Diagnostic™ Report

The **personalized, 25-page report** includes:

- Detailed descriptions of each of the seven leadership tactics
- Your acumen score corresponding to each
- The leadership competencies associated with successful execution of each tactic



It also provides information on why each tactic is highly valued during leadership efforts, what it looks like when one is performing at a high level and development suggestions to help you continue to sharpen your acumen in all seven areas of focus.

Although leaders use all seven tactics during most leadership efforts, you may find that you are more comfortable with certain tactics as compared to others. As such you will learn what comes naturally and what might be challenging when leading others, while gaining actionable strategies to strengthen your impact and influence within your workplace, profession or industry.

**\*\* The Interpretive Report is included with the purchase of the assessment, with no additional charge. Discount pricing available for bulk purchases\*\***

#### QUICK FACTS:

- 84 quick-answer questions | 15- to 20-minute completion time
- Instantaneous scoring and reporting output
- Specific warnings (and solutions) for your blind spots
- Online administration via self-service portal
- Aggregate reporting ability
- Multiple languages
- Is easy for participants to grasp
- Focuses on real-world leadership execution
- Allows insights gained to be put immediately into practical use



## THE STRATEGY LAB ACCELERATOR

### THE MICROLEADERSHIP CHALLENGE



After participants have attended the group assessment debrief and workshop, it's time to uncover the magic which occurs when they convert their leadership potential into truly demonstrated leadership-in-action!

The Micro-Leadership Challenge is a micro-leadership strategy lab accelerator, designed as an ideal learning experience to add to your leadership development programs.

During the structured experience, each participant works on either a self-generated or organizational-generated initiative which has the potential to produce a positive impact on their job or within the organization.

Participants are led through a hybrid design-thinking/action learning framework, which provides participants real-world practice in applying the 7 critical leadership tactics which differentiate the success of high performing individuals. Also, each participant is assigned a leadership tactics coach, to provide support throughout the process.

Learners are excited to become their own case study, as they identify and create their own leadership "PowerPlays." Company execs delight in being presented the new ways to positively impact business operations and metrics during a true "Shark Tank-like" experience, but customized for your organization.

## HOW IT WORKS

### FOUNDATION



**Purpose:** Participants are introduced to The MicroLeadership Challenge

### IDEATION



**Purpose:** Participants generate possibilities for their MicroLeadership Challenge

### PRIORITIZATION



**Purpose:** A prioritized shortlist of the most promising concepts is created by each participant

### RESEARCH



**Purpose:** Participants validate assumptions, conduct further research, analyze the data and feedback, and iterate if needed

### CAPSTONE PREP



**Purpose:** Creation and dry-run of of executive presentation

### CAPSTONE



**Purpose:** Present to panel of executives or stakeholders & celebrate the great work achieved

## HOW THE TACTICS INFLUENCE SUCCESS

### Up-leveling the Individual



INTELLECTUAL HORSEPOWER



EXECUTIVE PRESENCE



STRATEGIC DECISION-MAKING

### Driving Followership

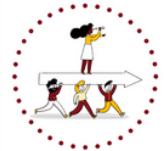


STAKEHOLDER SAVVY



COURAGEOUS AGILITY

### Achieving Outcomes



DRIVE FOR RESULTS



INTRAPRENEURSHIP

## Additional Information

### LEARNING OBJECTIVES

- Understand how to adopt a **"differentiated leadership" mindset**, which is critical for impactful decision-making, influencing, negotiating, relationship-building and the successful execution of leading teams and/or initiatives
- Develop your acumen in the top 7 **leadership tactics** mastered by the world's most successful leaders and organizations
- Transform your strengths into key differentiators by creating a Unique Differentiation Proposition (UDP)
- Interpret how to use a four-step, neuroscience-based concept, called **"The Influence Journey"**, to accelerate the buy-in of others to follow your lead or desired course of action
- Comprehend the mechanics of how to build and sustain a true leadership brand.
- Learn how to build a **leadership execution plan**, a **"Leadership PowerPlay"**, which has a higher probability of success than the norm. [available if included in purchase]

### EXAMPLES OF PREVIOUS EMPLOYEE POWERPLAYS

- ✓ Real estate professional discovered an underserved niche market which resulted in an unexpected \$100M+ in profit for the year and the creation of a new sales division
- ✓ Employee at a pharmaceutical giant created a PowerPlay that developed an innovative solution to streamline the clinical trial recruitment process. The idea leveraged AI and data analytics to identify suitable patient populations more efficiently. The company was able to reduce the recruitment timeline by 30% and significantly enhance the efficiency of its clinical trials, leading to faster drug development and improved patient outcomes.
- ✓ Leading global food and beverage company sponsored multiple Micro-leadership Challenges across the globe and received over 5,000 employee-generated PowerPlays. We helped them create an evaluation team to process and determine the most compelling options. This resulted in the company adopting 100 ideas in 12 months, which generated close to \$1B in revenue and cost reductions.

### HOW PARTICIPANTS WILL BENEFIT

- Increased confidence in ability to demonstrate excellence in leadership execution and resiliency to tackle complex work challenges
- Increased ability to more accurately assess the true leadership potential in both yourself and others
- Becoming a more resilient "leadership athlete", who successfully manages both the bright and dark sides of being an exemplary leader

### HOW EMPLOYERS WILL BENEFIT

- Increased confidence in ability to identify their high-potential leaders and validate their succession plans
- Become aware of previously unforeseen opportunities to increase profitability, improve processes and impact business metrics
- Infuse a stronger culture of leadership execution within the organization
- Decreased bad attrition due to workforce feeling valued for their contributions

### WHO EXPERIENCE IS IDEAL FOR:

- Leaders at all levels
- Curriculum, case studies and activities will be customized for the types of leaders in the room

**Karan Ferrell-Rhodes**  
LEAD FACILITATOR

Researcher | Author | Speaker | Leadership Coach





## MEET KARAN

**Karan Ferrell-Rhodes** is an organizational psychologist, HR & leadership development expert, and the Founder of **Shockingly Different Leadership**

**Different Leadership**, a global human capital professional services firm that helps corporations execute business-critical People, Learning & Culture initiatives. Karan is also the founder of **NOTABLE**, a private network for high-performing leaders. **As one of the few African-American women researchers on high-potential leader development & leadership branding**, Karan used her research findings involving over 10K leaders, to pinpoint how they rose to the top of their game in their profession or industry. Now, she's passionate about sharing her learnings to help individuals thrive and workforces become trauma-free from bad leadership efforts.

A renowned researcher and coach for executive & high-potential leaders, Karan is the author of the book, **Lead at the Top of Your Game: how to deliver compelling influence, drive differentiating value and build an impeccable leadership brand**. She is also the host of the **Lead at the Top of Your Game Podcast**, the **Blended Workforces @Work Podcast** and is Member Leader on leadership strategies for **Forbes.com**. Her research has provided insights to numerous organizations on what it takes to tap into the talents, passions and collective genius of a workforce, in order to empower rapid but valuable leadership initiatives.

Immediately before following her passion to share her consulting gifts on a more global scale, Karan held numerous leadership positions at the Microsoft Corporation during her 13-year tenure, including leading the human capital strategy for 6 Corporate Vice Presidents and leading the Microsoft Global High Potential Leadership Development Programs, which were ranked in the top 5 global programs by Fortune Magazine, Leadership Excellence, the Best Practices in Leadership Institute, and Workforce Magazine.

When not traveling the globe, Karan resides in Atlanta, Georgia with her husband, daughter and fur-pups, Pappi & Bones. She enjoys serving on numerous non-profit boards, planning intimate dinners with family & friends, watching professional sports, gardening and dreaming of one day becoming a movie critic and sommelier.

“Karan, you were a rock star today! You did a remarkable job today defining and challenging us. Kudos to you. Keep your spirit and great attitude!”

- Diane Fennig, SHRM conference attendee



### SAMPLE OF KARAN'S HAPPY CLIENTS - BOTH BIG & SMALL

Meta - IHG - Global Talent Summit - eSecuritel - British Petroleum Washington Commanders - Coca-Cola - SHRM-Atlanta- Linkage - Empirix - Toast - EY - Cox Automotive - Oakland A's - San Jose Earthquakes - SREB - Catalant - Emory University - Brightstar - Success Magazine - NSBE - NABA AACA - Target - Sealed Air - Lightcast - KKR - Atlanta Braves - The Home Depot - CalSHRM - NBAF - Grain Management, UMass-Amherst Foundation

#### TRAVELS FROM:

- Atlanta, Georgia

#### TRAVEL EXPENSES:

- Flat rate travel expenses within the US but outside of Atlanta are \$1750, with at least a 3 weeks notice (covers air, ground transportation, meals, and incidentals; hotel expenses are separate)
- Client is asked to book and pre-pay for hotel accommodations. Hotel preferences include Marriott, Westin, Hyatt, W, or similar.
- International travel expenses require business class air, ground transportation, meals, incidentals, plus at least 4-star hotel accommodations.

#### PAYMENT:

- All checks should be payable to "Shockingly Different". Direct deposit and credit/debit cards also accepted. A W-9 with Federal Tax ID will be provided.

#### A/V NEEDS:

- Wireless Lavalier
- LCD projector and screen
- Laptop equipped for sound and video output (Karan will bring her presentation on a flash drive)
- Wireless microphones for audiences greater than 50 people
- Sound and A/V Check at least 1½ hours before presentation

#### OTHER:

- A pre-event conference call between Karan and the client is required to discuss content in order to personalize the experience. Video recordings of Karan's session requires advance approval. She requires a copy of all videos and photos within 30 days of the event.

#### FEES:

- Please contact for scoping session and price estimate.

BOOK KARAN NOW  
OR  
CONNECT WITH KARAN

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