

Leadership Development, Reinvented

YOUR REALITY:

Did you know that most professionals leave up to 40% of their best ideas and productivity on the table? You are missing out on maximizing the untapped brilliance of your current resources.

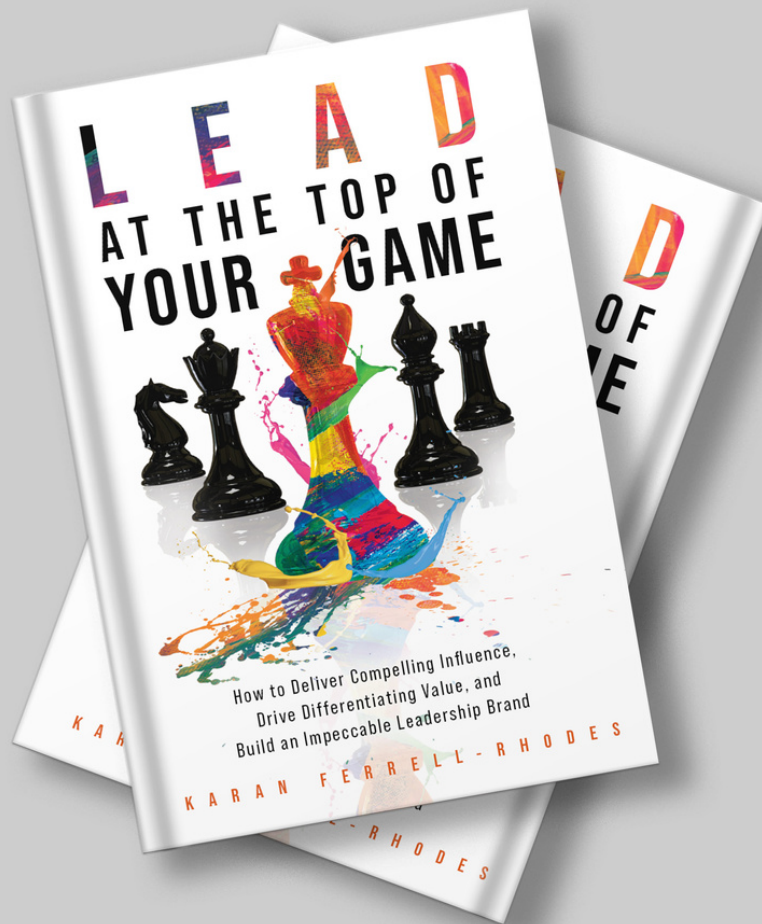
YOUR GOLDEN OPPORTUNITY:

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

Watch your team "lead-while-learning," as they up-level their leadership savvy while simultaneously impacting current business performance via our micro-leadership strategy lab experience (called **PowerPlays**).

**It's time for you to feel good about the ROI of your leadership development investments.
You deserve it!**

DEVELOP YOUR TEAM'S ACUMEN IN THE 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. We are one of the few firms who are experts in developing **leadership execution acumen** in individuals.

The **Lead at the Top of Your Game Workshop** not only amplifies the lessons from Karan's research of 10K+ high-performing leaders across the globe (as highlighted in the book by the same name), but also uses our corresponding assessment, the **Leadership Tactics Diagnostic™** to give participants insights on their level of acumen in each of the 7 tactics and how to immediately lead better in their role or profession .

FINALLY! A leadership workshop that pays for itself via a measurable ROI!



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
- **10-hour:** Assessment debrief + deep skill development of leadership tactics + Leadership "**PowerPlays**" (PowerPlays are micro-leadership strategy labs where participants identify real-life leadership opportunities within their organization 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.)

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**.

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

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



HEADQUARTERS:

2121 NewMarket Parkway
Suite 108
Marietta, GA 30067
service@shockinglydifferent.com

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

• **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

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!

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

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.
- Transform your strengths into key differentiators by creating a **Unique Differentiation Proposition (UDP)**.
- Develop your acumen in the top 7 **leadership tactics** mastered by the world's most successful leaders and organizations.
- 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.
- 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]
- Comprehend the mechanics of how to build and sustain a true **leadership brand**.

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.

WHO COURSE 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**, 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 and impeccable leadership brand**. She is also the host of the **Lead at the Top of Your Game 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-pup, Pappi. 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.**

LOGISTICS

BOOK KARAN NOW
OR
CONNECT WITH KARAN

- 📍 2121 NewMarket Parkway, Suite 108, Marietta, GA 30067
- 📞 404-431-6113
- ✉ karan@shockinglydifferent.com
- 🌐 www.shockinglydifferent.com
- 🐦 @karanrhodes & @ShockinglyD
- 📘 facebook.com/shockinglydifferent
- 🌐 linkedin.com/in/karanrhodes
- 📧 shockinglydifferent & narak1908
- 📺 youtube.com/ShockinglyDifferent

