



# The Connected Leader: *Credibility, Influence & Impact*

*Credibility, Influence, and Impact* is an 8-month leadership development immersion that combines retreat-style conferences in nature with a regular cadence of peer group and 1:1 executive coaching. The program creates a unique learning environment for senior leaders who want to improve the value of their leadership, reduce stress, and increase results in their organization.

Each conference guides participants through the principles of *Connected Leadership* and the design of authentic connection and conversation. Through powerful learning experiences and practical application to real-life leadership challenges, leaders are engaged to become more reliable for aligning people through purpose and coordinating contribution that makes a valuable impact.

Throughout the program, you will increase your ability to:

- Build immediate credibility
- Influence others using your unique leadership assets
- Create extraordinary impact and results in your business and your life
- Lead others in your organization to build these same skills

Over the last 20 years, Conversant and specifically CII has helped me and over 40 of my top leaders develop the awareness, personal insights, and skills necessary to drive unprecedented growth across four different industries. Over eight months, CII truly gave me (us) a new way of viewing the world and relationships, common sense ways to engage more effectively with the full range of stakeholders, and life lessons that have led to more fulfilling professional and personal lives.

**Jim Reinhart**

CEO at Ygrene Energy Fund



# Program Activities & Timeline

CII brings senior leaders from various organizations together for four retreat-style conferences—one facilitated virtually and three face-to-face. Participants are supported throughout the eight-month experience by peer group and one-to-one executive coaching. Realizing organizational impact is an important tenant of CII, so tuition includes a credit for a Conversant consultant to facilitate a session with the participant and their team (or other equivalent organization engagement), making the program's lessons even more practical, actionable, and impactful within the context of their day-to-day work.

## Foundations of

### Connected Leadership

April & May 2022  
*Virtual Sessions*

### Influence

Week of August 7, 2022  
*Venue TBD*

### Program Close

November 2022

### Credibility

Week of May 15, 2022  
*Venue TBD*

### Impact

Week of October 2, 2022  
*Vista Verde Ranch, Clark, CO*

————— Peer Group Coaching Sessions —————  
 ————— 1:1 Executive Coaching Sessions —————  
 + Consultant engagement with participant's work team (or equivalent)  
*Timing of engagement determined by participant and their coach*

Since completing CII, I have significantly enhanced my leadership agility, process innovation, and customer relationships, resulting in a complete alignment of my professional and personal skill sets. The payoff has been both immediate and impactful as I have been able to generate an additional \$2.5 million in revenue since the completion of the program."

**Mike Cromer**

*Program Manager, Aerospace Company*

**conversant**



# Coaching & Consultation

## Peer Group Coaching

Guided by a Conversant coach, participants form small teams during the Credibility conference that will regularly meet virtually through the rest of the program. In these smaller communities, participants build trust and strong connections while deepening their understanding of the principles and supporting the integration of new skills and behaviors in their day-to-day lives.

## 1:1 Executive Coaching

Participants will regularly meet with their Conversant coach for one-on-one sessions throughout the program. Partnership with an individual coach gives added support in applying learnings to the immediate and practical challenges they face as leaders. Coaching will help sharpen their focus on the essential and unique contributions they have to make in their organization while becoming more reliable for showing up as a Connected Leader.

The CII Program changed my entire field of vision, providing me an invaluable foundation from which to support my team in building their connection and partnership with each other so as to collaborate effectively in solving much larger, more complex problems, and achieve much greater impact for our mission.

**Michael Reuter**

*Director, The Nature Conservancy*

## Consultant Engagement

As participants evolve their leadership, they will have the opportunity to bring their Conversant coach into their team and/or organization for a virtual session. This engagement credit allows for a more direct application of program principles to the leader's organizational context and supports participants in causing a meaningful and enduring impact. This credit can also be applied towards a more extensive engagement with the organization. Timing and session design will be determined by the participant and their coach.



# Conference Descriptions

## **Foundations of Connected Leadership**

*Virtual Sessions in April & May 2022*

All leadership occurs in a network of conversations, and leaders that improve the timing and quality of their conversations are able to create lasting value through influence rather than authority.

These virtual sessions introduce participants to the principles of *Connected Leadership* and high-performance conversation, including a Connected Leader 360 assessment. These tools will provide a foundation for all future learning throughout the conference.

## **Credibility** *Week of May 15, 2022 | Venue TBD*

The source of credibility is the ability to connect, and the test for that credibility is inclusion. If people trust your capabilities, your character, and the quality of your communication, they will include you and seek your counsel.

Building off the foundations introduced in the virtual sessions, we'll focus on how to improve credibility by developing purposeful presence and developing authentic connections. We will practice focusing on purpose and fact rather than fear and difference, increasing trust and partnership.

## **Influence** *Week of August 7, 2022 | Venue TBD*

We are influencing all the time, whether we are aware of it or not. Is our influence driving disconnection and waste or connection and value?

The test for influence is action. If people allow you to alter their attitude and in turn, their action, then you are influential. But you have to start with yourself—if you can't influence the person in the mirror, you will lack influence with others.

This introspective and personal conference helps you find your source of unique influence and become more reliable for influencing purposefully and valuably, allowing you to generate meaningful results in any circumstance.

## **Impact** *Week of October 2, 2022 | Vista Verde Ranch, Clark, CO*

The test for impact is purpose-driven results. Are you agile enough to stay true to purpose in the face of disappointment and surprise?

We will explore and share the meaningful, measurable impact you have on the challenges and opportunities you're responsible for. This final event will integrate all of the learning throughout the conference to support you in causing relevant and enduring results with less time, money, and stress (for both you and your organization).

This conference will involve highly experiential exercises, including work with horses, cattle, and peers that will deliver lessons about connection and communication in a unique and powerful way. No prior riding experience is necessary.





# Program Principles

## **Authentic Commitment**

To accelerate change in your organization, leaders must be committed and intentional about their own development relevant to that change.

## **The First Act of Leadership is Presence**

The present is the only place we envision the future, learn from the past, and cause progress. When our presence is compromised, so is our leadership.

## **Focus on Organizational Impact**

Applying the skills you're learning in a direct, immediate, and relevant way is crucial to making an extraordinary impact. Throughout the program we identify opportunities to apply learnings to real business challenges and learn from one another's experimentation.

## **Differences + Trust = Brilliance**

Bringing together people with diverse backgrounds and talents leads to innovative, relevant, valuable learning.

## **Human-Centered Design**

Learning, behavior change, and effective collaboration all require cognitive, emotional, and physical engagement. We design to include all three for full embodiment of new behaviors.

## **Just Enough... Just in Time**

We design experiences that connect to real life, leading to quick victories and lasting results.

# Investment

*“Commitment is what turns a promise into reality.” – Abraham Lincoln*

We recognize that this program is an investment of both personal and organizational time and resources. Participants will be asked to commit to being fully present to all four conferences and peer and 1:1 coaching time, and to utilizing the consultant credit with their team. If you're unable to make any of the dates listed, we would be happy to have you in a future program.

## Tuition - \$27,500

Includes all four conferences, peer group and one-to-one coaching, and a credit for a Conversant consultant to facilitate a session with the participants organization. Tuition does not include travel or room and board.

*\*Price Comparison: Cost for a typical 6-month Executive Coaching package is \$30,000-\$50,000.*

## About Conversant

*Our unique approach to improving performance and results is through conversation and human connection.*

Both are underutilized and under-attended assets in organizational life, yet we know they are critical leverage points for achieving results. At Conversant, we catalyze change through high-value conversation. Whether your challenge is in performance, strategy alignment, culture, leadership, collaboration, or beyond, the conversations *are* the work, and there is a design to conversations that produce meaningful, enduring results.

**Conversation is  
powerful.  
Let's start one.**

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