



Roadmap to Senior Leadership

Elite


illuminate
PERSONAL GROWTH

Roadmap to Senior Leadership *Elite*

*Work with Rebecca over 9 months
in our most popular program.*

***Step up** into your 'stretch'
leadership brand; extend
influence, visibility and trust;
and develop your **strategic**
and **financial capabilities**.*

*Get promoted to the next
level of leadership and
negotiate your salary with
conviction!*

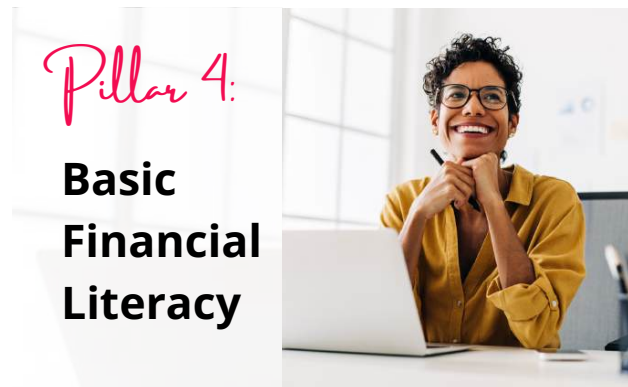


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Who This Program Is For:

You are a leader (or aspiring leader) working really hard and delivering exceptional results, and yet you remain overlooked for the next step up in your career. You might feel stuck and limited, despite knowing you're capable of achieving more.

***Roadmap to Senior Leadership Elite* works across four pillars:**



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Program Outcomes Overview

- 1 Establish a **stretching positioning**, shift perception with senior stakeholders and build your platform
- 2 **Clarify** your mission, career objectives & KPIs
- 3 Build **credibility and visibility** with stakeholders
- 4 **Play to your strengths** and **confidently own your value**
- 5 Speak up and **influence** decision making
- 6 Demonstrate **leadership and strategic behaviours**
- 7 Build **team engagement** and complete a team capability map to ensure strategic objectives are met
- 8 Expand your **financial literacy** and build trust with your financial team



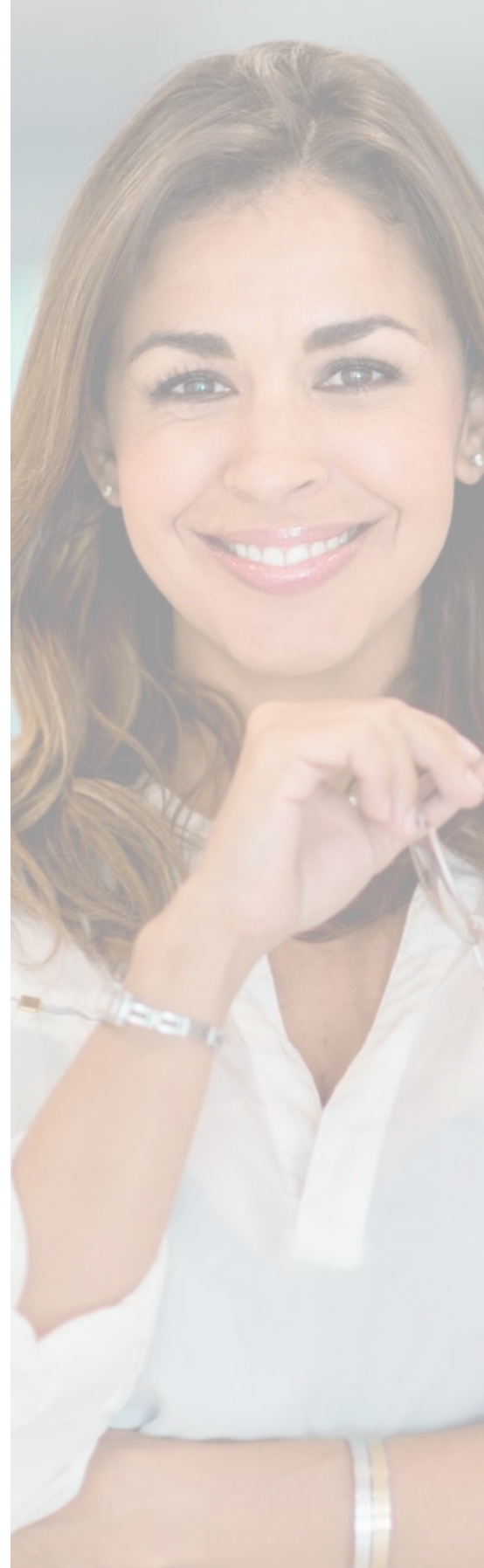
“I have learnt so much about myself, what really drives me and my decisions. I am now executing new ways of working to optimise my impact and raise my profile in any organisation. Thank you Rebecca for a wonderfully successful shift in my career, and how I view it!”

- Ania Archer, ANZ

Outcomes: Pillar 1

Executive Brand:

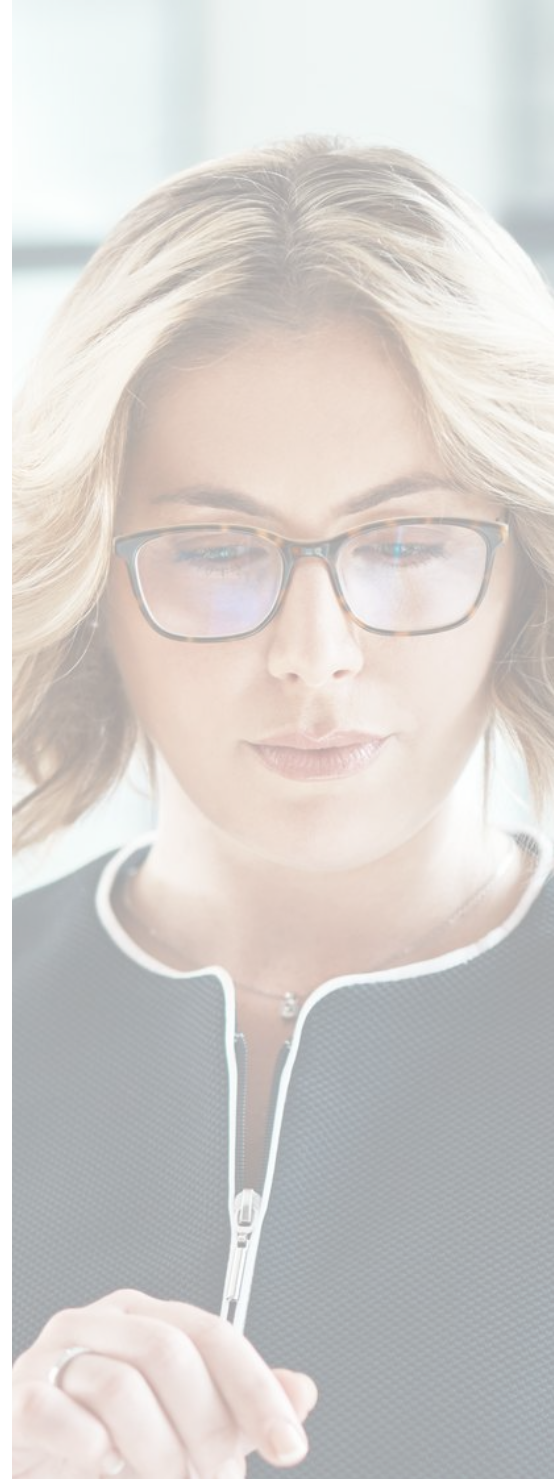
- **Reposition** yourself effectively for a more senior role
- **Define** your new, stretch leadership brand and how you intend to step up with our signature *Personal Brand Architecture tool*
- Build **visibility and authority** quickly
- **Audit your stakeholders** and build key relationships
- Crystallise **personal career objectives** and make decisions aligned with your values
- Build **confidence**; do office politics your way and manage up



Outcomes: Pillar 2

Develop Strategic Capability:

- Elevate the value you add to discussions by **adding strategic insights** with confidence
- Talk about how to **solve business problems** and discuss what the *business* needs; step away from 'operational speak'
- Assess your **team's capability gaps** to deliver against the strategy
- Become regarded as a '**strategic leader**'



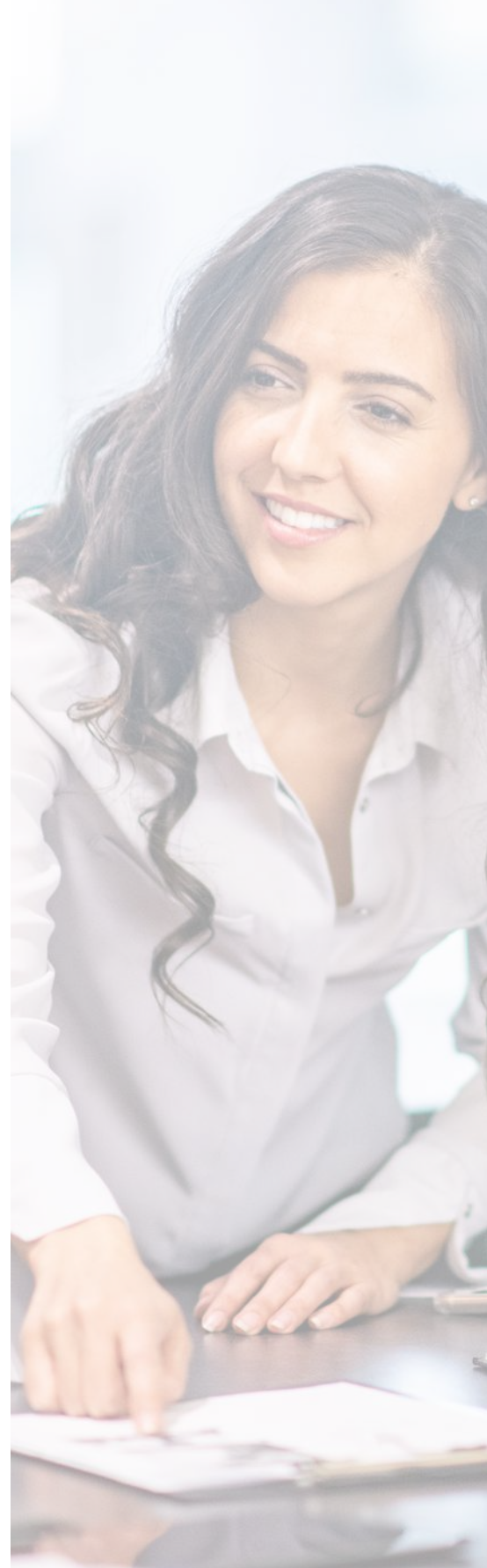
"I had just started a new leadership role and was feeling overwhelmed. This program helped me reshape my role, pre-empt issues with my team and manage up with much less effort. You've just got to work with Rebecca!"

- Jaime Chamberlain, Head of Strategy

Outcomes: Pillar 3

Influential Communication:

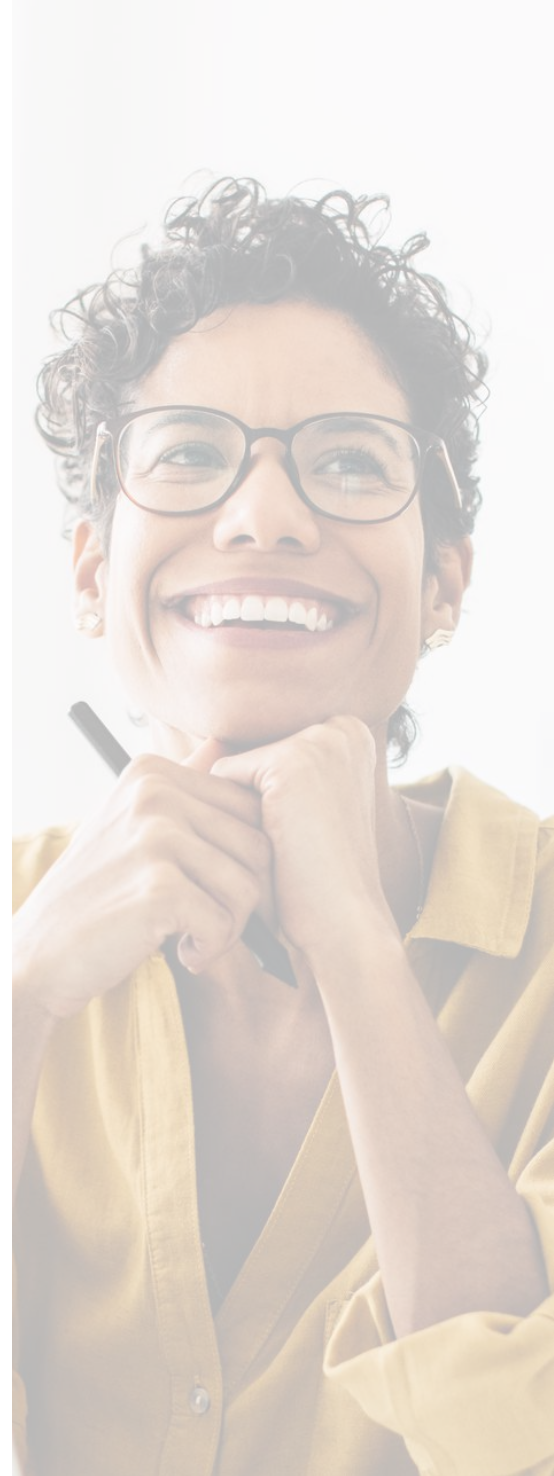
- Share your insights with confidence, learning to **interject** into discussion with ease and impact
- Influence discussion by **building support for your ideas** and becoming more authoritative in your communication
- Learn body language and tonal techniques to **build presence** and authority
- Be **sought out** for your expertise and included in important discussions



Outcomes: Pillar 4

Basic Financial Literacy:

- Elevate your conversations about the business by improving your **basic financial acumen**
- Learn what to look for in your **P&L analysis** including healthy and 'red flag' data
- **Understand what your finance department needs** from *you*; feel prepared with the right questions to ask and build trust and credibility with your finance team

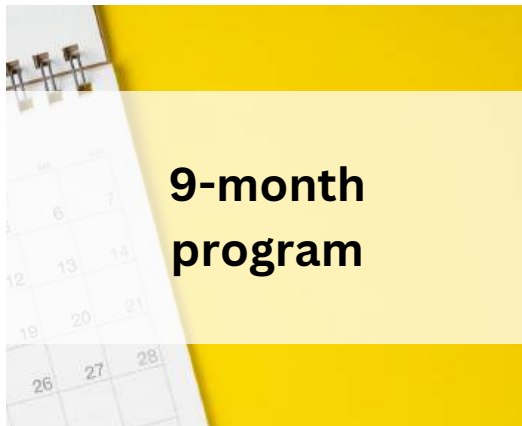


"I have just been promoted to COO for our APAC region. The work I am doing with Rebecca is helping me align my authentic leadership objectives with my desire to step up into the authority that this role requires. My positive strategic and leadership transition has been exciting!"

- Maree Myerscough COO Aquila Capital

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Inclusions



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Clients Smashing Goals



"The best part about the course is the clarity and focus it brings on positive, strategic changes you can make, which are both attainable and practical.

Rebecca is also a consummate professional."

Ro Coroneos, Head of Responsible Sourcing
Lendlease



"I'm now focused on my career progression, strategically managing office politics, engaging difficult people and getting appropriate sponsorship. The results have been impressive!"

Brigid Robson, Director ANZ



"I was working really hard and making my company more profitable but wasn't being heard. Within 12 weeks in this program I had negotiated a seismic pay rise, was promoted and had gained SO much confidence."

Liz Armstrong



"Rebecca shared brilliant strategies on breaking such an abstract concept as 'branding' into actionable steps that were very practical and achievable. I was promoted to a senior role as a result of this shift in gear and highly recommend Rebecca!"

Meha Mathur

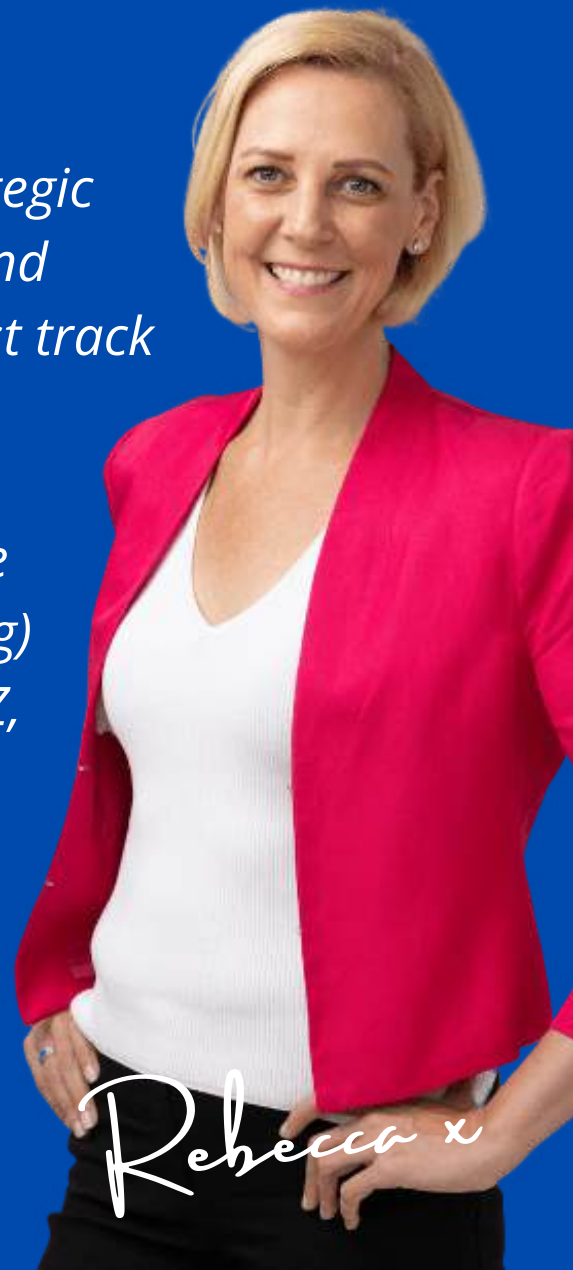
Your Coach **Rebecca Allen**

*Women are often told to 'work harder' despite delivering exceptional results. It keeps them trapped in **operational roles they have outgrown** and denied the opportunities of leadership.*

*My mission is to arm you with the strategic tools you need to **build your profile** and **elevate your value proposition** to fast track your next promotion, or opportunity.*

I have been coaching for over a decade (following a global career in advertising) and have worked with clients from ANZ, Deloitte, EY, JP Morgan, Origin Energy, Apple and Abbvie Medical.

I can't wait to support you to achieve your true potential!



Rebecca x



Rebecca Allen

Career & Leadership Success Coach

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🎧 Podcast:
Her Ambitious Career
(Apple Podcasts, Spotify)

Get Started...

If you're ready to book in a call with Rebecca to discuss your current career challenges and aspirations and see if our coaching support is the best fit for you, book a 30-minute Call with Rebecca now:

Book Your Call >>