



Roadmap to Senior Leadership *Essentials*

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*Over 4 months, proactively
define your 'stretch'
brand; build visibility
and trust; and
confidently step up
into leadership.*



Roadmap to Senior Leadership Essentials

Who This Program Is For

You are likely working really hard, delivering exceptional results, and yet remain overlooked and unrecognised in your career. You feel stuck and limited despite knowing you're capable of more and achieving your true potential.



With This Program

You'll immediately learn how to re-position yourself for a more senior role by **defining both your new, stretching leadership 'brand' and how you will step up**. You'll build visibility and authority quickly, by being **strategic about the sponsor relationships** you develop. Clients are often fast-tracked for promotion as a result of this practical and strategic program.

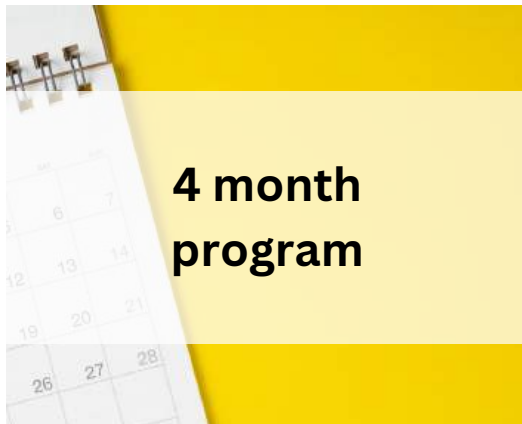


"Within 12 weeks, I had backed myself for a promotion and pay rise!"

- Liz Armstrong

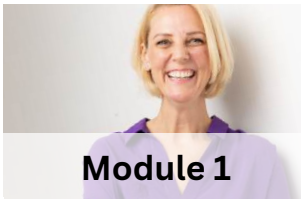
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Inclusions



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Modules



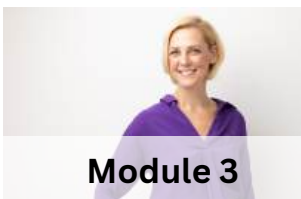
Module 1: Perception vs Intention

- Challenge how you're currently **viewing yourself and your impact**
- Explore if you are perceived as you need to be to progress



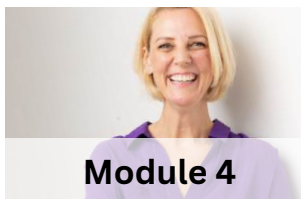
Module 2: Redefine Your Personal Brand & Proposition

- Define your **stretch 'brand'**, and how you now want to 'show up', with my signature *Personal Brand Architecture* tool



Module 3: Model Key Behaviour Shifts

- Learn the **5 behaviour shifts** that are essential to showing up at a more senior level; adopt the behaviours that will support your new leadership positioning



Module 4: Growth vs Avoidance Mindset

- Overcome any **belief-behavioural patterns** that are keeping you small or stopping you from being more proactive in your career



Module 5: Stakeholder Audit

- Complete an audit of key stakeholders to help you approach the people you need in your 'team' to **support your total success** (mentors, sponsors etc)



Module 6: Manging Up: Credibility & Visibility

- Learn critical strategies to build trust and visibility with key stakeholders by **managing up**, on your terms and with total authenticity

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Program Outcomes

- 1 Define your **stretching positioning and brand**
(how you want to show up)
- 2 Clarity of your **mission, career objectives and KPIs**
- 3 Build **credibility and visibility** with influential stakeholders
- 4 Assume your authority and **confidently own your value**
- 5 **Speak up and influence** decision making
- 6 Demonstrate **leadership, and strategic, behaviours**



“Enrolling in this program has been a game changer, surpassing my expectations in a short space of time!”

- Helen Stamatopoulos

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Clients Smashing Goals



"This program helped me shape my new leadership role, define KPIs, preempt issues with my team and manage up effectively! You've got to work with Rebecca! It will be the best decision!"

Jaime Chamberlain, Head of Strategy



"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've successfully secured a new role and negotiated a seismic pay rise too: a massive step up the career ladder! This program has had a hugely positive impact on me and what I believe I am now capable of."

Tracey Batenburg, EY



"I work in a male dominated industry - but I wanted to tap into a more feminine, more authentic leadership style. With Rebecca's help I secured the job I wanted and have established the perception of me I wanted."

Celine Teissedre, VP Sales

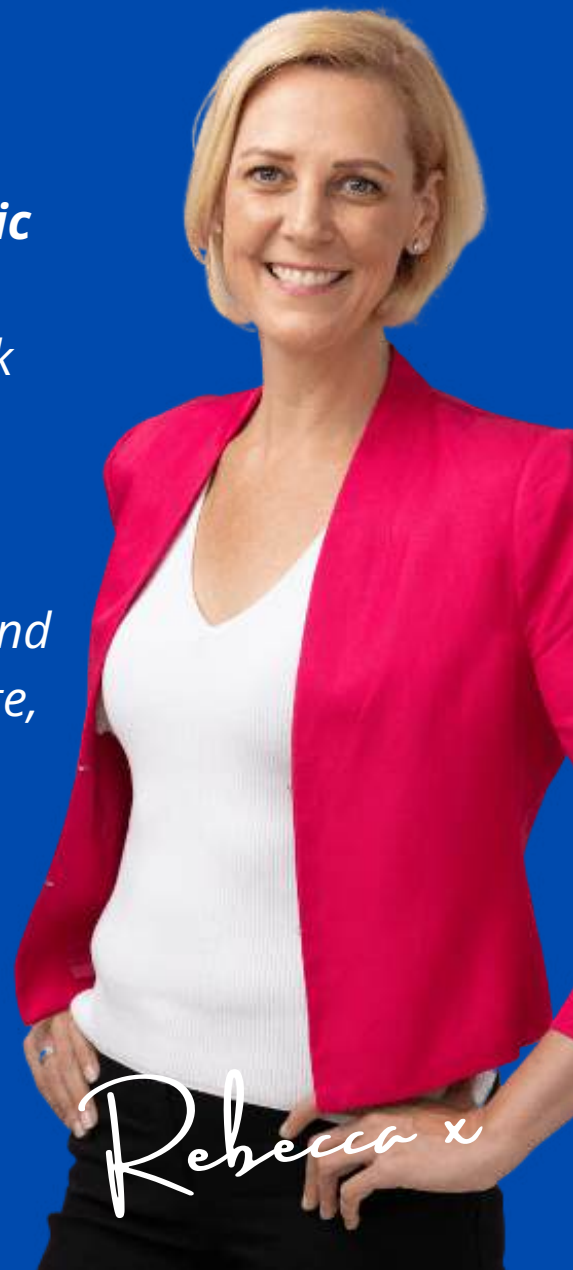
Your Coach **Rebecca Allen**

*Women are often told to 'work harder', despite delivering exceptional results. This 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.*

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 >>