



LEADERSHIP LUNCH & LEARN

Two hour in person leadership discussion

What is this?

i This is a **120-minute** in person leadership discussion for your team hosted by Adam Apps. Adam will customize the session for your team and address specific problem areas they are facing.

Adam will drill into the **four key focus areas** chosen by you during the pre-engagement call.

Who is Adam Apps?

i Adam Apps is a sales leader for a data management company in Silicon Valley.

Adam has over twenty years of experience working in high-tech sales and is recognized as a thought leader, career coach, mentor, and author in the industry.

He has led teams at some of the largest tech companies in the world, including Cisco Systems. He also helped earlier-stage tech companies such as Pure Storage transform underperforming teams into top-performing, cohesive units driving toward sustained double-digit growth.

Adam's nontraditional approach has been described as humble, down to earth, authentic and refreshing.

Adam serves as a nonprofit board member and lives in New Jersey with his wife, Meredith, and his son, Adam George.

Who should attend?

i We will tailor the session and content for your team. Participants can be any mix of roles and tenure. The typical roles that we recommend for this session are:

- **Sales reps** interested in getting into leadership.
- **New sales leaders** looking for guidance and best practices.
- **Seasoned first line and second line leaders** looking for a fresh perspective or assistance with specific issues in their business.

What do I get?

- i** **30 Minute** Pre-engagement Prep Call with key stakeholders
- 120 Minute** Leadership Roundtable delivered via Zoom
- 50 Signed hard copies** of Adam's book *"Sh*tty Sales Leaders: And How to Not Be One"*
- Ongoing post-engagement resources (discussions, events, specials) at adamapps.com

What is the Pre-engagement Prep Call?

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 - This is a 30-minute call (phone or zoom) to customize your session and discuss your priorities and desired outcomes.
 - This is an opportunity to discuss specific problem areas that you would like addressed.
 - We will also discuss participants and the level of their experience.
 - We will also use this time to select your two key focus areas.

What does a typical session look like?

- i** **Sample Agenda:**
 - 10 Mins:** Introductions, Expectation Setting & Leadership framework
 - 15 Mins:** Focus Area 1 – Discussion
 - 15 Mins:** Focus Area 2 – Discussion
 - 15 Mins:** Focus Area 3 – Discussion
 - 15 Mins:** Focus Area 4 – Discussion
 - 25 Mins:** Group Exercises & Readouts
 - 25 Mins:** Real world problem solving / Open Discussion / Q&A / Next Steps

How much does it cost?

- i** The price for this session is **\$5,000**

Focus Areas (Choose 4)



1. **First Time Leaders:** In this module we will discuss the typical pitfalls encountered by new leaders, how to avoid them and how to maximize early impact. Knowing where to spend time and which 'dials to tweak' is critical when faced with a multitude of competing priorities.
2. **Overcoming Challenges:** Participants will be asked to bring real world examples of challenges they are facing in their business to be discussed in a group setting.
3. **Motivation:** In this module we dig into the importance of motivation, how to unlock it in your teams and how when harnessed correctly, motivation can be the most important tool in a leader's arsenal.
4. **Introspection and self-awareness:** You can't know where you are going if you don't know where you came from. In this module we will discuss techniques for understanding why you are the way you are and how you can become a more self-aware leader for your team.
5. **Interviewing strategies:** For sales reps looking to get into leadership or for established leaders looking to advance their careers and have a broader impact, this module will focus on proven interview techniques.
6. **Recruiting Top Talent:** From finding talent, screening candidates to interviewing, selecting and onboarding. Effective recruiting is not only one of the most important aspects of sales leadership it is also one of the most daunting, in this module we will review a systematic approach to finding, hiring, onboarding and retaining top talent.
7. **Communication:** There are 4 communication styles. Everybody has one but most people fail to recognize it and use it to communicate with others more effectively. In this module, we will identify our communication style and learn ways to flex, mirror and embrace wildly different styles to maximize our effectiveness.
8. **Touchstone leadership:** Everybody knows an exceptional leader; someone they look up to. What is that person's brand, what is their demeanor and how do they consistently deliver top results? In this module we will discuss ways to become a touchstone leader by emulating the best practices and behaviors of some of the greatest leaders.
9. **Leadership secrets:** We have identified forty common leadership attributes possessed by the greatest leaders. In this module we will focus on 5 that are most relevant for the participants.
10. **Acquire, Build & Run:** Every sales leader will need to acquire a team, run a team and build a team at different stages. In this module we will discuss the different approaches required to be the most effective and impactful for each stage and discuss real world examples based on participant input.

How do I get started?

i To secure your session or view other engagement options, please visit:

[AdamApps.com/engage](https://adamapps.com/engage)

Terms & Conditions:

i Hi, I appreciate you reaching out to me! I want to make this engagement as easy as possible for all parties involved. I hope you find the terms of this agreement simple and friendly:

Payment: Payment in full is due at time of scheduling so it's out of the way early and we can get to the fun part!

Cancellation: Events are non-cancellable since the time is blocked on my calendar and arrangements are made well in advance. If something happens outside of our control (Act of God, global pandemic, flight cancellations, etc.) You can of course cancel for a full refund or we can re-schedule. I understand that things happen!

Guarantees: While I promise to engage with your team and provide them with relevant, consumable, actionable leadership lessons, I can't guarantee they will take advantage of it.

Like most things in life, you get out what you put in. If your team shows up, eager to participate, willing to learn and put the lessons learned into practice then I am confident you will see a significant increase in productivity and performance and a decrease in issues and obstacles.

Disclaimer: This part is about as legal sounding as it gets...

The strategies discussed in these sessions may not be suitable for every individual or situation, and are not guaranteed or warranted to produce any particular results. Adam Apps specifically disclaims any responsibility for any liability, loss, or risk that is incurred as a consequence, directly or indirectly, of the use or application of any of the contents of these sessions.

Hidden Fees: There are none. My domestic travel, lodging, airfare, meals, licensing, taxes, book shipping costs, etc. are my problem and are already factored into the price you pay.

Your acceptance of these terms: By proceeding with your booking, you are agreeing to these terms without limitation or qualification.

Thanks!

Adam