

Authentic Leadership Workshop

Unlock Authentic Leadership with VIA Character Strengths



Overview

In today's world, leadership is no longer defined solely by outcomes—but by how deeply leaders align with who they are. This powerful workshop helps senior leaders reconnect with their core strengths and values to lead with authenticity, clarity, and purpose.

Using the science of Positive Psychology and the VIA Character Strengths framework, participants will explore their own leadership style through the lens of their personal strengths—and walk away with a renewed sense of direction and presence.

More than anything, this workshop is a gift—an opportunity for each participant to discover the many gifts they have been given and how to use them to lead more authentically. When we lead from our strengths, we become happier, healthier, and more productive—and we uplift those around us. What's not to love?

What You'll Learn

This is more than a leadership workshop—it's a journey into leading from the inside out.

Top takeaways include:

- Discover your top character strengths and how they shape your leadership
- Spot and apply strengths in your team to boost engagement and productivity
- Develop your own strategy for strengths-based leadership
- Learn how to create more trust, energy, and alignment across your organization

Format & Delivery

Available: In-person or virtual

Length: 2 to 4 hours

Includes: VIA Character Strengths survey, guided exercises, peer reflection, and personalized strategy-building

Preparation

No prior knowledge needed. Participants are encouraged to:

- Complete the VIA Character Strengths survey in advance at <https://www.viacharacter.org/>
- Bring a willingness to reflect and share in a safe, growth-oriented environment



Who This Is For

Designed for:

- C-level executives (COOs, CFOs, CMOs, etc.)
- High-potential leaders and their teams
- Professionals seeking to lead with more clarity, connection, and purpose

Renumeration

Pricing varies based on length, audience size, and delivery format. Contact us for a quote tailored to your team, event, or organization.

About the Facilitator: Uta Birkmayer

Uta Birkmayer brings nearly 30 years of international leadership in health, hospitality, and executive development. As the founder of Xsense, Rocket Masterminds, Rocket Execs, Rocket Vision and Rocket Vitality she helps senior leaders cultivate authenticity, wellness, and vision—while leading with clarity and heart.

Uta integrates frameworks like VIA Character Strengths, Design Thinking, and strategic foresight into workshops that are engaging, insightful, and transformative. Based in San Luis Obispo, she leads mastermind groups and workshops that empower executives to align their actions with their deeper purpose—and lead with integrity.

Book This Workshop

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