



# THE ABOVE AVERAGE SCHOOL

Executive and Leadership Consulting

Dare to Lead Program™

**CAPABILITIES STATEMENT  
NACIS CODE:**

541990 - All Other Professional,  
Scientific, and Technical Services

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# ABOUT US

## THE ABOVE AVERAGE SCHOOL

**We're in the business of empowering people.**

**Empower Yourself. Empower Others. Empower Your Community.**

The Above Average School has been helping Fortune 500 companies uncover their potential in individuals, inspiring them and their organizations to use it to their collective advantage since 2018. As a global leader in Executive and Leadership training, we offer world-class workshops, scalable learning solutions, private coaching and high-impact consulting.

We take great pride in having the privilege of keeping great company. From C-Suite and senior executives to new professionals, we have helped elevate the success of some of the most influential people in the world. We have worked privately with the C-Suite executives of multibillion-dollar organizations and senior elected officials.

Our programs on Executive and Leadership Skills and Daring Leadership are recognized internationally. Our team of expert facilitators provide customized workshops, private coaching and keynotes at conferences to organizations around the world - from Europe to the Gulf Region, Asia, Australia, South Africa and across the Americas—North, Central and South.

### Our Mission

1. Systemize the predictable and focus on the exceptional.
2. Help **organizations** develop compelling and lasting leadership skills amongst their leaders using a scalable and aligned approach; and
3. Help **individuals** establish their own personal leadership skills imprint by defining and refining their personal strengths.

### Our Values

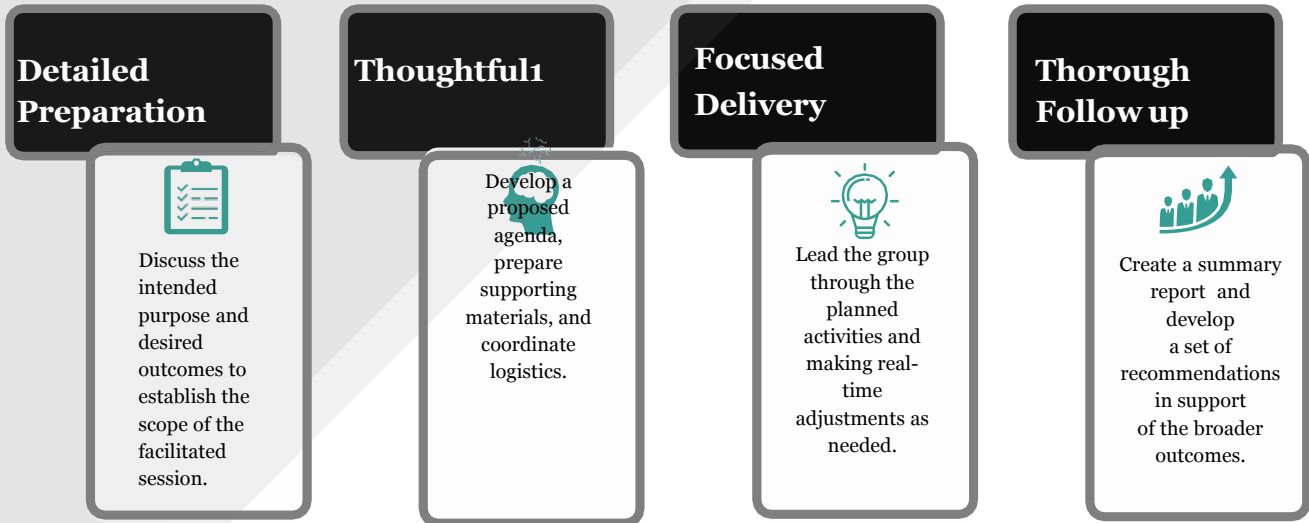
We believe in the power of realizing your own worth!

*Authenticity --- Respect --- Collaboration --- Excellence --- Innovation*

“Power within is defined by an ability to recognize differences and respect others, grounded in a strong foundation of self-worth and self-knowledge. When we operate from a place of power within, we feel comfortable challenging assumptions and long-held beliefs, pushing back against the status quo and asking if there are other ways to achieve the highest common good.”

*~Brené Brown, Dare to Lead*

# METHODOLOGY

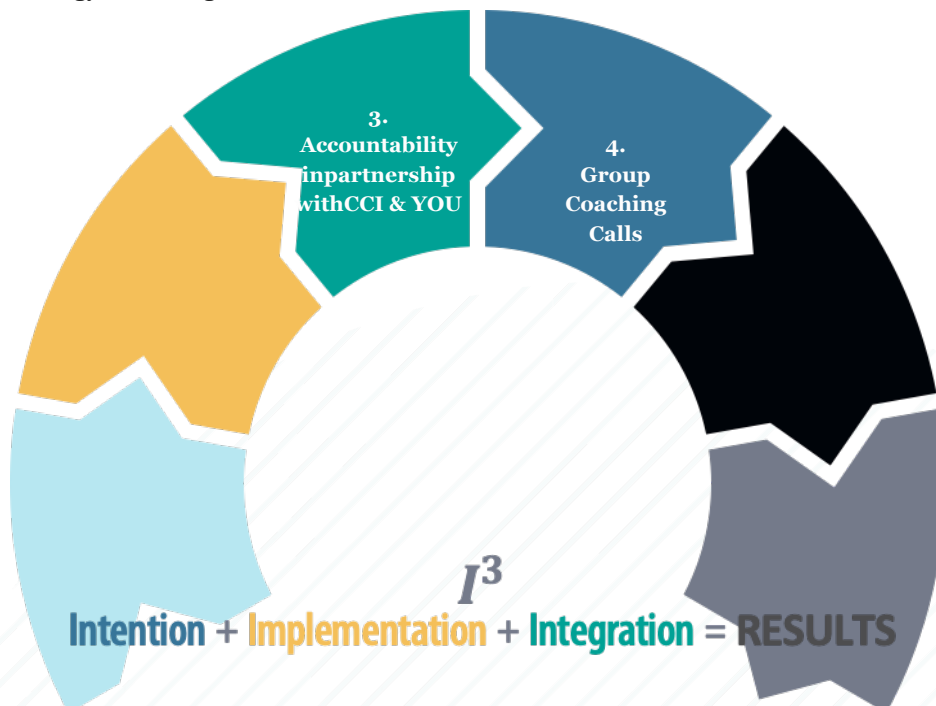


# ARC OF CHANGE

Growth and personal development requires an investment of time and commitment to achieve an Arc of Change.

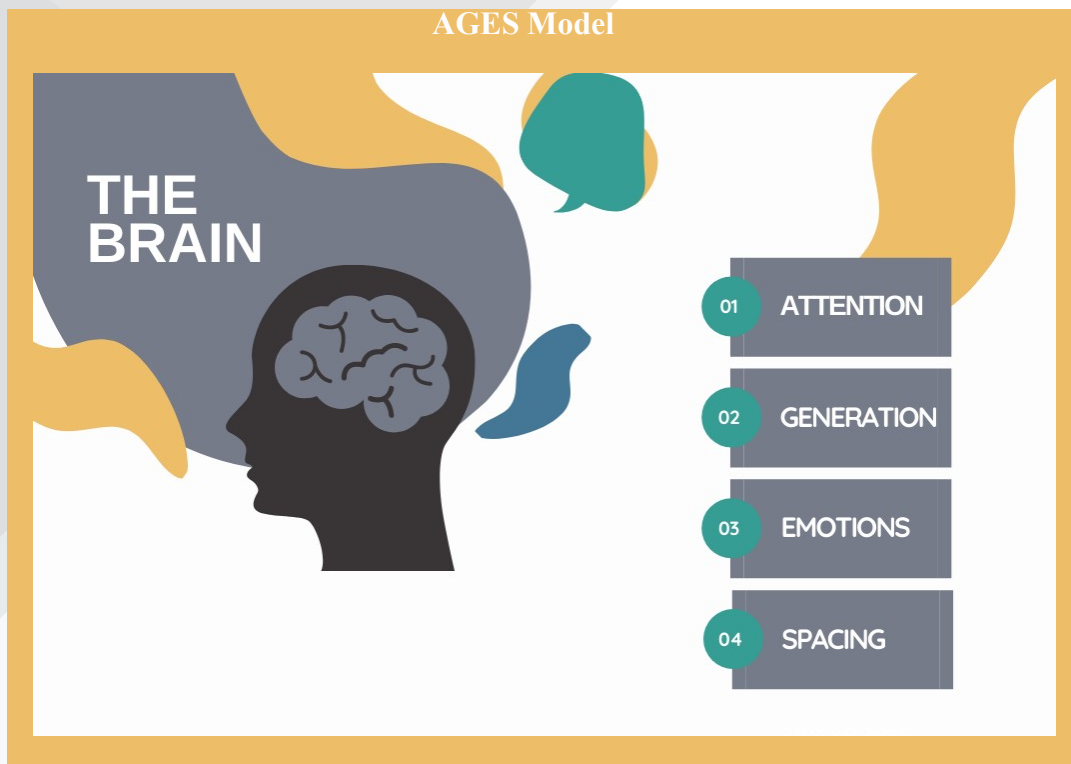
At The Above Average School, we use varied pedagogical methodologies leveraging experiential learning to provide opportunities while recognizing that we all learn and retain information differently. We work to support the individual path to improvement of each participant to ensure mutual accountability and achieve results.

The combination of these building blocks allows individuals and their organizations to take the good intentions, implementation strategy and integration to achieve clear results.



# OUR APPROACH

Our approach is to connect, engage and stimulate participant involvement. It is a collaborative communication process that builds a deeper understanding through conversation and dialogue. It is based on our proven, interactive training techniques derived from the hard science of Neuroleadership.



What are the biggest challenges to learning and training for organizations?

1. Getting everyone at the same place at the same time and doing so for more than one day.
2. Participants learn while at the event and then they never use the knowledge, so they forget it.
3. The knowledge is not particularly relevant to their job.
4. The lessons are out of touch with their reality.

We apply the principles of the **AGES** model for best learning and retention.

**Attention:** What we pay attention to has a powerful impact on our memory. **Generation:** The more it applies to yourself, the more you remember. **Emotions:** Emotions grab our attention and shift our focus.

**Spacing:** Our learning is paced and designed to allow time for experimentation, reflection, questions and discussion

# Our Dare to Lead Program™

Do you want to become a braver, more daring leader – whether in your job, life or community? Are you struggling to lead with confidence in this time of uncertainty? Do you admire the research and work of Brené Brown? If so, the Dare to Lead™ workshop is for you.

Join more than **50,000** leaders who have completed Daring Leadership training inclusive of organizations such as *Microsoft, Pixar, Stanford University, Facebook, TedX Houston, Amazon, ATT, Disney, Zappos, Inc., Banana Republic, Cisco, Google, Oprah, US Military Academy at West Point, CIA, NASA, and Adobe.*



## Who It's For

Developed based on the research of Brené Brown, this workshop is designed for anyone who wants to learn how to become a braver, more daring leader. Join the more than 20,000 leaders from around the world and across all industries within Fortune 500 companies who have enhanced their leadership skills as Dare to Lead™ Workshop Alumni.

## What You Will Learn

Daring leadership is a collection of four courage skill sets that are 100% teachable, measurable, and observable. In this program, you will develop the skills it takes to do brave work, have tough conversations and show up with your whole heart.

The Dare to Lead™ training program is divided into four learning modules:

- **Rumbling with Vulnerability** – Learn how to face risk, uncertainty, and tough conversations with courage, clarity, and empathy.
- **Living Into Your Values** – Identify what you stand for and how to show up from a place of integrity every day.
- **Braving Trust** – Discover how to build meaningful and authentic connections with your teams, colleagues and customers so you can work together from a foundation of trust.
- **Learning to Rise** – Become aware of your emotions and stories and learn how to show up and lead with courage – even when faced with failure, disappointment, and setbacks.

## What to Expect

This 24-hour program is highly interactive and is based on Brené Brown's approach to empowering people, which focuses on finding common ground with others, believing everyone has power to make a difference, and feeling grounded by a strong sense of self-worth.

## What You'll Receive

- Dare to Lead™ workbook
- Exclusive Brené Brown videos
- Instruction from a certified Dare to Lead™ Facilitator
- A Dare to Lead™ Certificate of Completion
- A network of peers who will join you in the Dare to Lead™ Community

Ready to become a braver, more daring leader? Discover the online Brené Brown Dare to Lead workshop. Contact us below for enrolment.



# Senior Leadership

**Terri L. Williams – President**

**ICF Professional Certified Coach (PCC)**

**CoachDiversity Professional Certified Coach (PCC)**

**US Army, Retired**



For over 20 years, I have helped leaders become more effective by channeling their best and most authentic selves! As a member of the U.S. military and veteran communities, I served as an officer (soldier) and federal executive civil servant, where I focused on improving leadership skills for civilians, business executives, and senior-level members of the armed forces.

Clients serviced include:

## **THE EXECUTIVE BRANCH**

Federal Government: Department of Defense, Department of Veterans Affairs, Department of Transportation, Federal Aviation Administration, Intelligence Community, US Army, US Air Force, US Navy, US Marine Corps, and US Army National Guard (CA)

## **PRIVATE SECTOR**

Corporate Class Inc., Mattamy Homes (Canada), General Motors (GM), Adobe, Standard & Poor (S&P 500), SHRM, Geico, Chipotle, Facebook, Clockwise, LinkedIn, Salesforce, Sprout Social, Inc, Stripe, and Asurion

## **FINANCIAL SERVICES**

American Express, Ernst & Young (EY), Symetra Financial Services, and the International Monetary Fund (IMF)

## **HEALTHCARE**

Cerner Government Services (CGS), Ann & Robert H. Lurie Children's Hospital of Chicago, Bon Secours Mercy Health, Gilead Sciences Memorial, Sloan Kettering Cancer Center, Homewood Healthcare (Canada), BioMarin Pharmaceutical Inc, Sage Therapeutics

## **NONPROFIT**

Tragedy Assistance Program for Survivors (TAPS) and the Rippel Foundation

## **CREDENTIALS**

My role as a mentor, sponsor, and coach has allowed me to engage with aspiring and organizational leaders and shape my own style and approach. I am an alumna of many senior-level executive development programs from American University, Georgetown University, the Federal Executive Institute, (FEI) and the Office of Personnel Management (OPM) Senior Executive Service Development Program (SESCDP). I hold an undergraduate and graduate degree from the University of Maryland, Averett University, and National-Louis University, as well as a number of certifications as a facilitator for topics that include: Executive and Leadership Presence®, Dare to Lead® (Dr. Brene Brown), International School of Protocol & Diplomacy, Korn Ferry Leadership Architect®, Arbinger Institute Outward Mindset®, Coach Diversity Institute, International Coaching Federation (ICF), and US Army Professional Military Education (basic, primary, and advanced leadership courses). I enjoy French cooking, bicycling, and yoga.

# Our Commitment

We say with confidence that the above services provide unmatched value and will be to your complete satisfaction. We believe that The Above Average School's leadership and extensive experience is an excellent fit for your training objectives.

We believe this comprehensive program will meet and exceed your expectations and provide an unparalleled opportunity to its leaders. We thank you for giving us the opportunity to share our passion for learning with you

Yours in Service,

Terri I. Williams  
President