

# The Impact Playbook Leadership & Influence Accelerator Experience

The Impact Playbook Leadership & Influence Accelerator Experience, powered by RLD Group, is a four-phase highly interactive live webinar experience that gives leaders in tech the practical tools they need to become an undeniable leader in every area of career and life.

**Clarity plus strategy and influence means take-it-to-the-bank results at work and in life.**

A lot of other influence programs are jam-packed with theory but no application - The Impact Playbook gives you the power of immediate implementation for fast results.



## PHASE 1: CREATING YOUR GAME PLAN

The most successful leaders are the ones who create a can't-lose-won't-lose game plan.

- Identify your desired Outcomes (what you want), your Drivers (why you want that), and Alternatives (what you can live with if you don't get what you're asking for): We'll focus on the immediate outcome you want from your influence pitch itself as well as your long-range desired outcome.
- Map out the players in your influence situation: These are Decision Makers, Opinion Leaders, and others who are Directly Affected or Indirectly Affected.
- Figure Out Your Timing: Which players do you need to talk with and what's the right order of conversations? When is the ideal time to approach each player? We'll map out your timing together.
- Prepare for Road Blockers: Road Blockers can hijack your mojo as a tech leader. Let's build a plan to manage their negative effects before they get in the way.

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## PHASE 2: HAVE A COUNTERMOVE READY

Know why a decision-maker would say no and create a plan for how to address their concerns before you even start the conversation. In Phase 2, it's all about getting ready for the 'what if's' in your influence opportunities.



- **Frame Your Team's Future Success:** Broadly define the issues to be discussed and create a climate that promotes the easy exchange of ideas.
- **Pitch Your Plan:** No more guesswork, no more "Will this actually work?" moments – only confidence, clarity, and ease.
- **Guide the Conversation:** Discovery Questions, Exploratory Questions, and Intentional Listening are crucial for your success.
- **Know How to Close Conversation and Objection Loopholes:** Surface remaining concerns, summarize what you're both agreeing to, and outline the next steps including the who, what, and by when for each party involved.
- **Custom-Fit Your Presentation Style to Your Audience:** Learn the different presentation styles and best approaches that appeal to your exact audience every time.

## PHASE 3: PLAYING LIKE A CHAMP

It's not enough just to have a great game plan – you need to know how to consistently think and play like a champion.

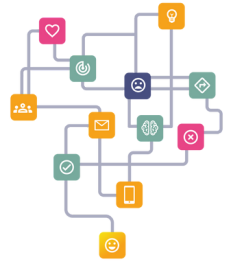
- **Know your 6 Sources of Power:** If you want to be successful, you need to learn the sources, love the sources, leverage the sources for ultimate success.
- **Identify any Limiting Beliefs:** It's time to break away from those limiting beliefs and adopt a more positive perspective.
- **Be a Master Communicator:** We'll talk through the specific communication strategies for extroverts, introverts, and yes, ambiverts as well.
- **Use the Sound-bite Strategy** for getting your work known with bragging – it's a game-changing approach.
- **Use the AIR method (Acknowledge, Involve, Redirect)** to stay confident, calm, and in control when a conversation heats up or gets difficult.
- **Know our Strengths:** Learn your unique strengths and know when (and how) and how to apply them for maximum success.

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## PHASE 4: ALIGNING YOUR WORK AND LIFE

It's not enough just to have a great game plan --- you need to know how to consistently think and play like a champion. Phase 4 will show you how to:

- Know your Why: Remember why you're here and what you've learned along the way.
- Identify and eliminate what's not working: Learn to love evaluating and removing the unnecessary parts of your work and life.
- Acknowledge what you're tolerating without shaming yourself: Some things you can't change, some you can. This is about understanding which is which — and why.
- Know what lights you up: What do you like doing and how do you do more of that to stay energized in times of constant change and uncertainty?
- Assess your stress and prevent burnout: Learn how to tap into your strengths as burnout prevention and wellness tools.
- Be S.M.A.R.T. about your goals: Set goals for career and life to ensure your momentum continues.



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*-Lisa Duerre, CEO RLD Group, LLC*



# The Impact Playbook Case Study: Tech Company-Sponsored Program for Sales Engineering Team Leads

Featuring Gabriella Coplan, Director of Customer Programs and Talent Development



## ■ CHALLENGE

The organization's field support product leads needed a simple framework for generating results faster and easier. They needed to gain confidence in their leadership role minus the manager title, build awareness of the science and art of effective communication, and more effectively influence key decision-makers for better customer issue resolution and prioritization. As a multinational organization, it was imperative the solution address navigating cross-cultural expectations and parameters while maintaining a collaborative customer-focused organizational culture.

## ○ SOLUTION

- Implement The Impact Playbook for Leaders In Tech using the Influence Roadmap framework to support the product leads fully stepping into their roles as sales support engineers, customer advocates, and technical solution consultants.
- Delivered a culturally competent step-by-step framework to effectively and efficiently navigate key conversations with internal stakeholders and customer decision makers.

## ◆ RESULTS

- Increased levels of impact with faster resolution for complex customer requests despite limited resources to address specific customer challenges
- Increased morale and confidence to clearly articulate requirements and recommendations to senior-level decision-makers.
- Greater clarity on how to gain commitment on project scope, resources, and key milestones internally and with their customers.
- Consistent use of the framework for securing resources from other teams, managers, senior level decision-makers.

## ▲ TESTIMONIAL

"This program is now a core to our employee development efforts. As a facilitator and coach, Lisa has the amazing skill of looking at a situation, breaking it down to the root cause, and clearly articulating ideas on how to address it real time in the sessions. I highly recommend this to anyone looking to grow their team's leadership through individual or group programs." - Gabriella Coplan

*Disclaimer: These documented results of this case study are intended to illustrate the potential results of solutions offered by RLD Group, LLC and cannot be a guarantee of future results.*

# The Impact Playbook Case Study: Organizational Consultant Pay-On-Own Impact Playbook VIP Program

Featuring Reni Wexler, Senior Leader Adviser, Team Coach,  
& Certified Conversational Intelligence Coach



## ■ CHALLENGE

Reni is an Organizational Consultant who was frustrated with her clients for not listening to her recommendations. She wasn't making the impact she knew could make if her clients simply followed her recommendations and feedback. Reni wanted to expand her influence and impact in her organization to help her clients achieve their business and leadership goals.

## ○ SOLUTION

- Personalized and accelerated VIP Impact Playbook program combined with 1:1 leadership coaching to support Reni's goals of having a larger impact on her clients.
- Completed a 'Keep Alive' one-on-one coaching package to fast-track Reni's results.

## ◆ RESULTS

- Reni navigated an important conversation with a leader in her client organization in an influential way that enabled him to truly consider her point of view and recommendations. That conversation and her influence was the driver that moved her career forward.
- Reni is now able to make the desired impact on her clients much easier and faster.
- Reni is personally more fulfilled than ever before.
- Even though Reni personally paid for her participation in The Influence Roadmap and coaching with Lisa, the ROI on improving her career trajectory has been well worth the investment in terms of industry recognition, compensation, and influence.

## ▲ TESTIMONIAL

"Lisa had great insight and coached me in expanding my influence within an organization. As a result of her coaching, I was able to navigate a conversation that moved my career forward." - Reni Wexler

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# The Impact Playbook Case Study: Development Director Navigates Communication Style Differences to Achieve Greater Buy-In



Featuring Sherri Shaner, Development Director of Nonprofit

## ■ CHALLENGE

As the Development Director for a growing non-profit organization, Sherri had to integrate into a tight core team with different leadership styles and personality types. The added complexity of limited resources, a need for more strategic planning, and diverse personality styles caused frustration and bottlenecks when it came to creating buy-in for key growth opportunities.

## ○ SOLUTION

- Complete our proprietary Influence Assessment to get a baseline on where Sherri was performing as an organizational leader.
- Participate in a 1:1 VIP Impact Playbook Experience with coaching on her current situations and experiences. This included building her strategic influence plan, reviewed and challenged limiting beliefs, and rebuilt her perspective on decision-making paradigms.
- Follow self-paced learning modules with executive coaching to accentuate the learning experience for more effective application.

## ◆ RESULTS

- Created true connection with key decision-makers in her organization because she changed her communication style based on leadership needs.
- Managed her time more effectively with intention, better preparation, and greater clarity.
- Uplevelled her inner narrative about her colleagues to foster a healthier perspective on work.

## ▲ TESTIMONIAL

"The way the exercises were positioned by RLD Group made me feel like I'm not alone. To me, that was almost just as valuable because so many times you think it's just you. It's powerful to realize, "Oh wow, somebody's been in that situation too." I've already referred RLD Group to a couple of different people because there's such a need for what they offer."

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Are you ready to take culture transformation out of the clouds, banish burnout and drive bottom line results?

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