

This workbook belongs to

FIRM LEADERSHIP

with



RLD
GROUP



FIRM Leadership Lab WORKBOOK & RESOURCE GUIDE

Your RLD Group Guides:



Lisa Duerre



Rachelle Niemann



Alenka Znidarsic, PhD



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The same experts trusted
by major media outlets.

Forbes

THE WALL STREET JOURNAL
WSJ

The Mercury News
The Newspaper of Silicon Valley



Entrepreneur
MAGAZINE

atd

Association for
Talent Development



WomELLE



Authority Magazine



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rldgroupllc.com



hello@rldgroupllc.com



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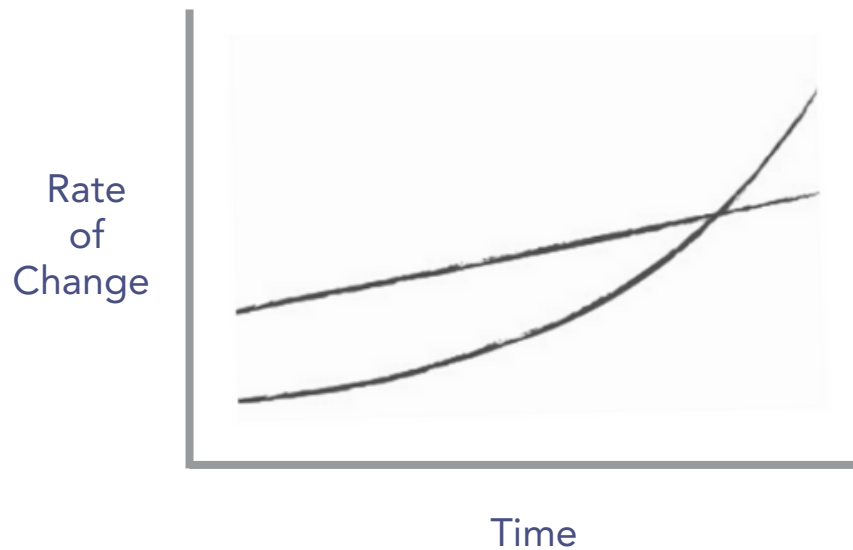
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LEADING AT THE SPEED OF CHANGE STARTS HERE

NAVIGATING CHANGE WITH A LEADERSHIP EDGE

Rebooting Leadership Drive™ means leading with Flexibility, Intuition, Resilience, and Mindfulness. Shift from reacting to change to actively shaping what's next—for yourself, your team, and your organization.

Our World is Changing **Faster Than We Are Prepared For**¹



The Pace of Change Has Accelerated

The world is changing faster than humans can adapt, leading to unprecedented levels of uncertainty, instability and conflict.

Our Capacities for Creativity and Connection Are Challenged

As people navigate demands that exceed their inner resources, stress and self-doubt unconsciously push us into reactive, unresourceful states.

A New Set of Paradigms and Tools Are Necessary for Leaders

The time is now, to re-consider what it means to lead. We need approaches that naturally and effectively unlock potential, at a scale and speed that many previously would not have imagined possible.

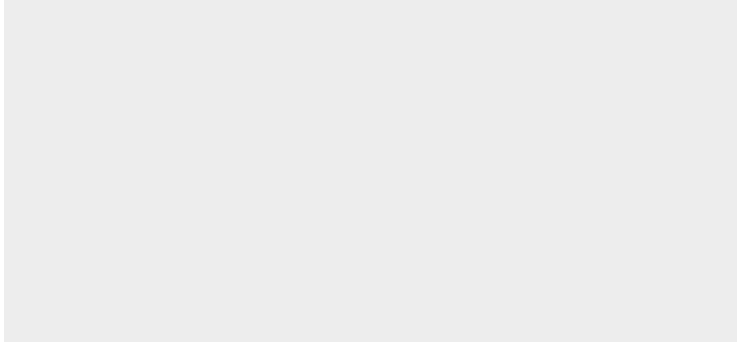
¹ Eric Teller, Director of Google X

"[The FIRM Leadership Lab is] a gift to enable a break to think strategically."
- Tech Exec | Past Participant

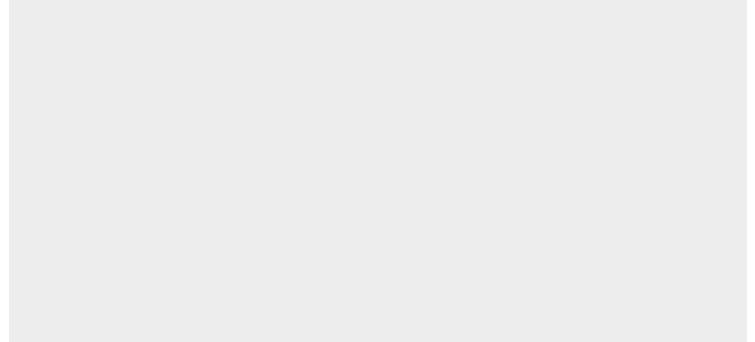
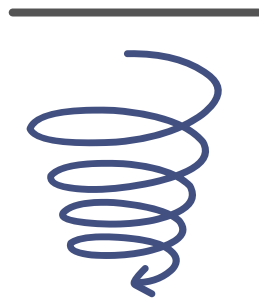
1) QUESTIONS & REFLECTION

Reflect on a time when you felt least effective as a leader. What qualities, strengths, or mindsets did you display? Next, recall a time when you felt most effective. What was different?

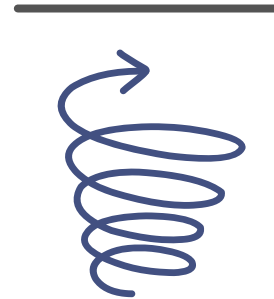
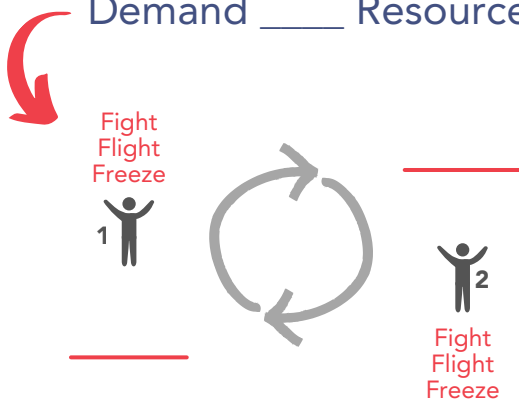
LEAST EFFECTIVE



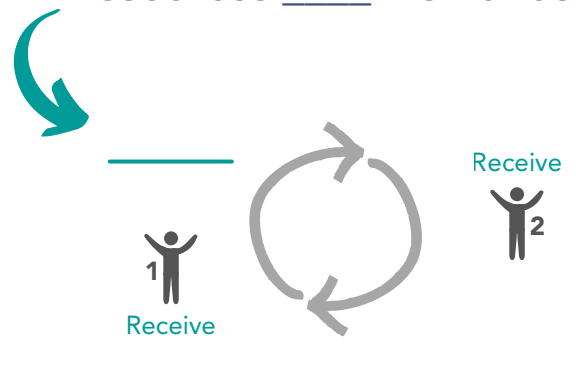
MOST EFFECTIVE

Demand ____ Resources



Resources ____ Demands



In high-pressure situations, our brains default to survival responses. Recognizing your patterns—whether fight, flight, or freeze—allows you to intentionally shift to a more effective state.

EFFECTIVE LEADERSHIP GROUP DISCUSSION

2) CONVERSATION INSTRUCTIONS (in small groups)

STEP 1. SHARE

First person shares their answer in about _____ mins. total.

STEP 2. ACKNOWLEDGE

Other group members quickly acknowledge what was shared (30-sec. each).

What stood out about what they shared that you can apply to your own leadership?

- "I was most inspired by _____"
- "What I like about what you shared is _____"
- "What I appreciate most is _____"



Repeat for all group members

NOTES

3) LOOK FOR THEMES (optional)

As a group, collectively discuss similarities amongst your shares.

What patterns are emerging?

What leadership themes keep showing up across your group's experiences?

TIMING

About _____ mins. TOTAL in small groups.

THE 5-I FRAMEWORK

A powerful process to accelerate the realization of your most powerful identity, and highest potential future, followed by discovering innovations and action plans to bring your future alive.

The xchange 5-I Framework™



Leadership Challenges



Choose a real-world challenge that you will use as we guide you through a proven leadership process to help you move from insight to action.

MY FOCUS TODAY IS:



MY FOCUS TODAY IS:

Framing the Challenge and Why It Matters

Take a moment to think about the challenge you picked. What is the core leadership challenge you're facing? Is it about time? Energy? Clarity? Influence?

Why does this challenge matter to you as a leader?

How does it impact your team, organization, or customers?

How does this challenge impact how you spend your time? Are you operating reactively—caught in back-to-back execution—or intentionally creating space for strategic thinking? What makes it hard?



MY FOCUS TODAY IS:

Appreciate the past and uncover strengths, patterns, values and behaviors that are already working.

Continue thinking about the challenge you picked. What's one thing that's working well, even in the midst of this challenge?

Identify your strengths and skills that contribute to what IS working.

How might you expand on what's already working?

How might this be easy?



MY FOCUS TODAY IS:

Create future visions and identify opportunity areas.

If this challenge were to be improved or even no longer existed, what would be possible for you and your team?

What does success look, sound, and feel like?

What would be different? How do you want to show up in a new way?



MY FOCUS TODAY IS:

Ideate. Iterate. Create a new future.

Based on everything surfaced so far, what might you explore to shift this challenge?
How might you start creating your imagined future?

What's one small shift you could make this week to move toward your imagined future?

What's one barrier that might get in the way of this shift? How will you navigate it?

What are you excited about in creating this new future?



MY FOCUS TODAY IS:

Defining action steps, building accountability, and tracking progress.

What's one small shift or experiment you will try first to create momentum?

Who needs to be involved, and how will you gain their buy-in? Did you include yourself? If not, should you?

What's one insight from today that you will take forward into your leadership practice immediately?

"Attending this [FIRM Leadership] lab helped me create my first step in tackling the challenge of Balancing Strategic & Tactical Work." - HR Leader | Past Participant

2) CONVERSATION INSTRUCTIONS (in small groups)

STEP 1. SHARE

First person shares their answer in about _____ secs. total.

STEP 2. ACKNOWLEDGE

Other group members offer an acknowledgement.

- Virtual fist bump
- Camera high five
- Spirit fingers

STEP 3. PASS THE BATON

The person who shared picks the next person to share.

 Repeat for all group members

NOTES

3) SHARE ENCOURAGEMENT (OPTIONAL)

Share any encouragements with each other.

TIMING

About _____ mins. TOTAL in small groups.



Burnout Prevention In The New 'BANI' World

an article in Forbes written by
Naira Velumyan

What BANI Really Means

an article in Forbes written by
Jeroen Kraaijenbrink



BANI

BRITTLE:

Illusion of strength

ANXIOUS:

Illusion of control

NON-LINEAR:

Illusion of predictability

INCOMPREHENSIBLE:

Illusion of knowledge

FIRM

FLEXIBLE:

Adaptability, responsiveness, openness
to new ideas & approaches

INTUITIVE:

Self-aware with emotional intelligence,
use rational thought and gut feelings

RESILIENT:

Positive mindset, think creatively, and
take calculated risks

MINDFUL:

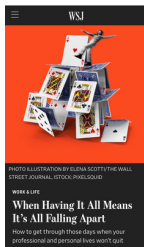
Open-minded, reflective, and willing to
learn from diverse perspectives



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Download "The Power in the Questions We Ask Ourselves"

A reference guide to help change the definition of what's possible by
adjusting our filter from 'Deficit-Based' to 'Strengths-Based' questions.
You can also opt-in for more exclusive content from RLD Group.



Wall Street Journal: When Having It All Means It's All Falling Apart

By Lisa Duerre

How to get through those days when your professional and personal lives
won't quit.



Connect with RLD Group on LinkedIn

Stay in touch and get the most updated information on upcoming LIVE
events and other opportunities to experience RLD Group!



Ctrl+Alt+Delete with Lisa Duerre™ Podcast

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Youtube



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Podcasts

How We Drive Leadership Transformation

At RLD Group, we bring decades of experience as leaders in tech and business, offering solutions that are co-created with you to meet your unique challenges. Our proven frameworks—rooted in real-world application—turn insights into action, connecting your leaders and teams to their purpose and innovative potential. When you work with us, you're not just investing in leadership; you're securing measurable, bottom-line results.

THE TOP 5 REASONS ORGANIZATIONS CHOOSE RLD GROUP

Transformative Leadership Development

Too many leaders are promoted without the tools they need to succeed. At RLD Group, we reboot leadership drive by equipping leaders with our FIRM Leadership Model and strengths-based solutions. Leaders activate their knowledge, navigate complexity, and achieve results that stick.

Embedded Culture Transformation

Culture isn't just what you say; it's what you do. We co-create solutions that reboot leadership drive at every level by embedding values, behaviors, and processes into daily operations. This alignment ensures culture becomes a measurable driver of retention, engagement, and performance.

Sustainable Change Management

Change fatigue drains productivity and morale. We reboot leadership drive by empowering leaders with practical strategies to manage change effectively. Our approach reduces resistance, builds buy-in, and ensures momentum isn't lost, saving time, money, and energy.

Future-Ready Workforce Planning

The workforce is evolving, and so should your strategy. We reboot leadership drive by helping organizations anticipate future needs with phased, strengths-based plans that prepare teams for innovation and long-term success.

Resilient Leadership Frameworks

Resilient leaders don't just adapt—they excel. Through our FIRM Leadership Model, we reboot leadership drive by teaching leaders to harness their strengths, build connections, and create cultures of belonging and innovation that drive measurable results.



Make Time for Strategy | Lead with Clarity | Deliver Real Results

Why This Series, Why Now?

Tech leaders are under relentless pressure - constant change, AI acceleration, and the demand to deliver.

The hardest thing to find?

Time to pause, think, and lead strategically.

“

“I left with practical tools I could apply immediately and a renewed sense of clarity and calm.”

— Don MacIntosh, HR Executive

“[The FIRM Leadership Lab is] Redbull for Leadership”

— Tech Exec

The Experience:

- Six (6) live, high-impact virtual labs: Oct 2025–Dec 2026
- Each session: Guided by experts where you will have time to step back, think, and work on your real challenges
- Support between sessions: Resources, peer connection, and a curated WhatsApp group
- Workbook and Resource Guide for each session: Tools and frameworks you'll use right away

*This experience evolves with you.
Your feedback shapes every session!*

Will sessions be recorded?

If life throws you a curveball, you'll have access to recordings. But this is a live, interactive, and hands-on lab series. The breakthroughs come from showing up, engaging, and playing full out.

Our Promise:

You'll get real-world tools, honest conversations, and a community that's got your back—led by people who know what it's like to lead when the pressure is on.



Your Investment:
\$4,897

Just ~~20~~ **18** seats remaining.
Pricing good until Friday, October 3, 2025.



Series Dates

Series Kick-off

October 10, 2025 11a-1230p PT

Lab 1

February 13, 2026, 11a-1p PT

Lab 2

May 15, 2026, 11a-1p PT

Lab 3

August 14, 2026, 11a-1p PT

Lab 4

November 6, 2026, 11a-1p PT

Series Closeout

December 11, 2026, 11a-1230p PT

“

“The whole session architecture was amazing. You led us through a lot of internal work in a brief time and then took the perspective up to look at what is going on the world and at work. It was crafted masterfully.”

“[I appreciated] working on an actual challenge we want to solve.”

“[I appreciated] carving out time to spend on my challenge.”

“[It was meaningful for me to] take time for me to reflect and then have others to connect with.”



Make Time for Strategy | Lead with Clarity | Deliver Real Results

Is This Series Right for You?

This is for you if...

- You lead a team of 5+ (in tech or tech-driven roles)
- You want to shift from reactivity to strategy
- You're open to new approaches and committed to participating live
- You value clarity, innovation, and real-world results
- You're stuck in doing mode and know you need protected time to think strategically and lead with intention

It's not for you if...

- You prefer to stay on autopilot
- You believe leadership is about having all the answers
- You seek a quick fix or are unwilling to show up fully

Meet Your Expert Guides



Lisa Duerre

The go-to for tech leaders who want results - fast. Known for spotting strengths, calling out blind spots, and cutting through the noise.



Rachelle Niemann

Resilience specialist for leaders and teams under pressure. Keeps leaders grounded and focused, even when stakes are high.



Alenka Znidarsic, PhD

Systems engineer and strategist. Helps leaders make smarter decisions, scale what works, and navigate change with clarity.

YOUR INVESTMENT \$4,897

Click or scan to register



Just 20 18 seats remaining. Pricing available through Friday, October 3, 2025.



"[The FIRM Leadership Lab is] Redbull for Leadership."
— Tech Exec

The ROI

- Individual, Team & Org impact
- More time for strategy
- Less rework
- Reduced stress
- Increased efficiency
- Clarity, confidence, & connection
- Knowledge activation



"We took what we learned in RLD Group's FIRM Leadership Lab and used it to completely rethink how we run our all-hands meetings...Our redesigned meetings created real connection, shared ownership, and practical outcomes."

— Keven Mabey, Sr. Director