



Rocket Executive Business Accelerator (Rocket eXBA)

Executive Business Development Program

A successful leader knows that investing in their people is the most important decision they can make. The question is, how do you prepare rising stars to become the next generation of senior leaders? Our Rocket eXBA Program provides real-world leadership training for the C-Suite and middle managers with a dynamic, comprehensive curriculum.

By working with accomplished business leaders, coaches and master facilitators, participants gain confidence and strategic and core leadership skills.

By focusing on one topic at a time, Rocket eXBA cultivates mastery unlike leadership programs that squeeze a lot into a few days. Your company encourages participants to advance their careers within rather than seek opportunities outside. Ultimately, you will have a professional, empowered team of senior leaders who are ready to take the business to the next level.

With our Rocket eXBA Program, C-Suite and high-level performers build the foundational leadership skills they need to thrive in the near future. Throughout the 12-month program, participants gain a well-rounded essential leadership skillset that boosts their personal awareness, confidence, and expertise.

Benefits to the Organization

Organizational empowerment: Enhance the competence of all levels of leadership to create a more effective, adaptable and empowered organization.

Employee longevity: Develop a culture of leadership development to motivate top talent to seek advancement within the organization.

Leadership aptitude: Ensure that trusted and empowered employees are in leadership roles that are critical to mission success.

Corporate culture: Leaders model your company values, are ambassadors for your brand, and lift those around them.

Benefits to Mid-Management

Leadership competencies: A deep understanding of 12 critical leadership competencies and increased confidence in them.

Career advancement: Taking on greater leadership responsibilities and promoting sustainable professional development.

Networking/Peer Network: Extending their influence and obtaining professional contacts and a critical peer network.

Accountability Partners: For the duration of the class, participants are partnered with accountability partners.

Coaching: one-to-one and two-to-one professional leadership coaching.



Leadership Role	Rocket Programs	Why?
Founders, CEOs, Presidents	Rocket Masterminds Group	Collaborate and learn with other CEOs to make better decisions, benefiting business and personal life and the local community
C-level and mid-level management	Rocket Executive Business Accelerator Course, the Rocket eXBA	Develop well-rounded management competencies and executive skills to deliver sustainable results for the company and ensure sustainable succession

The Program

Commitment: 1 year; 12 eight-hour monthly sessions.

Curriculum: 12 leadership proficiencies, every meeting focusing on a singular competency

Class: An expert instructor workshop begins each meeting day, followed by intensive group work to apply what has been learned.

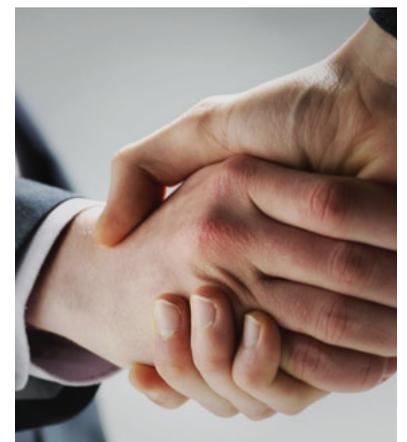
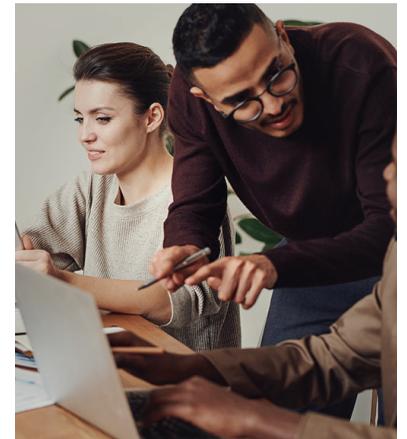
Immersion: Participants will determine a personal or group focus with input from their CEO and their own personal leadership goals.

Coaching: Periodically, participants and their CEOs will meet with our coaches to discuss their individual and company goals and course progress.

Meeting Venue: The meeting venue will be centrally located on California's Central Coast.

What's included: Tuition for 12 monthly learning modules, meeting room, meals, beverages, snacks and instructor materials.

What's not included are books, travel and additional coaching sessions.



2023 Tuition

Annual Tuition Option: \$10,000.

Monthly Tuition Option: \$950

10% discount for 2+ enrolled students from same company



2023 Curriculum

1. Self-Awareness

Leadership Assessment | Leadership Style | Personal Growth | Stress Management

Identify your strong suits and blind spots to develop a management style that maximizes your impact and reflects your unique personality. See yourself and others in a new way that will accelerate your effectiveness in communication and bring out your highest potential.

2. Business Strategy & Execution

Vision | Design Thinking | Innovation | Strategic Planning | Intrapreneurship | Culture | Branding

Learn to identify company strengths and weaknesses, evaluate competitive threats and opportunities, and develop sustainable competitive advantages. Understand the importance of strategic positioning and building a learning culture within your organization. Understand the concept of Intrapreneurship and how to incentivize it within your organization.

3. Organizational Execution

Focus | Results-Oriented | Time Management | Productivity | Accountability

Develop excellence in execution by learning how to effectively link people, strategy and operating plans together while navigating through the complexity that can derail your plans. Cultivate habits that support, rather than hinder, your concentration and productivity.

4. Communication

Meaningful Conversations | Presentation Skills | Motivating Others

Enhance your influence by projecting confidence and articulating a clear leadership point of view for maximum impact. Confidently motivate others to accomplish your company's goals.

5. Performance Management

Performance Reviews | Mentoring | Goal Setting | Conflict Resolution

Learn to recognize the potential in others, match talent to task, define and align performance goals, and handle difficult management situations with greater certainty.

6. Team Management

Building Effective Teams | Delegation | Empowerment | Diversity & Inclusion | Meeting Facilitation

Gain a broader understanding of team dynamics, managerial best practices, and the role of the manager. Learn the principles that will motivate employees, strengthen trust, and build a cohesive and constructive team.

7. Business Finance

Financial Objectives | Financial Drivers | Key Performance Indicators (KPIs) | Quadruple Bottom Line (QBL)

Understand the key metrics and financial drivers for your business. Learn new ways to think about strategy and how to communicate financial objectives more clearly with financial professionals. Learn how to track leading and lagging indicators as KPIs. Develop an understanding of how QBL can impact your business.

8. Prime Your Mind for Success

Resilience | Courage | Ownership Mentality | Efficacy

Eighty percent of any organization's issues stem from the psychology at the top, which includes managers. One of the most engrained differentiators is whether or not the leader believes themselves to be a victim of life or a powerful creator of life. In this session we will uncover where this mindset creeps in and practical ways to combat it and step into a much more successful mindset.

9. Executive Presence

Credibility | Authenticity | Clarity | Professional Influence | Health & Wellness | LinkedIn

Learn to align your body language and word choice to articulate the greatest clarity of message and degree of influence. Identify your natural tendencies that distract from your message and obtain greater vocal variation, power and authenticity to enhance your leadership standing.

10. Emotional Intelligence

EQ vs. IQ | Empathy | Listening Skills | Adaptability

Finding success in leadership requires emotional intelligence, and the higher you go in an organization, the more it matters. Learn techniques, strategies and an action plan to develop the emotional intelligence necessary to achieve maximum personal and business results.

11. Customer Focus

Customer-centric Approach | Sales Management | Brand Ambassadorship | Customer Service

Identify steps to improve customer satisfaction by seeing your business through the eyes of your customers. Learn how to increase brand loyalty by embracing a customer-centric approach in the design of your business processes.

12. Change Management

Leading through Change | Continuous Improvement

Learn the stages of concern that individuals experience when dealing with change and the reason why people resist change. Gain the tools needed to help make change comfortable or even exciting for your team.



Passionate Faculty

There are instructors ... and there are instructors who change your life with amazing real-life experiences, true stories from the business world and indisputable and infectious passion for their topic. We went out to find exactly those instructors for you and we're proud to make them the backbone of our Rocket eXBA course. Check out our faculty bios online:

Learn more, talk to a facilitator or email us at:

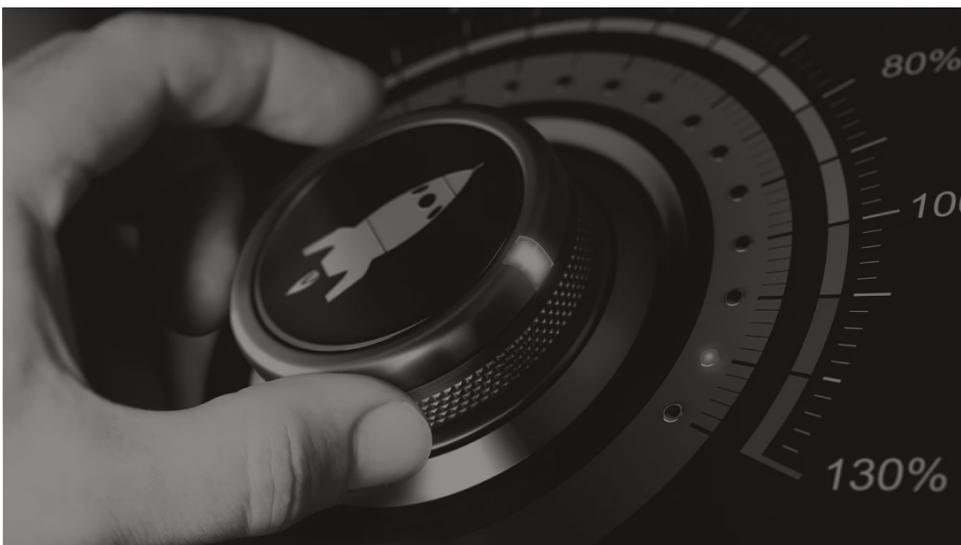


Meet our Faculty

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Rocket eXBA Program



Curious Minds | Passionate Learning | Unlimited Potential