



# VIRTUAL LEADERSHIP ACADEMY

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**THIS PROVEN SYSTEM COMBINES WEEKLY LIVE COACHING, REAL-TIME SUPPORT, AND FULL ACCESS TO 19 LEADERSHIP COURSES, INCLUDING AN EXCLUSIVE PARTNERSHIP WITH FORMER CELEBRITY CRUISES CEO LISA LUTOFF-PERLO, ALL DESIGNED TO HELP YOU OR YOUR TEAM MASTER LEADERSHIP FUNDAMENTALS, BUILD ELITE HABITS, AND DRIVE LASTING IMPACT ACROSS YOUR TEAM AND ORGANIZATION.**

## THE PROBLEM



### Training is an Event.

Most training is forgotten within a week because it lacks reinforcement. It creates a temporary spike in motivation, but no lasting change.

## THE PHILOSOPHY

# GROWTH IS A PROCESS.



GOTB is not just a library of videos; it is a gym for business performance. We focus on **Elite Habits**.

- ✓ **Consistency > Intensity:** Habits are built through daily repetition, not one-off seminars.
- ✓ **Process Optimization:** Focusing on the systems that drive results, rather than just the results themselves.
- ✓ **The 1% Mindset:** Getting 1% better every day through structured discipline.

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## A PROVEN SYSTEM FOR LASTING IMPACT

The Get On the Ball Leadership Academy is a fully virtual coaching and development program. We provide leaders at all stages with the foundation, habits, frameworks, and coaching required to lead effectively and efficiently.

**This is more than training; it is a system designed to help you master leadership fundamentals, build elite habits, and drive impact across your team and organization.**

# LED BY PROVEN INDUSTRY AUTHORITIES



**STEVE NUDELBERG**  
CHAIRMAN

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Serial entrepreneur and  
award-winning sales  
trainer.



**MARC NUDELBERG**  
PRESIDENT & CEO

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TEDx speaker, Author,  
and award-winning  
leadership & sales expert.



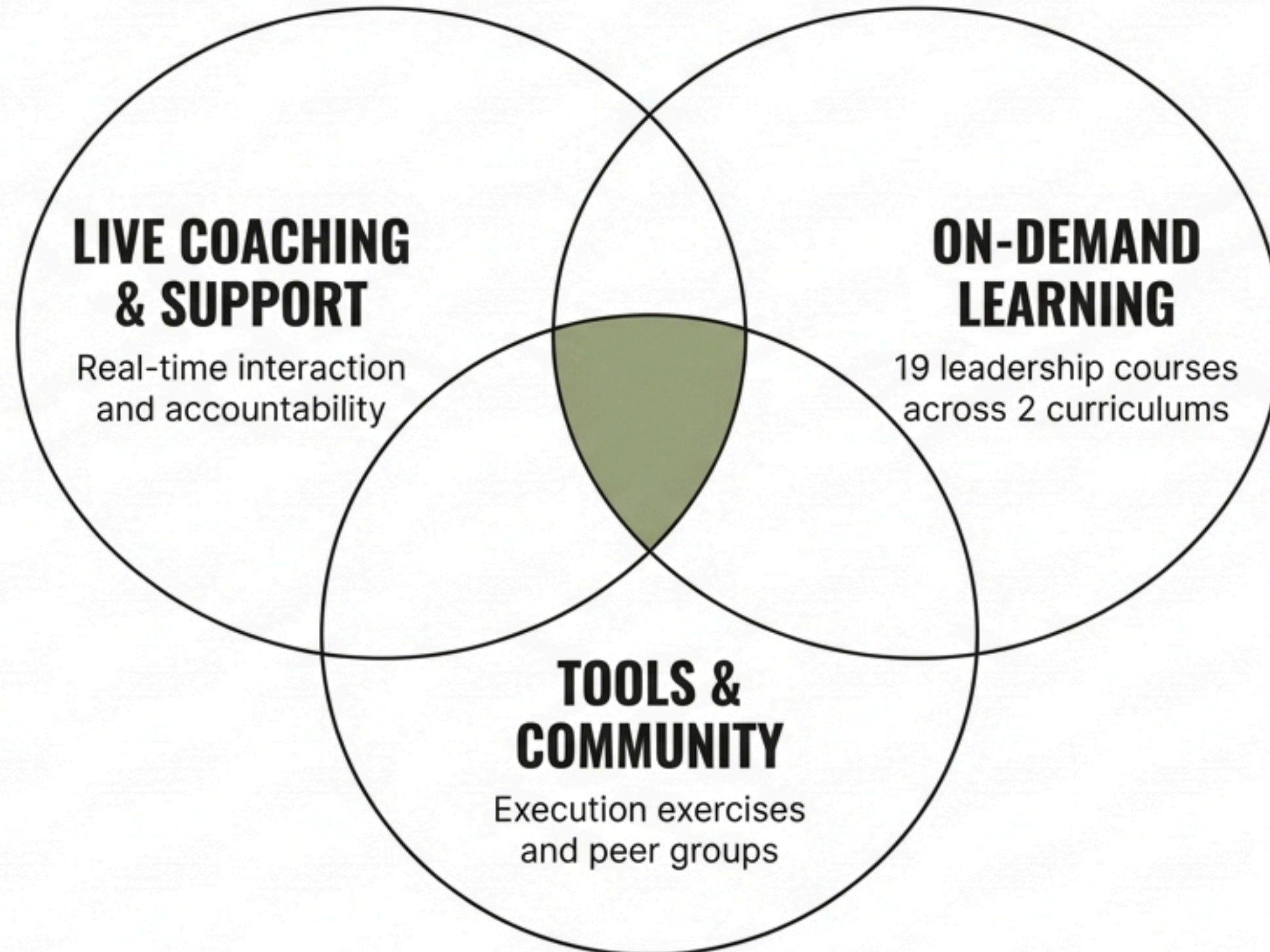
**LISA LUTOFF-PERLO**  
VICE CHAIRWOMAN

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Former CEO of Celebrity  
Cruises, board chair,  
and author.

Exclusively featuring the Lisa Lutoff-Perlo strategic leadership curriculum.

# THREE PILLARS OF MEMBERSHIP



# PILLAR 1: LIVE COACHING & ACCOUNTABILITY

Consistent access to mentorship and real-time support.

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## THE WEEKLY VIRTUAL HUDDLE

96 Total Sessions per year.

Wednesdays at 7:58 am EST and 10:58 am EST.

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## THE MONTHLY ACCOUNTABILITY CALL

12 Total Sessions per year.

Second Wednesday of each month at 1:00 pm EST.

**PLUS:** Real-time support via private group chat and scheduled office hours.

# PILLAR 2: THE ON-DEMAND CURRICULUM

Full access to 19 courses across two specialized tracks

## **TRACK 1: ON THE BALL PRINCIPLES**

- Mindset
- Time Management
- Relationship Management
- Communication
- Coaching
- Strategic Thinking

## **TRACK 2: LISA LUTOFF-PERLO PRINCIPLES**

- Embracing Failure
- Defining Values
- Building Culture
- Effective Leadership Strategies
- Vision Communication & Empowerment
- Crafting Vision
- Transformational Leadership
- Driving Growth & Profitability
- Collaboration & Cohesion

# PILLAR 3: COMMUNITY & EXECUTION TOOLS

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## THE FRAMEWORKS

Access monthly focus areas, reflection prompts, execution exercises, and leadership frameworks designed to turn theory into action.

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## THE PEER GROUP

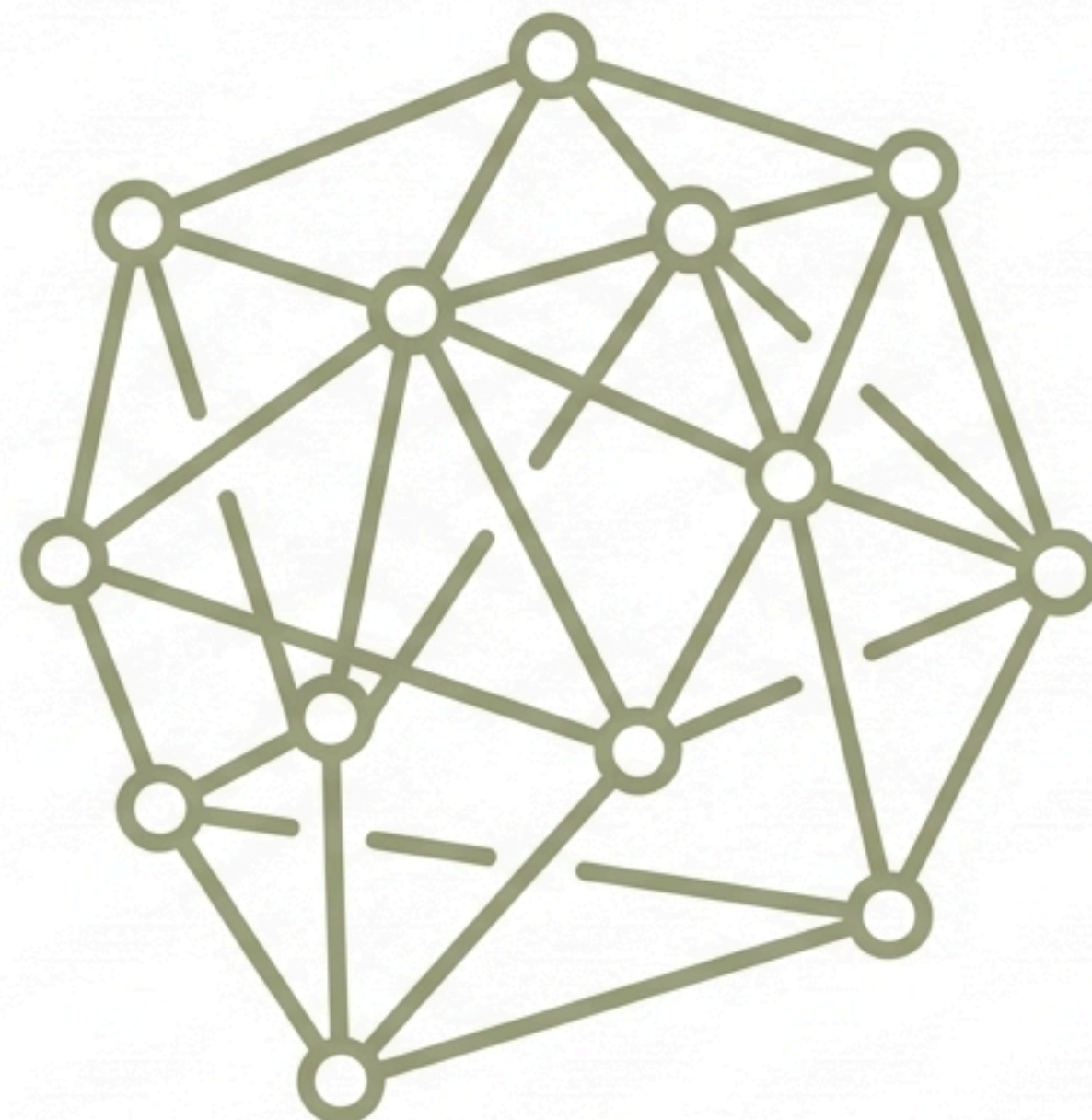
A community committed to growth, accountability, and leadership excellence.

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## THE PURPOSE

A dedicated space where leaders share wins, solve challenges, and elevate together.

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# WHAT YOU WILL GAIN

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## **SELF-AWARENESS**

Greater emotional intelligence to manage triggers and lead with empathy.

## **CONFIDENCE**

The ability to make decisions and have hard conversations without hesitation.

## **COACHING**

Shift from managing tasks to developing people using practical coaching frameworks.

## **RELATIONSHIPS**

Stronger communication skills to build trust across teams and stakeholders.

## **CONSISTENCY**

Consistent leadership behaviors under pressure—leading calmly when stakes are high.

## **THE EDGE**

A personal leadership edge that compounds over time through discipline and execution.



## **EQ & Self-Awareness**

Understand triggers and lead with intention.



## **Coaching & Influence**

Practical frameworks to help others grow and perform.



## **Decision Making**

Build the courage to address hard conversations without hesitation.



## **Composure**

Consistent behavior under pressure when stakes are high.

“ The huddles, top-down accountability, and coaching across every personality type have transformed my business—and my life. ”

**JOY LYNSKEY**

Founder/CEO Jewel Toned Interiors

# CHOOSE YOUR PATH TO EXCELLENCE

## SALES ACADEMY

**\$150/mo**  
or \$1,297/yr

96 Huddles, Sales  
Accountability, 7 Core  
Courses.

## THE BUNDLE (BEST VALUE)

**\$225/mo**  
or \$1,997/yr

### INCLUDES EVERYTHING

Access to BOTH Sales &  
Leadership Tracks + All  
Accountability Calls.

## LEADERSHIP ACADEMY

**\$150/mo**  
or \$1,297/yr

96 Huddles, Leadership  
Accountability, 19 Core  
Courses.

Individual memberships available monthly. Enterprise pricing upon request.

# **MEMBERSHIP RECAP: WHAT YOU GET**

- ✓ 96 Live Huddles (East & West Coast options)
- ✓ Monthly Accountability Calls
- ✓ On-Demand Library (Lifetime access while active)
- ✓ Templates, Scripts, Checklists
- ✓ Community Access

# ENTERPRISE: BRING GOTB TO YOUR ORGANIZATION

## Scale the System.

- Build a uniform language for sales and leadership across your entire company.
- Company-specific coaching calls.
- Team-wide access to Daily Marching Orders.
- Custom pricing packages.

# START YOUR LEADERSHIP JOURNEY

JOIN THE COMMUNITY OF LEADERS COMMITTED TO GROWTH AND EXCELLENCE

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**getontheball:**  
VIRTUAL TRAINING ACADEMY

GET ON THE BALL