

I LEAD ME

A **leadership development certificate program** supporting manager growth, confidence, and people leadership in a time of change.



A new kind of
Leadership

I Lead Me

The reality managers are navigating

Stepping into people leadership often happens quickly—and without much preparation.

Over time, the role shifts. Expectations expand.

Leadership becomes less about what you do and more about how you work with others.

Managers are expected to:

- Lead people with different working styles, motivations, and needs
- Navigate tension, feedback, and difficult conversations
- Influence outcomes without relying on authority alone
- Balance delivery, decision-making, and people dynamics—under pressure

These aren't “soft skills.” They're **core leadership skills**.

And they're rarely taught in a structured, practical way.

What I Lead Me is

I Lead Me is a leadership development experience designed to support managers in strengthening the people-leadership aspects of their role.

It's not a training course or a one-off workshop. It's a structured, coaching-based program that builds real leadership capacity—while applying what you learn in real time.

Individually

Managers develop greater awareness of how they show up—especially under pressure—and strengthen communication, decision-making, and leadership presence.

Collectively

Managers learn together, share perspectives, and practice navigating real leadership situations —building stronger alignment and trust across the group.

What's included

- Leadership Assessment + 1:1 Personalized Debrief (2 hours)**
A research-backed assessment that provides insight into how leaders operate in everyday leadership and how they respond under stress, creating a foundation for intentional development.
- I Lead Me Launch (3 hours)**
A facilitated in-person kickoff experience to build shared focus and connection
- 5 Monthly Group Sessions (2 hours each- 10 hours total)**
Online group sessions centered on practical leadership topics and real scenarios
- 5 hours of Individual Coaching (1 hour each- 5 hours total)**
Online one-to-one coaching to support application and growth over time
- I Lead Me Wrap-Up (3 hours)**
Onsite closing session to reflect on key insights gained, shifts achieved, and priorities moving forward.
- End of Program Individual Milestone Review (2 hours)**
Retake the Leadership Assessment, compare your results from day one, and reflect on the shifts you've made during a 1:1 session (2 hours)
- Peer Groups + Community Space**
Opportunities to connect informally with others—because doing this kind of work together makes it more human, and less lonely.
- Workbooks for Continued Self-Learning**
Simple, supportive resources to further your learning and development.

The Invitation

Participation in *I Lead Me* is intentional.

This program isn't designed to "fix" anyone. It's for managers who want to be more thoughtful and effective in how they lead people—especially in a time of increased complexity and change.

You don't need to have everything figured out. You just need a willingness to engage, reflect, and apply what you learn.

Logistics & Dates

Total Coaching Contact Hours: 25

Time Commitment: ~3 hours/month (group sessions & 1:1 coaching sessions)

Format: Zoom (live sessions; not recorded); onsite program launch & wrap-up

Timeline

Mar - Apr: Pre-Launch (Assessments & Debrief)

April: Program Launch

May-Sep: Monthly Group & 1:1 Sessions

Oct: Wrap-Up

About A New Kind of Leadership (NKL)

NKL is a coaching-based leadership development practice that works with managers and leadership teams navigating growth, change, and increased responsibility.

Our approach blends self-awareness with practical application—supporting leaders in how they show up under pressure and make more intentional choices in real leadership moments.

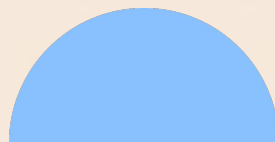
Next steps

- Join the upcoming information session
- Talk with a colleague already participating

Participation is a choice. The impact comes from how you engage



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Appendix

We design each group session to reflect the real-time challenges and priorities of participants.

Below is a sample of session topics, each focused on strengthening leadership awareness, practical capability, and team effectiveness.

- Motivation and Purpose
- Energy and Influence
- From Reactivity to Choice
- Dynamic Communications
- Coaching as a Leadership Skill
- Navigating Feedback and Difficult Conversations
- Focus, Flow, and Boundaries
- Resilience and Renewal
- Leadership Presence and Impact
- Owning Your Leadership Voice
- Leading Through Conflict
- Becoming a More Successful Leader
- Managing the [Fear] Voice in My Head
- Values Alignment
- Leading Through Uncertainty
- Who's In Control?
- Excellence. Your Choice.
- Influencing Self & Others
- Self-Care and Your Well-Being
- Connection & Trust