

bates

**Bates Leadership Academy**  
*Open Enrollment Programs*  
**2018**



## About Bates

Bates serves leaders around the globe in some of the world's biggest organizations. Our team of seasoned professionals comes from diverse backgrounds and disciplines, including corporate communications, consulting and management psychology. Our CEO Suzanne Bates founded the firm in 2000, with a commitment to help leaders make an impact. She is an internationally recognized expert and best-selling author on the topic of communicative leadership.

## Capabilities & Solutions

Leaders that drive change, enable growth, and make a lasting impact are shaped by their powerful ability to influence key stakeholders through communicative leadership and executive presence. From our one-on-one coaching work, to executive advisory and consulting, to our leadership team programs, we help organizations turn vision into results.



### Consulting Services

- Executive Advisory and Consulting
- Leadership Team Performance
- Executive Coaching
- Assessment & Certification

### Programs and Research

- ExPItm Data and Analytics
- Speak Like a CEO Boot Camp
- Executive Presence Mastery
- Executive Presence Mastery for Women

## Information

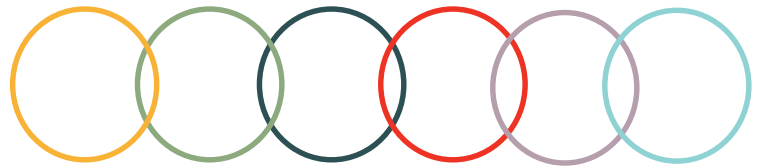
# Bates Leadership Academy

Our two decades in leadership programs has led us to innovate and offer a set of stimulating, inspiring learning experiences specifically for the senior and high potential leader, and their teams. Leaders can access an interrelated and mutually reinforcing series of programs that build skill, confidence and expertise in communicative leadership.

When leaders attend the programs in the Bates Leadership Academy, they often say they are the best, most motivating and actionable learning experience they've had in their careers. Our Speak Like a CEO alumni consistently remark that they entered feeling like they'd never be able to command a room and leave feeling like they know the secrets to presenting themselves with the confidence and gravitas of a senior leader.

## Suite of Programs

- [Speak Like a CEO Boot Camp](#)
- [Executive Presence Mastery Program](#)
- [Executive Presence Mastery for Women Leaders](#)
- [Bates ExPI™ Assessment Certification](#)



## Our Academy Instructors

The courses in our leadership academy are led by seasoned executive coaches and facilitators with a track record of coaching and advising senior and high potential leaders in large and mid-size companies in more than 40 countries. Our coaches set an upbeat tone from the start and know how to bring out the best in everyone. You'll leave energized by the positive, supportive feedback, armed with a toolbox of proven methods and techniques for preparing any speech, presentation or important message.

## Why Bates

Bates has developed the first-and-only research-based, scientifically validated 360 tool to measure a leader's executive presence and influence. Our seasoned business experts have used the Bates ExPI™ to help senior leaders at the world's leading companies in over 40 countries accelerate their strategic agendas, deliver bottom line results more effectively, and enable innovation and new business model creation.

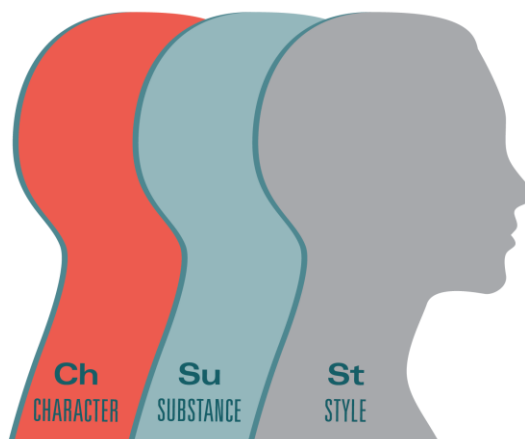
## About the Bates ExPI™ Assessment

CHARACTER	SUBSTANCE	STYLE
Authenticity	Practical Wisdom	Appearance
Integrity	Confidence	Intentionality
Concern	Composure	Inclusiveness
Restraint	Resonance	Interactivity
Humility	Vision	Assertiveness

### The Model

The Bates ExPI™ multi-rater assessment tool measures perceptions of the leader's strengths and development areas within these 15 unique facets. Perceptions of critical stakeholder groups are compared with the leader's self-perceptions in order to identify strengths and gaps.

The assessment is administered via an online questionnaire. The questionnaire is completed by the individual leader (self-rating), their manager, peers, direct reports, and other groups of critical stakeholders. The assessment contains 90 items and 3 open-ended questions.



[Read more about the ExPI™ on our website](#)

# Speak Like a CEO Boot Camp

In leadership, great communication skill is the most important predictor of success in influencing people, gaining alignment, and driving results. Speaking is often thought of art and science, and that may be true, but it is also not a natural born skill. For nearly two decades we've been teaching top leaders in global companies the art of communicating in a powerful way with their audiences. Experienced speakers learn to raise their game, stand on a bigger stage, tell the story, make the business case, persuade, influence and inspire.

Whether you're making a presentation to the board or executive leadership, briefing your peers, speaking to shareholders or investors, or meeting with your team, clients or prospects, this course shows you how to talk about big ideas, tell the story, and leave a positive lasting impression. **Speak Like a CEO** is designed for leaders who want to develop a great deal of confidence on stage that demonstrates they are ready for the next level of leadership.

## You will discover how to:

- Speak and make your case even if you have only three minutes
- Analyze audiences and take a savvy, thoughtful approach to each
- Make the case for your ideas with clear analysis of the problem and a call to action
- Translate highly technical data so people know what it means
- Get away from dry, lengthy PowerPoint presentations that drag on
- Stand at the front of the room and exude confidence no matter the situation
- Engage audiences with stories that drive home important lessons
- Present and make an impact even with remote, hard-to-reach audiences

## 2018 Dates

- March 8-9, Boston – Register by March 7
- June 7-8, Boston – Register by June 6
- September 26-27, Boston – Register by September 26

Pricing
Advantage Pricing - \$4,395
Early Bird Pricing - \$4,995
Standard Pricing - \$5,295

# Executive Presence Mastery

Executive presence has long been acknowledged as an important, yet mysterious “X-Factor” in leadership. Why do so many people talk about presence, and, how do you define it? If you have received feedback on your presence, how can you develop it? **Executive Presence Mastery** will answer those questions. For every leader who wants to be ready for the top job, or has moved into a senior role and wants to make a bigger impact, we address the fuzzy definitions and diverse perspectives by introducing a science-based model of presence, which is now used in top companies and in more than 40 countries.

This highly practical course will open your eyes, and encourage you to see how easy it is to develop your own authentic and powerful brand of presence. You’ll discover how others view your presence and what that means to your ability to influence and make an impact. The course is built around a science-based assessment based on empirical studies in leadership, communication, psychology, and social action, philosophy and ethics.

## Through the program you will discover:

- What qualities matter most in developing strong executive presence
- How your executive presence is tied to delivering business results
- A clear-eyed view of how others see your strengths and ways to leverage them
- Keys to addressing your gaps to be a more effective leader
- How executive presence enables you to engage, align, inspire and move people to act
- Qualities of presence you can enhance to earn others’ trust and loyalty
- Aspects of presence that will help you earn credibility to get your ideas heard
- Facets of presence that help you drive execution by getting others to get things done
- What to do when your team, your boss, or peers don’t see you the way others do
- How to show up ready for the game with the executive image that says “top leader”

## 2018 Dates

- September 25, Boston – Register by August 10<sup>th</sup>

Pricing
Advantage Pricing - \$4,895
Early Bird Pricing - \$5,495
Standard Pricing - \$5,795

# Executive Presence Mastery for Women Leaders

The *Executive Presence Mastery for Women Leaders* program provides you with a clear path to understanding your executive presence and how it is felt by others. Based on the Bates ExPI™ Assessment, you discover your strengths and gaps within 15 areas of leadership proven to be critical to influencing others and driving results. Through the program, you learn to amplify your strengths in three dimensions: Character, Substance, and Style. You walk away from the program with practical skills and tools for leading with influence, winning buy-in, mobilizing above-and-beyond effort, sustaining purposeful action, and driving business results.

Prior to the program, you'll have the opportunity to complete the Bates ExPI™, a multi-rater 360 assessment that gives you valuable feedback on 15 facets of your presence and influence. You'll have a personal orientation and confidential feedback and interpretation session with a Bates coach, who provides guidance in interpreting your Bates ExPI™ Feedback Report. Along with the coach, you'll identify concrete steps to apply what you've learned to two important, business relevant themes that are drivers in your current role.

## Through the program you will discover:

- An appreciation of how people view your strengths
- Insights as to how to leverage those to enhance your career and leadership effectiveness
- Clarity about how to close gaps so you have an even more powerful impact
- Readiness to go out and apply what you've learned to build your leadership brand
- A plan to build a team around you to help you enhance your executive presence
- Ways to apply what you've learned to influence, engage, and inspire others
- How to use executive presence to get things done and execute on business initiatives
- What to do if you are taking a new assignment or anticipating a new role

## 2018 Dates

- June 5-6, Boston – Register by April 20
- October 5-6, Boston – Register by September 7

Pricing
Advantage Pricing - \$4,895
Early Bird Pricing - \$5,495
Standard Pricing - \$5,795

# Bates ExPI™ Assessment Certification

The **Bates ExPI™ Executive Assessment Certification** program provides executive coaches and talent development leaders with a safe, peer-learning environment where they gain confidence and competency in administering the Bates ExPI. You learn not only the theoretical underpinnings, but the practical, highly effective ways to analyze and interpret the data so you can deliver meaningful, robust feedback results to clients.

This program targets the business needs of coaches and in-house talent leaders who are addressing specific challenges with their clients, and in their organizations.

## They are working with leaders who need to:

- Engage, align, inspire, influence actions, get results
- Drive change, innovation, and execute major initiatives
- Be more effective in bridging the gap between strategy and execution
- Be better prepared to step onto a bigger stage into challenging new roles
- Quickly assimilate to a top job, achieve early wins and make an earlier impact
- Understand the impact they have on others so they are viewed as more effective and in touch
- Build their brand/visibility, raise their profiles and build relationships across the organization

## You will discover how to:

- Spot common themes and patterns that will help you create greater meaning from the data
- Gather information to make feedback relevant to the leader’s business interests
- Employ a process to prepare for sessions that get to the heart of issues and make an impact
- Manage the psychological dynamics to increase openness to learning
- Enable clients to embrace their strengths while addressing their developmental themes
- Be “in the moment,” meet clients where they are, and encourage them to grow and learn
- Be fluid in connecting presence to business results, to differentiate your practice

## 2018 Dates

- June 5-6, Boston – Register by April 20
- October 23-24, Boston – Register by September 7

Pricing
Advantage Pricing - \$2,695
Early Bird Pricing - \$2,895
Standard Pricing - \$3,195



# Storytelling for Leaders

Unlike many other storytelling courses, in this program you will not choose one, dramatic personal life story. We teach you how to find dozens of stories from your life and career, with the goal of building a practical useful anthology of business stories for speeches, presentations and blogging. Our philosophy is that your life and career are rich with stories, of ordinary events that be extraordinary when told well.

### You will discover how to:

- Use our six-step template that makes it effortless it is to structure a great story
- Start, build to a key moment, resolve and make a powerful point in each story
- Build your own anthology of stories to use again and again
- Stand and deliver a story with confidence and executive presence
- Speak in a conversational style and use body language and gestures to bring stories to life
- Transform the way you think of yourself as a storyteller
- Use everyday events as ways to make highly relevant points to business audiences
- Captivate audiences who are preoccupied, distracted and over-connected to technology
- Polish your delivery so you own the stage and feel comfortable as a storyteller
- Quickly write and practice new stories whenever you have an upcoming presentation

## Strategic Conversations with the C-Suite

This program will guide you to show up ready for the game in any high stakes C-Suite conversation by taking the audience's perspective. You'll practice gathering and sharing insights and demonstrating your practical wisdom. Whether you're a business leader, in sales, IT, Finance or HR, this course will show you how to have productive conversations that influence decisions and action.

### You will discover how to:

- Curate credible media and company thought leadership to stimulate conversation
- Establish credibility through use of data and analysis targeted to their interests
- Ask better questions that clarify a course of action and next steps
- Use communication skill to create a peer-to-peer dialogue that shows confidence
- Eliminate or rely far less on PowerPoint to open the lines for real communication
- Stay focused on executive priorities and interests to keep attention and make your case
- Speak in a clear, concise, and fluid way to make your points quickly and effectively

These programs are available on a custom basis only. Please contact us for more information at [info@bates-communications.com](mailto:info@bates-communications.com)

## Information

# Our Team of Leadership Academy Instructors



Suzanne Bates  
Boston, MA  
[Link to Bates bio](#)



Andy Atkins  
Boston, MA  
[Link to Bates bio](#)



Margie Myers  
Boston, MA  
[Link to Bates bio](#)



Scott Weighart  
Boston, MA  
[Link to Bates bio](#)



Craig Bentley  
Boston, MA  
[Link to Bates bio](#)



Kevin Cuthbert  
Denver, CO  
[Link to Bates bio](#)



Michael Seitchik  
Philadelphia, PA  
[Link to Bates bio](#)



Walter Jackson  
Boston, MA  
[Link to Bates bio](#)



Elizabeth Freedman  
Boston, MA  
[Link to Bates bio](#)



Jacqueline Brodnitzki  
Boston, MA  
[Link to Bates bio](#)

