



2019

Gabrielle Dolan Thought Leadership Intensive

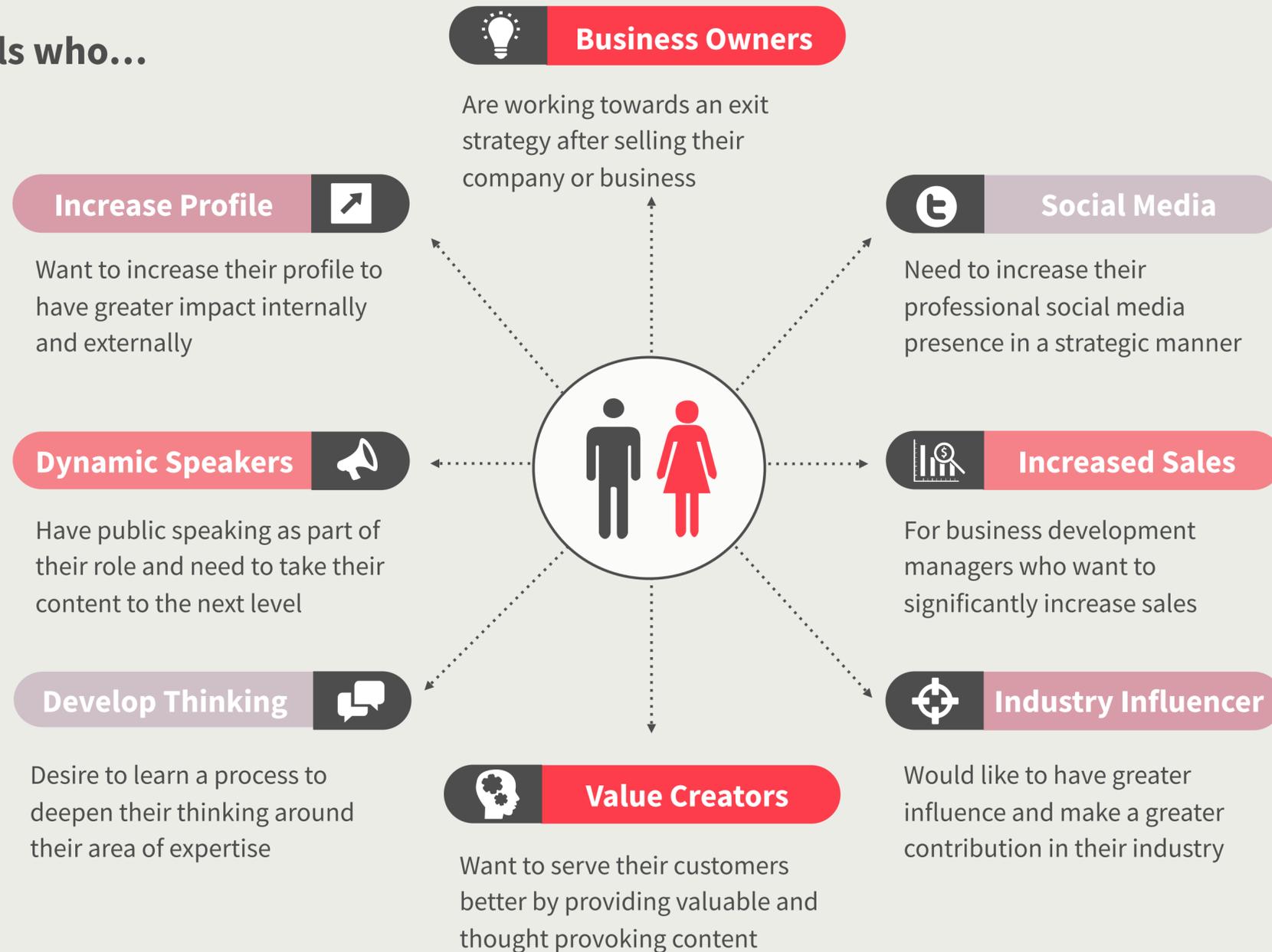
A unique Thought Leadership program for business professionals who want to stand out in the market place and become industry influencers.





Who is this for?

Business professionals who...





What the program will do

Regardless of where you think you are at with mindset or content, this program is designed to help you step up levels. From past experience I have discovered that helping people to develop and deepen their thinking will expand their content and workplace contributions, which invariably relates to a marked improvement with mindset.

The increase in currency reflects different things for different participants.

The increase could be shown by:

- An ability to contribute and lead the conversation
- Being able to add value to customers and employees
- Capability and confidence to influence the industry
- An increase in profile both internally and externally

For the company this increase could be demonstrated by:

- An increase in the number of speakers at industry events
- The variety of industry events their employees are invited to speak at
- Valuable contributions about Thought Leadership on relevant social media sites
- Exposure to new markets

Content Mindset Currency





What the program looks like

Pre-program Preparation Pack



Prior to the program you will be asked to complete a preparation pack which will include:

- Pre-reading of white paper
- Identifying potential area of Thought Leadership
- Listing five to ten declarative statements
- Potential book title and subtitle

Two Day Intensive Program



Face to face group sessions will give you everything you need to know to start your Thought Leadership journey. This will be a combination of learning the methodologies and applying it to your own Thought Leadership. It will be both challenging and practical.

The intensive covers:

- Introduction of message, market, method model
- Learn a world class methodology to deepen and broaden thinking into an intellectual property snapshot (Pink Sheet)
- Development of holistic thinking: left brain and right brain plus concept and context
- Learn about why and how models
- Understand the importance of palate and language depending on audience
- Undertake market analysis and how to sell your value (Green Sheet)
- Learn and complete a positioning matrix for your market and how to use it
- Understand the secrets of the Sales Mojo model

90 Day Consolidation & Integration



Comprised of emails and live webinars, this follow up is designed to consolidate your learning as well as holding you accountable to your actions, ensuring that this new way of thinking is integrated into the way you work.

It will cover:

- Pink Sheets and Green Sheets under the spotlight
- Identification of potential publications and speaking opportunities
- How to write a blog, article and white paper
- How to make the most of LinkedIn profiles
- Being proactive with your professional brand and aligning it to Thought Leadership
- Uncovering various ways that social media can be used to share Thought Leadership
- The mindset of 'What would a Thought Leader do?'
- Identification of any additional professional development required
- Setting targets for the next 12 months to sustain momentum



Key Deliverables

- Clarity on Thought Leadership
- A minimum of 10 Pink Sheets
- One Green Sheet for each market
- Writing 2 to 4 blogs
- Writing a white paper
- Updating LinkedIn profile
- Outline of potential future book
- 90-day action plan

The Investment

Cost

\$3,600 (USD) per participant

Location 1:

Manhattan, New York (venue TBA)

Dates

18th and 19th March, 2019

Location 2:

San Francisco Bay Area, California (venue TBA)

Dates

27th and 28th March, 2019

First six people to register receive a free ticket to the half-day business storytelling workshop scheduled for 20th or 26th March.

This includes:

- The preparation pack to ensure you make the most of the program
- Attendance at the two day intensive session
- Access to recorded webinars for future reference
- All manuals and reference material
- List of suggested reading material
- Email support throughout the program
- 90-Day follow up support program

Next Steps:

- Contact Elise at elise@gabrielledolan.com to secure your spot and/or set up a 15-minute call with Gabrielle to discuss suitability.
- If you have more than eight people you want to attend you may wish to discuss an in-house tailored program.



About Gabrielle

Gabrielle Dolan, a partner at Thought Leaders, can tell you a story or two.

In fact, it was while working in a senior leadership role at National Australia Bank that she realised the power of storytelling in effective business communication. Since that epiphany, Gabrielle has found her calling as a global thought leader on authentic leadership and business storytelling.

A highly sought-after keynote speaker, educator and author, Gabrielle has worked with thousands of high-profile leaders from around the world and helped countless companies and multinationals to humanise their communications - Accenture, EY, VISA, UBER, Ericsson, PNB Paribas, Shell, Caltex, IBM and the International Committee of Red Cross to name drop a few.

She holds a master's degree in management and leadership from Swinburne University, an associate diploma in education and training from the University of Melbourne, and is a graduate of the Harvard Kennedy School of Executive Education in both the Art and Practice of Leadership Development and Women and Power: Leadership in a New World.

Gabrielle is also the bestselling author of Ignite: Real Leadership, Real Talk, Real Results (2015) which reached the top 5 on Australia's bestselling business books. Her other published books include Storytelling for Job Interviews (2016), Hooked: How Leaders Connect, Engage and Inspire with Storytelling (2013), and Stories for Work: The Essential Guide to Business Storytelling (2017).

Bringing humanity to the way business people communicate isn't just a career, it's a calling. The ultimate expression of her passion for the cause is her Jargon Free Fridays movement / global revolution (jargonfreefridays.com).





Testimonials

Great framework for organising thinking

“Since attending the Thought Leadership Intensive my creativity is on overdrive. I have a much better framework for how to organising my thinking. I’m reading more strategically, writing more and speaking in public more effectively. She’s a genius!”



Denise Collazo
US Social Justice Leader, Florida

Content and method of delivery was exceptional

“What a fantastic two days! I could not have asked for any more than what Gabrielle did. The content and method of delivery was exceptional!”



Michael Karim,
General Manager at Alegre, General Manager at Alegre, voted 5th fastest growing company for 2017, Australia

A customised Thought Leadership workshop

“Gabrielle facilitated a customised Thought Leadership workshop for our executive team in order for us to learn how to create and package our ideas in a very unique and powerful way so that our healthcare consulting firm would stand out in a crowded marketplace. Her delivery of a proven thought leadership process and hands on approach provided each of our team members with their own thought leadership and a powerful message from which they can build their expertise into the marketplace.”



Lisa Miller
Founder & CEO VIE Healthcare Greater New York City

This program shifted my thinking

“This Thought Leadership Intensive has shifted me. It’s shifted my thinking. Its shifted the way I am going to show up. If you are looking for a course that is going to take you to another level then reach out to Gabrielle Dolan. The Thought Leadership Intensive program was incredible.”



Rhonda Glover
FBI Supervisory Special Agent Certified Career Coach and Youth Coach Washington DC