

2021

# 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.

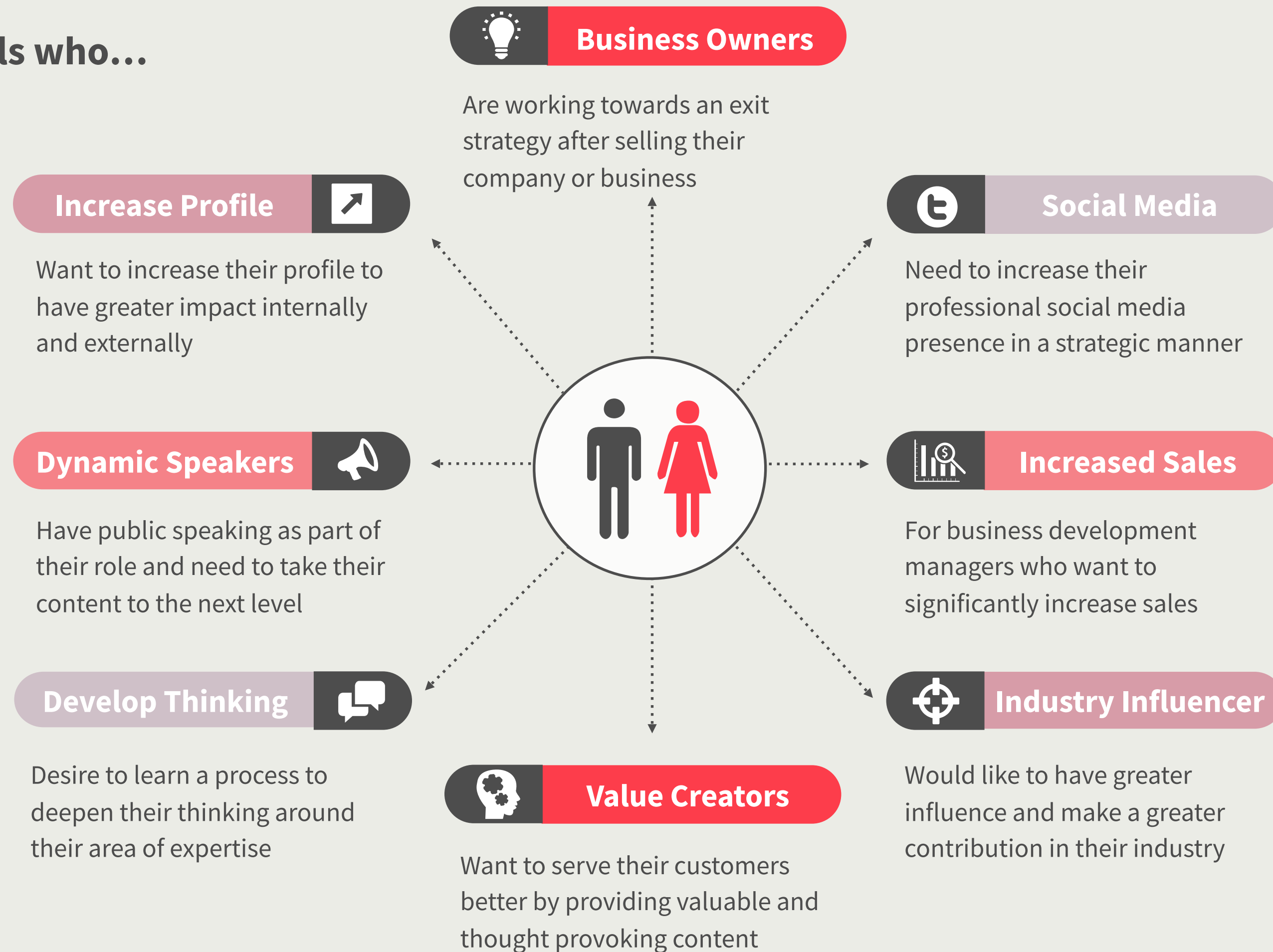






# Who is this for?

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.

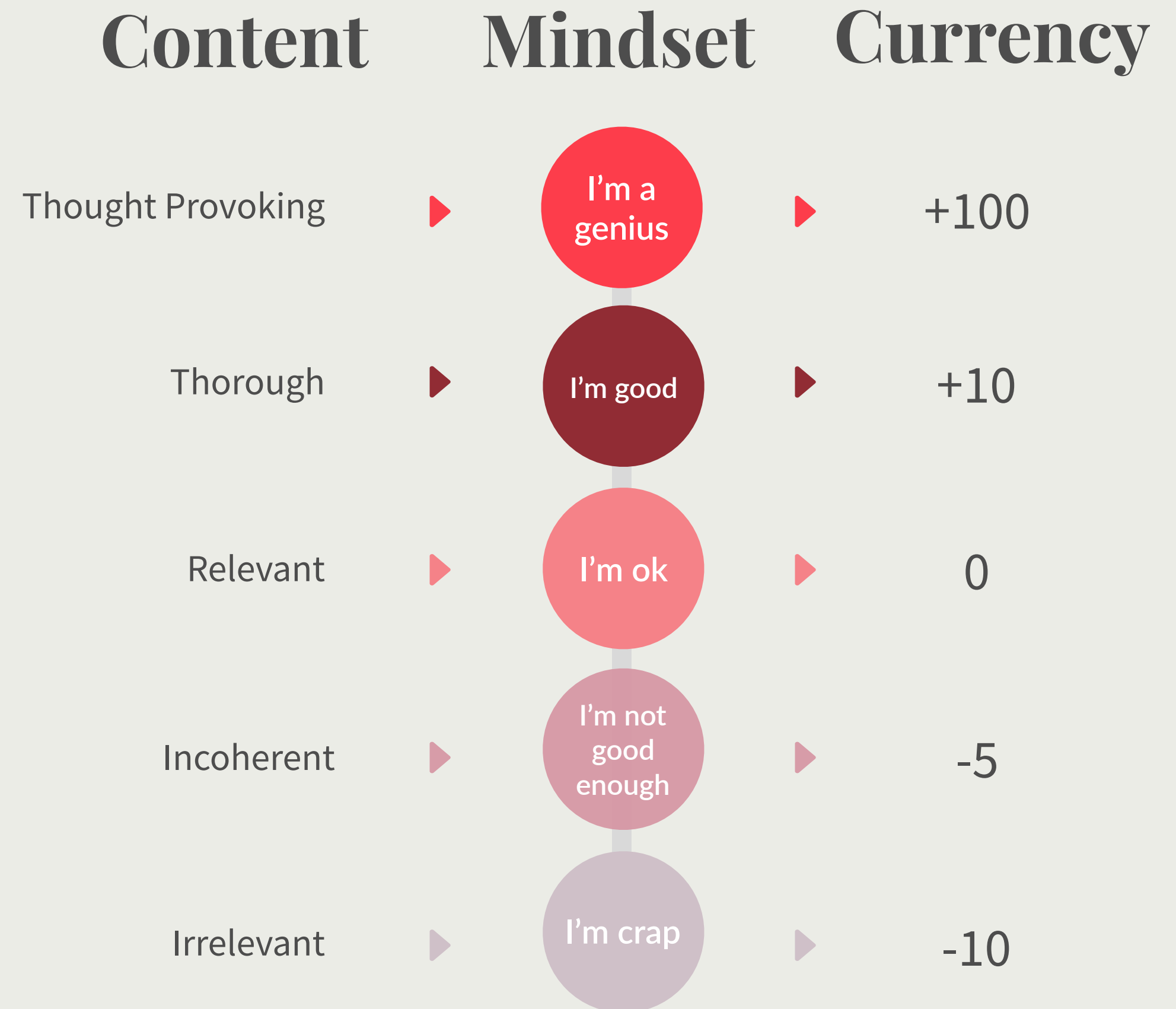
The increase in currency reflects different things for different participants.

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:

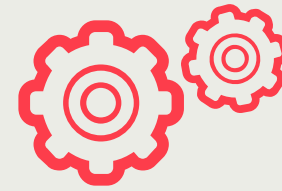
- An increase in the number of speakers at industry events
- The variety of industry events their employees are invited to speak at
- Valuable contributions about Thought Leadership on relevant social media sites
- Exposure to new markets





# 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 to selling yourself in an authentic way

## 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 (plus GST) per participant

**Location**

Gorman Room, Flex by ISPT  
50 Lonsdale Street, Melbourne

**Dates**

15th and 16th December, 2021

**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](mailto: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 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's extensive client list includes Telstra, EY, Accenture, VISA, Australia Post, National Australia Bank, Amazon, Vodafone and the Obama Foundation.

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.

Gabrielle is also the bestselling author of *Real Communication: How to be you and lead true*, a finalist in the Australia Business Leadership Book Awards for 2019. Her other published books include *Stories for Work* (2017), *Storytelling for Job Interviews* (2016), *Ignite* (2015) and *Hooked* (2013). Her latest title, *Magnetic Stories: Connect with customers and engage employees with brand storytelling* was published by Wiley in March 2021 and debuted at number two on Australia's best selling business books.

Bringing humanity to the way business people communicate isn't just a career, it's a calling. Her dedication to the industry was recognised when Gabrielle was awarded the 2020 Communicator of the Year by the International Association of Business Communicators Asia Pacific region. The ultimate expression of her passion for the cause is her Jargon Free Fridays global movement ([jargonfreefridays.com](http://jargonfreefridays.com)).







# Testimonials

## 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, recently voted 5th in AFR's fastest growing companies for 2017

## Increase your profile and influence

“Gabrielle's workshop on Thought Leadership is life changing. It was uplifting and energising, and I gained clarity about my own knowledge and skills, and my career direction. The format of the workshop was very practical, and I met a group of amazing people looking to significantly shift their career or business to the next level. Anyone seeking to increase their profile, influence and business or career opportunities should seriously think about enrolling in this program!”



Elizabeth Foley,  
Consultant at Capital Markets CRC

## 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

## A framework for organising thoughts

“Gabrielle has given us a framework for organising our thoughts so that we can better articulate them to others to get our message across in a simple, meaningful way.”



Nicole Devine,  
General Manager, Performance & Operations, National Australia Bank Limited