



Amplify Your Strategic Impact

is a 9-week executive coaching program for newer executives and high-potential managers who are aligning and influencing executive stakeholders.

It's designed for leaders who find it difficult to read their audience and tend to overexplain in an effort to be thorough.

You're presenting to your VP or another senior leader. Do you know what they're looking for?

Presenting to senior leaders is hard. How do you impress them? Are you communicating the right message?

Here's the thing. You can be great at execution and deploying specifics. You can be an excellent operational leader. But that doesn't mean you know what your leaders are looking for.

Ready to showcase your strategic thinking and amplify your impact? Here's how to flip the switch from executional to strategic when interacting with executives.



Amplify Your Strategic Impact

Transform how you communicate, align and influence at the executive level



Learn how to

- Identify what your executive audience is looking for and create compelling communications.
- Shift your mindset from executional and operational to strategic and executive.
- Hit the mark with your message to demonstrate your ability to guide strategic outcomes.

Here's what's covered

Amplify Your Strategic Impact has 3 modules covering the clarity skills you need to transform how you communicate, align and influence at the executive level.

MODULE ONE

Read and Lead Executive Audiences

This module will show you how to read executive audiences and adjust your communication based on their priorities.

Here's what you'll learn:

- Identify what your executive audience is looking for.
- Strike the perfect balance of insights and details.
- Create a concise, strategic update or message in 10 sentences or less.

MODULE TWO

Overcome Objections

This module will show you how to anticipate your audience's concerns, then lay out your proposal to gain agreement.

Here's what you'll learn:

- 4 strategies focus your message and present it more persuasively.
- Framework to anticipate and preempt objections better and get to "yes" faster.
- 5 typical objections most presenters face and how to deal with them.

MODULE THREE

Win Every Audience

In this module, you'll learn how to tailor presentations to maximize engagement and demonstrate your insights and expertise.

Here's what you'll learn:

- 4 guidelines to maximize audience engagement.
- Create a narrative that connects, compels and motivates people to action.
- Step-by-Step framework to present any concept in a few as 10 slides.

SASE Program Format

Each module is covered over three 90-minute sessions designed to help you rapidly learn and apply concepts. There will also be a weekly office hour.



In every session

- Individual assessments to gauge mastery
- Interactive exercises and multi-functional examples to improve situational application
- Post-workshop assignment to apply to your individual situation (approximately 60 minutes)
- In-class and post-workshop resources to aid in applying skills
- Presentation of skill after each module
- Pod discussions

Questions that people like you ask before they own their seat and elevate their impact at the executive table.



- **I'm super busy – are we meeting every week?**
 - Yes, we meet once a week for 90 minutes. Sessions will be recorded if you need to make up the training or want to review it afterwards.
- **My topics are very technical and complex – will this really work?**
 - Absolutely! This is designed with complex, complicated and new-to-the-world concepts in mind. Your clarity skills will also help you deal with uncertainty and pivot your message.
- **Is there something I need to know before I sign up?**
 - You must already have a strong grasp of your business strategy, strategic levers and goals. **Amplify Your Strategic Impact** is for high-potential leaders and new executives who understand strategy but find it difficult to read executive audiences and tend to overexplain in an effort to be thorough. If you don't understand strategy, you will struggle with application.
- **My background is different than my peers or audience. Sometimes I get thrown off by pushback. Will this help me deal with bias, tokenism, or discounting?**
 - Yes. Yes. Yes. Too often diverse speakers worry about discounting or being talked over. This triggers them to overcompensate, like being too granular to prove they're smart or becoming defensive. The clarity process addresses triggers such as unexpected pushback or dealing with hidden biases that lead to granular or overly technical explanations. This also works well for English-as-a-second-language speakers.
- **I love the topics, but what if I need more training or different training?**
 - If you have additional questions, there will be an office hour every week. If you need something more in-depth connect with Rebecca for options.

What's different about Amplify Your Strategic Impact?

Amplify Your Strategic Impact is designed for executives looking for a more effective way to advance corporate objectives and demonstrate strategic leadership.

While there are many excellent communication courses and coaches, they primarily focus on what to say and how to position the message.

However, even with training, speakers can communicate without being clear.

That's because traditional communication training doesn't speak to specific triggers that cause speakers to ramble, over-explain, or give unnecessary details. And it doesn't teach people how to read their audience to tailor their message.

Amplify Your Strategic Impact teaches clarity.

Clarity is the additional skill that makes communication more easily understood, especially when communicating with audiences who have limited time or attention span.

Clarity is very often the missing link for talented leaders whose impact and leadership are getting lost when interacting with executive decision-makers, policymakers, and stakeholders.



Your roadmap

Target Audience

High-potential middle managers with 12+ years
Director or Senior Director level

Prerequisites

Participants must have a strong grasp of their business strategy, strategic levers and goals.

Class Size – 20 seats

5 pods with 4 seats each

Investment

\$1575 per seat

Time Commitment

2.5 hours/week x 9 weeks

- 90 minutes online workshops
- 30 minutes homework
- 30 minutes pod discussion

Optional 1-hour office weekly

Timing [TO BE CONFIRMED]

Module 1: Feb 16 - March 1

Module 2: March 8-22

Module 3: April 5-19

No class on March 29

evoke (v): to unlock hidden, untapped and unrealized potential



Rebecca Okamoto is a communication and personal brand consultant, and the founder of Evoke Strategy Group.

She's on a mission to elevate more Asian talent into executive positions. Rebecca specializes in coaching leaders how to present complex, game-changing, and technical concepts to senior stakeholders.

Rebecca a former supply chain executive and P&G's first Asian woman to run supply chains in Japan, Korea and China. Today she works with corporations to change how diverse voices are seen, heard, recognized and rewarded.

Want to learn more? Visit Rebecca at 20words.com

Here's what people say after working with Rebecca...

5 stars. Fantastic course.

Rebecca Okamoto is a great instructor with concise delivery of keen and valuable insight!! Great course, thank you for the privilege.

—Course participant
Linux Engineer



Simple, clear steps that everyone can learn and apply immediately

*I feel like you are speaking to me as an Asian with my cultural issues. Proud to be a fellow P&Ger. Amazing job Rebecca! 5*s*

-SASE Pro attendee
CPG Professional

Amazing actionable advice, probably one of the best workshops I attended.

Concise, to the point, and left us with real phrases that we can use every day ... I wish more presenters used anecdotes and actionable items the way that this workshop did.

- SASE Pro Attendee
Engineer

