



A LEADER'S PLAYBOOK: EMOTIONAL INTELLIGENCE,  
ENGAGING FEEDBACK, CLEAR COMMUNICATION  
with Christine Comaford  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## A LEADER'S PLAYBOOK: EMOTIONAL INTELLIGENCE, ENGAGING FEEDBACK, CLEAR COMMUNICATION

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Most leaders miss that how we use our attention (or lack of) has a 50-70% emotional impact on our team, for better or worse. Leaders who use this simple principle wisely can significantly improve their team's performance. This program will help you achieve this by increasing your capabilities in three key areas:

- Increase engagement by connecting with others at a deeper level.
- Improve performance by giving feedback that is welcomed and embraced.
- Boost accountability by communicating clearly to set others up for optimal performance.

Discover what the human brain craves in communication patterns and learn how applying that knowledge can drastically improve your effectiveness as a leader. For example, the techniques taught in this program will help you communicate change in a way that helps your team quickly shift from fear and resistance to enthusiasm and innovation. Don't miss this opportunity to develop your leadership skills further, preparing you to build a culture of peak performance.

## CHRISTINE COMAFORD

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For over 35 years leadership and culture coach, New York Times bestselling author, and serial entrepreneur Christine Comaford has helped organizations navigate growth and change. She specializes in applied neuroscience, which helps her clients achieve tremendous results in record time. During her diverse career she has consulted with over 700 of the Fortune 1000, 300 mid-sized enterprises, 2 White House administrations, and 8 billionaires. An entrepreneur who has built and sold five companies with an average ROI of 700 percent, she was a software engineer in the early days of Microsoft and Apple. Christine is a human behavior expert, a leadership columnist for Forbes.com, and the New York Times bestselling author of Power Your Tribe, SmartTribes and Rules for Renegades.

# TOPICS COVERED

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LEADERSHIP PRESENCE  
SITUATIONAL AWARENESS  
STRENGTHENING RELATIONSHIPS  
PSYCHOLOGICAL SAFETY  
ACCOUNTABILITY  
COMMUNICATION STYLES  
CULTURE

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