



# Educate, Elevate and Empower Your Team

Learning and Development Workshops and Keynotes | Powered by Wet Cement

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# Business Skills Development

## The ROI of Business Skills Development

We're research fanatics. Data is integral to every Wet Cement workshop because it helps support the *why*, which informs *how* we shift mindsets and behaviors. Based on a wealth of research findings, here's why investing in leadership development yields invaluable returns for your business:

- **Improved Productivity:** 72% of business leaders believe effective communication has increased their team's productivity and 52% of knowledge workers agree<sup>1</sup>
- **Enhanced Innovation:** Companies using AI in decision-making are 5x more likely to make faster and more effective decisions<sup>2</sup>.
- **Save Time:** Employees skilled in AI accomplish tasks up to 25% faster<sup>3</sup>.
- **Future-Proof Your Workforce:** 87% of global business leaders believe AI skills will be essential in their workforce by 2025<sup>4</sup>.
- **Proven Results:** Clients in the "Pitch to Win" program reported: a) 100% close rate on pitches over a two-year period; b) 47% year-over-year growth in sales; and c) 50% larger deals.

Sources: <sup>1</sup>*The State of Business Communication*, Harris Poll; <sup>2</sup>MIT Sloan; <sup>3</sup>pwC; <sup>4</sup>World Economic Forum

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## Client Feedback on Our Business Skills Programs

"I wouldn't risk pitching any new clients without Wet Cement helping prepare us to win."

—David Kyne, **Evoke KYNE**

"Your training was the most impactful we've ever had; our team now has a shared language and strategic, customer-centric approach that is changing how we work with clients. Every session is customized and designed based on our team and business needs—this is definitely not a boilerplate training program."—Jack Barrette, **WeGo Health**

"It was totally worth the time and expense to fly to Florida from Oahu just to participate in the Wet Cement Business Storytelling workshop. I love the Hero's Journey as a storytelling model for my leadership team. Jennifer Willey was a masterful and inspirational facilitator of this workshop."—Winona White, **Kamehameha Schools**

"I have done many sales trainings during my 13-year career in Digital Ad Sales and NONE have taught me what I have learned from Jenn Willey. There is no fluff, only coaching on proper techniques, winning strategies, and how to leverage your strengths."—Jennifer Reilly, **eBay**

"Jenn and Wet Cement were extremely helpful and transformative in a number of ways: 1) sharing a holistic storytelling framework for effective business presentations; 2) helping provide professional advice on message delivery and communication; and 3) providing feedback to improve our materials. I highly recommend Wet Cement's coaching program." —Yuito Yamada, **McKinsey & Co, Asia**

"Her training sessions in advance of big presentations have been instrumental in helping us to focus our ideas, sync-up as a team and increase our presentation effectiveness, clarity and persuasiveness! Thank you for these collaborative, fun and powerful sessions." —Maureen Byrne, **Inizio Evoke Comms**

## The Fearless Communicator Series: Persuade and Present with Confidence

Clear and compelling communication isn't just a skill—it's a competitive advantage. Yet, across industries and geographies, professionals at all levels struggle with confidence in speaking, storytelling, presenting, and advocating for themselves and their ideas. We've discovered that these are the primary development areas where employees seek the most support—because mastering them leads to greater influence, stronger business relationships, and faster career advancement.

This progressive program is designed to build upon each set of skills, equipping professionals with the tools to communicate with impact, listen with intent, and inspire action. Each workshop addresses a critical aspect of business communication:

- **Confident Communications:** Speak and present with clarity and conviction.
- **Business Storytelling:** Transform data into compelling narratives that resonate.
- **Present Like a Pro:** Design modern, engaging materials that drive action.
- **Listen to Win:** Use active and reflexive listening to uncover real business needs.
- **Bold Moves & Courageous Conversations:** Advocate for your ideas, needs and team.

### What Makes This Program Unique:

**It's customized to *your* business:** This is not a boilerplate training program. We operate as an extension of your team and tailor all program content through:

1. **Discovery Sessions and Surveys:** We assess your team's current communication challenges and business storytelling needs through leadership listening sessions and program participant surveys. This enables us to tailor sessions based on their needs and challenges.
2. **Materials Review:** By analyzing your team's current presentations, we can include detailed examples of how employees can improve materials using best practices learned in our workshops. This makes implementation practical and easy to understand for every participant.
3. **"Coach the Coach" Sessions:** We train your leaders/managers to reinforce the strategies with their direct reports in their team meetings, one-on-ones and in real-time.
4. **"Q&A and Office Hours" Sessions:** These bonus sessions allow your team to share their specific challenges that surface as they put lessons into practice. It also provides ample time to answer questions from the workshop or afterward. This helps employees tackle tough problems and apply what they've learned.
5. **Insights and Analysis:** A program debrief helps leadership understand session insights from our real-time intelligence-gathering platform and from post-workshop surveys. The Wet Cement team helps interpret the data and recommend next steps and action plans to further support and develop your team.
6. **Transformative Coaching Sessions:** Ideally, workshops are paired with one-on-one Communications Coaching sessions. Each private session is led by communications expert Jennifer Willey, who offers unique experience as an on-air talent, journalist, sales leader and keynote speaker. Here's how it works:
  - Each participant roleplays an upcoming key meeting or presentation with Jennifer Willey.

- She provides real-time feedback on how to strengthen their storytelling, delivery, stakeholder engagement, materials and more.
- After the coaching session, the coachee and their manager receive a personalized Communication Action Plan with an assessment across 40 areas of their strengths and focus areas for development.
- This provides guidance to your managers on how to reinforce program learnings to advance their professional development.

Details of each individual workshop follow. Strengthen your team's executive presence, empower them to influence others and develop communication strategies to drive business growth. Transform how they engage, persuade, and lead as your team progresses through a holistic learning journey.

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## **Confident Communications: Speak and Present with Power**

### ***Intended Audience: General***

Strong, assertive communication is the cornerstone of professional success, directly impacting collaboration, leadership, and business outcomes. Organizations with highly effective communicators are **4.5 times more likely to retain top talent** (Gallup) and **experience 47% higher returns to shareholders** (Towers Watson). As AI continues to penetrate every aspect of business, communication will be even more critical in the years ahead.

This workshop provides actionable strategies to craft impactful messages, improve delivery, and overcome barriers to effective communication. We address the “7 Deadly Sins of Speaking,” which erode credibility and audience engagement. We also explain the “double bind” of exhibiting both competence (being clear, direct and decisive) and warmth (pro-social behaviors and empathy), while exploring practical ways to implement these traits. Your team will learn how to improve their message to build influence and drive action.

### **Attendees Will Leave With:**

- Techniques to improve verbal and non-verbal communication.
  - Unique strategies to overcome communication barriers and build confidence for public speaking and presentations.
  - Awareness of common communication pitfalls and how to prevent them from compromising credibility and engagement.
  - Reflexive listening techniques to uncover problems and position solutions effectively.
-

# Business Storytelling: Turning Data into Impactful Narratives

## *Intended Audience: General*

Compelling storytelling is critical in today's information-rich world, as data alone isn't enough to influence decisions or inspire action. Employees must be able to turn complex messages into powerful narratives that engage stakeholders and simplify decision-making. Effective leaders harness storytelling to align teams with business objectives and embrace change.

**Stories are 22 times more memorable than facts alone** (Stanford), and organizations that utilize data storytelling realize a **20% increase in decision-making speed** (Gartner). Crafting impactful narratives that build trust and influence outcomes delivers measurable results.

Informed by journalism, sales and marketing experience, our proven methodology integrates the science of storytelling with evoked emotion through a tailored version of the "Hero's Journey." Attendees learn how the elements of a great story contribute to persuading, influencing and building long-term relationships of trust. We train your team to handle objections, prepare thought-provoking questions that tailor their pitch to customer needs and priorities, and position your offering as the ideal solution to close the deal. Collaborative exercises connect business objectives with prospects' motivational drivers to create a sense of urgency.

Attendees will leave with:

- Techniques to align storytelling with business objectives and goals.
- The ability to bring data to life to drive emotion through metaphors, analogies, and imagery.
- Strategies to build a memorable story that generates new business, upsells clients, positions change and encourages colleagues to act.
- An easy-to-implement framework to tailor for any situation or desired outcome.
- Guidelines to research their target audience—the "hero" of the story.
- Confidence and skills to present ideas persuasively, authentically, and impactfully.

## **Tailored to Your Business Needs**

This is not a one-size-fits-all program. We partner with your team to develop a **custom use case tailored to your business goals**, ensuring participants gain real-world experience applicable to their role. In addition, we offer one-on-one storytelling coaching for each attendee. This powerful add-on service transforms your team's abilities to secure stakeholder buy-in, enhance customer engagement, and help address your organization's specific challenges and opportunities.

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## **Present Like a Pro: Crafting Modern Materials That Engage, Influence & Drive Action**

*Intended Audience: General*

Are you frequently distracted, lost, or struggling to stay awake while squinting at outdated text-heavy slides from a presenter who fails to engage their audience? Commanding attention, inspiring action, and driving decisions hinges on the effectiveness of employees' presentation materials and audience engagement skills. Modern, visually compelling materials with persuasive messaging can transform your team's presentations into powerful tools to fast-track opportunities for business success. This workshop equips professionals with the design, strategies, messaging techniques, and delivery skills to create dynamic, action-oriented presentations that win over key stakeholders.

Participants learn how to turn complex ideas into compelling narratives and refine their delivery for maximum impact. They will develop the confidence and skills to present with clarity, conviction, and influence through interactive exercises and expert insights. This session also explores using metaphors, analogies, and action-driven language to make messages memorable and resonate with diverse audiences.

Attendees Leave With:

- A framework to design modern, visually engaging presentations that capture attention and drive action.
- Storytelling techniques to craft compelling narratives using metaphors, analogies, and structured messaging.
- A questioning strategy built on business intelligence to uncover client needs and tailor presentations for relevance.
- Proven methods to enhance presence, credibility, and impact.

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## **Listen to Win: Mastering Active & Reflexive Listening to Uncover Business Needs**

*Intended Audience: General*

Success in business isn't just about what you say, it's about how well you listen. The ability to uncover a stakeholder's true pains, challenges, and priorities requires more than surface-level conversation. Active and reflexive listening can transform routine meetings into high-impact discussions that drive business outcomes. Professionals who excel at listening and inquiry build deeper relationships, gain valuable insights, and position their products and services as the ideal solutions to real business problems.

This interactive workshop helps participants leverage business intelligence to shape a strategic questioning framework that guides conversations toward meaningful discovery. They learn how to use reflexive listening techniques to dig deeper, uncover hidden needs, and tailor their messaging for maximum resonance. Through practical exercises, attendees will develop proactive questioning strategies for their most critical upcoming meetings. They will also refine

their approach through roleplay in a safe, collaborative environment, gaining real-time feedback to strengthen their skills.

Attendees Leave With:

- A structured questioning framework to uncover stakeholder priorities, challenges, and needs.
- Reflexive listening techniques to dig deeper and extract meaningful insights that drive business impact.
- A customized questioning strategy tailored to an upcoming meeting or presentation for immediate application.
- Hands-on roleplaying experience to refine skills in a supportive, low-risk setting.

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## Win-Win Negotiations: Positioning Your Ask to Maximize Outcomes & Relationships

*Intended Audience: General*

Negotiation is more than just a transactional skill—it's a strategic advantage that enhances outcomes, advances careers, and drives organizational success. Research shows that companies with employees skilled in negotiation realize up to **30% higher profitability** (Harvard Business Review) and achieve **42% stronger client retention rates** (McKinsey). Yet, **54% of professionals did not negotiate their most recent job salary** (Glassdoor), a reality that highlights widespread discomfort advocating for their financial interests. If employees are hesitant to negotiate on their own behalf, they are even less likely to effectively negotiate on behalf of your business.

This workshop provides the framework, strategies, and confidence employees need to turn every negotiation into an opportunity for growth. We also empower them to develop thoughtful questioning strategies to uncover a counterparty's needs and desires. The program includes the development of a tailored use case aligned with negotiations your team manages most frequently. Attendees practice negotiating by roleplaying scenarios relevant to your business, so they can apply new skills to real-world situations.

Attendees Will Leave With:

- A structured, repeatable framework for preparing and executing successful negotiations.
- The ability to identify mutual value, maximize the impact of concessions and align interests.
- A playbook for proactively researching the issue and counterparty to prepare an approach that ensures a positive outcome.
- Confidence to advocate for their interests while maintaining professionalism and respect.
- Tools to build trust and credibility to create successful long-term partnerships.



- Hands-on experience through tailored use case exercises that reflect unique challenges and opportunities.

### Why Invest in This Program?

- **Higher Profitability:** Skilled negotiators secure better deals, directly contributing to revenue growth and bottom-line performance.
- **Stronger Client Retention:** Trust-based, win-win negotiations enhance client satisfaction and loyalty, leading to long-term partnerships.
- **Improved Internal Collaboration:** Effective negotiation techniques reduce conflicts and misalignments, enhancing team dynamics and efficiency.
- **Faster Decision-Making:** Streamline processes while saving time and resources.

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## Bold Moves and Courageous Conversations: Mastering Self-Advocacy for Business Impact and Career Growth

### *Intended Audience: General*

We are often our own worst enemy instead of our best champion. Learning how to represent yourself so you can pursue your passions and goals, as well as what's best for the business, starts with knowing yourself and your needs. When employees can't champion themselves, their ideas, and their teams, your business loses opportunities for innovation, collaboration suffers, and turnover increases. Professionals and senior leaders must communicate their needs thoughtfully, set clear priorities, address conflict and confidently share their vision.

This session equips participants with the mindset, language and tools to identify their priorities, articulate their goals, and confidently navigate challenges. Your team will learn a framework for approaching any situation where they must advocate for what's best for the business, even in times of change and conflict. In safe environments, employees apply what they learn through roleplaying to develop foundational skills to enhance creativity, transparency, engagement, and a culture of shared success.

### Attendees Will Leave With:

- An easy-to-implement structure to prepare for challenging or uncomfortable conversations.
- Proven methods to confidently advocate for their needs, set boundaries, and identify distractions so they can stay focused on goals.
- Strategies to build resilience and stay aligned with their mission, even during setbacks.
- An Advocacy Plan to identify and articulate their mission moving forward.



## Pitch to Win Program: Fearless Sales and Business Development for Growth

*Intended Audience: Sales, client service/account management, and anyone involved in sales pitches or presenting your capabilities to prospective or existing customers. We also recommend including your marketing team in several sessions (Sales Storytelling and Modern Materials for Powerful Presenting).*

In today's competitive and rapidly changing world, sales teams face unprecedented challenges to stand out and close deals. The average **sales close rate** is just **20%** (HubSpot), yet companies with highly trained sales teams outperform their peers with **50% more revenue growth** (McKinsey). *Pitch to Win* combines group training with 1-on-1 coaching to sharpen sales communication skills that help participants deliver winning pitches. By focusing on strategy, storytelling, and delivery, attendees will learn the necessary tools to present ideas and close deals confidently.

The program addresses every part of preparing an effective sales pitch or capabilities presentation—from a research strategy to uncover your prospect's pains, needs, and interests; to reflexive listening to position your offering as the perfect solution; to addressing limiting beliefs so your sales team fearlessly pursues higher-value deals. Participants learn to overcome hidden objections and create urgency, expediting deals and improving ROI.

### Attendees Will Leave With:

- Tools to deliver engaging, client-winning pitches for virtual and in-person settings.
- Storytelling and objection-handling skills to shorten sales cycles and close bigger deals.
- Reflexive listening expertise to uncover client pains and develop winning positioning.
- Strategies to overcome self-doubt and limiting beliefs to pursue and persuade more senior decision-makers and bigger deals.
- Custom approaches for upselling, cross-selling, and creating urgency.
- A Personalized Development Plan to address 40+ sales and communication competencies tailored to individual and organizational goals.

### What Makes This Program Unique:

**It's customized to *your* business:** This is not a boilerplate training program. We operate as an extension of your team through:

- ◆ **Discovery Sessions and Surveys:** We assess your team's current sales and account management challenges and needs through leadership listening sessions and surveys. We use these insights to tailor every session for maximum value.
- ◆ **Materials Review:** By analyzing your sales collateral, we can include detailed examples of how your marketing, sales, and client services teams should consider revising their materials to apply best practices learned in the workshops. This makes implementation practical and easy to understand for every participant.
- ◆ **“Coach the Coach” Sessions:** We train your leaders/managers to reinforce strategies with their direct reports in team meetings, one-on-ones and real-time.
- ◆ **“Q&A and Office Hours” Sessions:** These bonus sessions allow your team to share their specific sales challenges and objections that surface as they put lessons into practice. It also

provides ample time to answer questions from the workshop or afterward. This helps employees tackle tough problems and apply learnings.

◆ **Insights and Analysis:** A program debrief session helps leadership understand session insights from our real-time intelligence-gathering platform and post-workshop surveys. The Wet Cement team helps interpret the data and recommend action plans to further support and develop your team.

◆ **Transformative Coaching Sessions:** Ideally, workshops are paired with one-on-one coaching sessions. Each private session is led by communications expert Jennifer Willey, who offers unique experience as an on-air talent, journalist, sales and marketing leader and keynote speaker. Here's how it works:

- Each participant roleplays an upcoming key meeting or presentation with Jennifer Willey.
- She provides real-time feedback on how to strengthen their narrative, delivery, stakeholder engagement, objection handling, materials and more.
- After the coaching session, the coachee and their manager receive a personalized *Pitch to Win Action Plan* with a personalized assessment of their strengths and focus areas for development. This helps your managers reinforce program learnings to further advance business development skills.

Strengthen your team's sales skills and expand their growth mindsets to increase your close ratio, deal size and customer retention rates. Transform how they engage clients, represent your brand, shorten the sales cycle and overcome sales barriers, as they progress through a holistic learning journey.

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## Harnessing Generative AI to Boost Impact and Efficiency

***Intended Audience:*** All Employees

Artificial Intelligence is transforming industries at an unprecedented pace, with McKinsey estimating that AI could add \$13 trillion to the global economy by 2030. Employees who regularly use Generative AI leverage this “free 24/7 mentor and coach” to help accelerate their professional success and achieve personal goals. Yet, most employees aren't comfortable with it and don't realize how AI can help them in countless ways. Gartner reports that organizations leveraging AI realize a 40% increase in productivity and a 37% improvement in decision-making speed.

This interactive workshop empowers employees with Generative AI tools that enhance productivity, creativity, and impact. We address how to use AI across the “Fearless Fundamentals” for workplace leadership—confidence, communication, connection, control, and culture. Participants will gain hands-on experience using AI to streamline tasks, solve problems, and improve their performance in a tech-driven world while adhering to best practices for safeguarding proprietary information.

## **Attendees Will Leave With:**

- An understanding of how to use Generative AI to communicate more assertively, advocate for their ideas, network with purpose and solve complex problems.
  - Ways to use GenAI to minimize burnout and achieve greater work/life integration.
  - Tools for tackling challenges with creativity and efficiency to shorten their path to success.
  - Comfort and confidence using AI to enhance collaboration and manage change.
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# Leadership and Culture Development

## The ROI of Developing Engaged and Empowered Employees

- Businesses can expect a 29% ROI within three months of leadership training, with an annualized ROI of 415%<sup>1</sup>
- Highly engaged workforces outperform their peers by up to 147% in earnings per share. This is attributed to better leadership practices fostered through training<sup>2</sup>.
- 29% higher profitability through increased innovation and calculated risk-taking<sup>3</sup>.
- 40% greater employee retention and 30% higher engagement among workers who feel valued and supported in their roles<sup>4</sup>.
- 31% higher productivity among employees who effectively manage their time and energy<sup>5</sup>.
- 24% increase in job performance and 23% increase in well-being among employees who have strong professional networks<sup>6</sup>.
- Faster Revenue Growth: Companies with collaborative, innovative cultures generate 56% more innovation-driven revenue<sup>7</sup>.
- Higher Innovation and Profitability: Companies with inclusive cultures are 4x more likely to outperform their competitors and be more profitable<sup>8</sup>.

Sources: <sup>1</sup> [Verizon, Dr. Paul Leone](#); <sup>2</sup> Gallup; <sup>3</sup> South East European Journal of Economics and Business; <sup>4</sup> Better Buys; <sup>5</sup> American Psychological Association; <sup>6</sup> Harvard Business Review, <sup>7</sup>BCG; <sup>8</sup> Accenture;

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## Client Feedback on Our Culture Development Programs

“I highly recommend Wet Cement’s programs; they will change the mindsets, actions and culture of your teams.” –*Josh Palau, Pfizer*

“We were so impressed with the content and engaging way she led our group through ‘Building Your Brand.’ She armed each of us with actionable tactics and strategies to help elevate our own personal and professional brand and become ‘fearless’ leaders. The proof is in the feedback; our attendees had extremely positive things to say about Jenn. We highly recommend Jenn to anyone searching for a passionate and professional keynote presenter.” –*Judy Wheeler, Nissan*

“Wet Cement is a powerhouse of knowledge, support and motivation.” –*Marisa Russell, Meadow and Bark*

“Jenn’s presentation was an eye-opener for our summit audience. Gender equity is an important theme for Japan but it’s penetration into the work force will take time. Jenn highlighted compelling data and had a great presentation style.” –*Christine Mari Hori, Comexposium Japan*

## Client Feedback on Our Leadership Programs

“I love everything that Wet Cement is doing to provide resources and tools to empower the workforce. Jenn provided a dynamic, interactive and engaging workshop on Imposter Syndrome. The workshop had a profound impact on the attendees and provided insight and strategies to manage and overcome Imposter Syndrome. I look forward to working with Wet Cement again.” —*Lisa Bull, Paramount*

“Across two days, workshops on Imposter Syndrome and self-advocacy inspired, motivated, and gave tools to our group that they could put into place to advance in their career and personally. Wet Cement also helped us with surveys and communication to our group to customize the content to our team needs. We are grateful for the partnership.” —*Amanda Nerwin, Medline*

“I was impressed at how Jenn structured The Women’s Leadership & Inclusion group at Johnson & Johnson’s event to be both inspirational and highly actionable. All participants walked away with clear and tangible strategies for communicating more confidently, strategically building our Personal Board of Directors, tackling Imposter Syndrome, and advocating for ourselves. Working with Jenn has been a pleasure!” —*Patricia Golas, Johnson & Johnson*

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# Fearless Leadership Accelerator: Unlocking Innovation, Influence & Impact

## Optimizing Workforce Potential, Elevating Self-Leadership & Driving Business Growth

The most successful organizations are fueled by employees who think boldly, collaborate effectively, and take smart risks that drive innovation and business growth. The Fearless Leadership Accelerator is an inspiring, actionable, and fun professional development program designed to help employees shift their mindset, identify and overcome limiting beliefs, and build trust across teams.

Through this dynamic experience, participants will strengthen their emotional intelligence, resilience, and self-leadership skills—empowering them to contribute more effectively, communicate with impact, and take ownership of their professional growth.

This is not your typical leadership training—participants consistently ask for more, a rare feat in Learning & Development. By the end of the program, employees will feel more comfortable taking smart risks, fostering stronger collaboration, and embracing creativity to solve business challenges.

### Participants Will Learn:

- ✔ **Self-Leadership & Confidence:** Identify and overcome limiting beliefs, develop a fearless mindset, and step into leadership with confidence.
- ✔ **Workforce Optimization & Business Growth:** Strengthen resilience, emotional intelligence, and agility to enhance individual and team performance.
- ✔ **Trust & Collaboration:** Develop skills to build deeper connections, foster inclusion, and create a more engaged, high-performing team.
- ✔ **Innovation & Change Readiness:** Learn to embrace creativity, navigate uncertainty, and contribute to business innovation.
- ✔ **Career Advancement & Professional Development:** Build visibility, credibility, and a roadmap for long-term career success.

### Program Workshops:

- 📌 **Evict the Impostor** | Overcoming Self-Doubt to Lead with Confidence
- 📌 **Build Your Personal Board of Directors** | Cultivating Strategic Relationships for Success
- 📌 **The Innovation Mindset** | Embracing Creativity, Collaboration & Change
- 📌 **Network Like a Natural** | Building Meaningful Connections for Career and Business Growth
- 📌 **Build Your Leadership Brand** | Unlock Visibility, Credibility & Opportunity
- 📌 **Work-Life Integration** | Beat Burnout by Building Your Blue Sky Blueprint™
- 📌 **Career Pathing & Progression** | Building Your Roadmap to Success

### What Makes This Program Unique?

This is not a one-size-fits-all training—it's a **customized leadership and innovation accelerator** tailored to your business. Wet Cement operates as an extension of your team to ensure every session is highly relevant, immediately applicable, and results-driven.

- ◆ **Discovery Sessions and Surveys** → We assess your employees' unique leadership and engagement challenges to personalize the training.
  - ◆ **“Coach the Coach” Sessions** → Leaders and managers receive guidance on how to reinforce key takeaways during team meetings and real-time coaching.
  - ◆ **“Q&A and Office Hours” Sessions** → Dedicated time for employees to discuss challenges, refine their approach, and get expert insights on applying what they've learned.
  - ◆ **Insights and Analysis** → Our real-time intelligence-gathering platform captures key learnings, feedback, and action steps to strengthen trust across teams, optimize leadership impact, and foster a more innovative workforce.
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## Evict the Impostor: Overcome Self-Doubt and Build Confidence

*Intended Audience: All employees; Manager Version also available*

Have you ever thought of yourself as a fraud or a fake, waiting for others to “find out” that you aren't as smart or talented as everyone thinks you are? If you haven't personally felt this way, your team members probably have. Our proprietary research reveals that **98% of professionals struggle with aspects of impostor syndrome**, and it remains one of the most pervasive challenges in the modern workplace. Many professionals secretly lack confidence at work and identify with one or more impostor syndrome “types.” Employees are hungry for strategies to understand and overcome their limiting beliefs and self-doubt.

Imposter syndrome keeps high-performing, intelligent and creative people from achieving their potential while wreaking havoc on team dynamics. Left unaddressed, it can lead to costly outcomes for organizations, including higher turnover, and lower levels of innovation, productivity and morale. Those touched by the impostor wand withhold their best ideas, shy away from taking calculated risks and pursuing leadership opportunities, delay action, and burn themselves out. This workshop builds confidence, connections, and trust across your team so they can overcome roadblocks and reach their goals together

### Attendees Will Leave With:

- A clear understanding of the triggers for impostor syndrome, why it matters, and how it impacts workplace performance and job satisfaction.
  - Proven tools to reframe limiting beliefs, silence their inner critic and foster resilience.
  - Strategies to advocate for themselves, embrace imperfection and get comfortable asking for help.
  - Methods for managing team members who suffer from low self-confidence or impostor syndrome.
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## Build Your Personal Board of Directors: Advance Through Allies and Advocates

*Intended Audience: General*

The relationships you build throughout your career profoundly impact your professional growth and success. Research shows that individuals with strong networks of mentors, sponsors, and advocates solve problems better, are promoted faster, earn more, and are **23% more likely to advance in their careers** (Center for Talent Innovation). This actionable workshop gives participants a roadmap to create their own Personal Board of Directors—a network of trusted advisors who can help navigate challenges, provide guidance, and open doors to new opportunities. Attendees learn how sponsors, mentors, peers, allies, and protégés can impact professional development through mutually beneficial relationships. Participants identify their career growth needs and outline a plan to build a network of trusted partners who will share a vested interest in their future.

### Attendees Will Leave With:

- A clear understanding of how a Personal Board of Directors can accelerate career growth.
- Professional development priorities and strategies to build meaningful relationships.
- A roadmap to identify and “recruit” board members and define their unique roles in supporting career goals.
- Practical tools and conversation starters to approach potential advocates and secure support.
- Prospective “Board Members” from interactive group breakout activities.

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## The Innovation Mindset: Embracing Creativity, Collaboration and Change

*Intended Audience: General*

In today’s fast-moving world, adaptability, collaboration, and innovation are essential for success. Many employees struggle with perfectionism, uncertainty while resisting change, slowing down progress and stifling creativity. Research shows that organizations fostering psychological safety and a culture of belonging outperform their peers, experiencing a **5x increase in productivity** (Stanford) and **21% higher profitability** (Gallup). To stay competitive and drive meaningful results, employees at all levels must develop skills to navigate uncertainty, embrace change, and build trust across teams.

This interactive workshop helps participants collaborate more effectively and overcome habits that hinder innovation. Attendees will learn how to adopt a progress-over-perfection mindset by participating in a rapid problem-solving challenge that highlights the power of action vs waiting for the “perfect” solution. Participants will engage in a reverse brainstorming exercise, identifying and flipping common teamwork pitfalls to understand collaboration best practices. A self-assessment and improv-based exercise helps develop adaptability and resilience by

reframing uncertainty as an opportunity for growth. Attendees also learn how to ensure their colleagues feel heard and valued. Finally, each participant will develop a personalized action plan outlining specific strategies to enhance their agility, teamwork, and problem-solving skills in their day-to-day roles.

**Attendees Leave With:**

- A practical framework to confidently navigate change and uncertainty.
- Proven collaboration techniques to break down silos, improve communication, and drive results.
- Strategies to overcome perfectionism and take action even when all answers aren't clear.
- A personalized action plan to apply key takeaways in their daily work.

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## **Build Your Leadership Brand: Unlock Visibility, Credibility and Opportunity**

***Intended Audience: General***

Brands spend millions of dollars marketing to potential customers, but most professionals never proactively develop—let alone promote—their own personal brand. A well-defined and articulated brand is a business advantage because it helps partners, colleagues, customers and leaders with influence understand your strengths, skills and passions. According to LinkedIn, employees with well-defined personal brands are more likely to attract high-value opportunities, benefiting their companies and careers. Solid personal brands translate to stronger client relationships, credibility, and enhanced visibility.

This interactive workshop provides strategies to authentically and confidently represent what you bring to the table. Attendees become more self-aware and learn how to find and establish their voice to build a leadership plan that develops how others perceive them. They will create their own “elevator pitch” so they can make an impression in the moments that matter. Finally, your team will learn how to leverage social media to establish themselves as thought leaders and secure speaking opportunities that can elevate their reputation and your organization.

**Attendees Will Leave With:**

- A personal brand statement that clearly and confidently communicates their unique value.
- Proven strategies to enhance visibility and credibility within their organization and industry.
- A tailored roadmap to establish and elevate their leadership presence while aligning strengths with organizational goals.
- Practical methods to leverage social media, thought leadership and networking to accelerate career growth and improve client engagement.

## Network Like a Natural: Building Authentic Connections

*Intended Audience: General Audience*

If you'd prefer a root canal over attending a networking event, you are likely missing out on opportunities to connect with potential customers, allies, colleagues, and leaders who can help accelerate your career. The fastest path to building mutually beneficial relationships that can unlock opportunities and drive long-term success is networking. But today's employees often avoid it, as they are uncomfortable "selling themselves," feeling inauthentic, facing rejection, starting conversations with strangers, and forgetting names. However, organizations prioritizing effective networking realize increased access to diverse ideas, faster decision-making, and **43% higher revenue growth**<sup>1</sup>. Since **85% of jobs are filled through networking**<sup>2</sup>, this is an opportunity for your team to find top talent. Professionals with robust networks are **70% more likely to achieve promotions and leadership roles**<sup>3</sup>—which allow your team to contribute more and stay with your organization.

We begin by shedding the fear—breaking down the barriers that foster discomfort, anxiety and insecurity. Next, we review actionable strategies to overcome those roadblocks and unleash the fearless networker within so you can build authentic win-win relationships based on trust, commonalities and support. Finally, we craft a three-pronged strategic plan that empowers participants to maximize networking opportunities at work, industry events, and conferences, and online through social media.

### Attendees Will Leave With:

- A purposeful Networking Plan to execute online and in-person at work and events.
- Proven techniques to build trust and meaningful relationships with prospective clients and employees, partners and leaders.
- Tools to expand and strengthen networks with colleagues, mentors, sponsors, and collaborators.
- Strategies to create new opportunities and engage allies who can help advance their mission and have fun along the way.

Sources: <sup>1</sup> McKinsey; <sup>2</sup> Harvard Business Review; <sup>3</sup> LinkedIn Global Talent Trends

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## Work-Life Integration: Beat Burnout by Building Your Blue Sky Blueprint™

*Intended Audience: General*

Feeling burned out? You are not alone—**77% of professionals experience burnout at work**<sup>1</sup>. The business cost is staggering, contributing to lower productivity, increased absenteeism, and **~\$322 billion in annual turnover and lost productivity globally**<sup>2</sup>. Address these challenges head-on by equipping employees with practical tools to achieve work-life integration, because we all know there is no "balance."

Your team will focus on what matters to the bottom line and their overall happiness by creating a *Blue Sky Blueprint™*. This exercise helps them create a plan to prioritize, reduce stress, and boost performance. They will learn how to streamline tasks, say “no” gracefully and adopt actionable strategies to harmonize their personal and professional lives. Investing in work-life integration ensures that your most valuable resource—your people—can thrive and bring their best selves to work, fueling long-term business success.

### **Attendees Will Leave With:**

- Strategies to manage time, minimize distractions and focus on priorities.
- Insights to leverage technology and tools to boost efficiency and reduce stress.
- Tips to maintain physical and emotional well-being and identify habits that contribute to burnout.
- A personalized blueprint to effectively integrate work and life in a way that aligns with their values and priorities.

Sources: <sup>1</sup> Gallup; <sup>2</sup> Workplace Burnout Study

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## **Career Pathing and Progression: Build Your Roadmap to Success**

### ***Intended Audience: General***

Most of today’s professionals aren’t sure where they want to be in the next five years. According to Gartner, only 25% feel confident about their future career path. Despite the low percentage, most employees value career development opportunities and would prefer to stay with companies that invest in their growth so they can confidently map out future possibilities. Employees with clear career development paths are **59% more engaged** (Gallup) and **3.5 times more likely to stay with their organization** (LinkedIn Workplace Learning Report). Companies prioritizing career development realize **reduced hiring costs, increased productivity, and 34% higher profitability** (Deloitte).

This workshop provides attendees with the tools to create a personalized, step-by-step plan to achieve their professional goals while maximizing professional impact. Employees are empowered to chart their career journey in ways that align with their strengths, skills, personal goals, and organizational objectives. They learn to proactively explore organization pathways, leverage senior leaders for guidance, and plan skill development necessary to meet a new role’s required competencies. This workshop is tailored to your company’s resources and systems, and features a curated leadership panel to share insights in an interactive forum.

### **Attendees Will Leave With:**

- A strategic career plan tailored to their aspirations and organizational opportunities.
- Actionable insights to leverage mentorship, sponsorship, and networking for growth.
- Practical strategies to position themselves for promotions and leadership opportunities.
- Confidence and tools to proactively shape and advocate for their career trajectory.

## Disability Inclusion: Build a Culture of Belonging for All Abilities

*Intended Audience: All employees*

More than just accessibility, disability inclusion creates opportunity equality, respecting the identities of people with disabilities, and unlocking their full workplace potential. Organizations that embrace disability inclusion realize **28% higher revenue, 30% higher profit margins**, and are **4x more likely to outperform their peers** (Accenture, *Getting to Equal*). Furthermore, individuals with disabilities and their families control **\$13 trillion in global disposable income**, making inclusion a strategic advantage for companies looking to expand their customer base (Return on Disability). This workshop teaches your team to address attitudinal barriers and build a workplace culture where everyone —regardless of ability—feels valued and empowered. Help your team support a culture of belonging, embrace new perspectives, and thrive in an increasingly diverse world.

### Attendees Will Leave With:

- An understanding of why disability inclusion improves innovation, growth, and productivity.
- More confidence to work with colleagues, partners, and clients with apparent and non-apparent disabilities.
- Best practices for inclusive communication with individuals who are neurodiverse, blind, deaf, or have low vision, hearing, or mobility challenges.
- Ways for employees with disabilities to advocate for their goals and gain support.

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## Allyship in Action: Creating an Inclusive Workplace for All

*Intended Audience: All employees*

Have you ever been in a meeting where your idea was ignored—only for someone else to say the same thing later and be credited for it? Have you watched a colleague be consistently interrupted or struggle to be heard, but weren't sure how to address it? These moments of exclusion, intentional or unintentional, occur daily in the workplace. Employees who feel included are 3x more likely to be excited about their work, 5x more likely to stay with their company, and 7x more likely to drive innovation (Deloitte, Gallup). Yet, many people don't realize how easily colleagues can be left out, feeling invisible in workplace decisions or events. While leaders play a key role in shaping company culture, true inclusion happens when *every* employee takes ownership of making their colleagues feel valued and heard.

This interactive workshop gives employees the tools, confidence, and awareness to be active allies in the workplace. Participants learn how to recognize exclusionary behaviors, step up as upstanders when colleagues are overlooked, and create a culture of belonging. Attendees will practice small but powerful actions that can create meaningful change, from amplifying voices in meetings to addressing bias in everyday interactions. Each participant will develop a

personalized *Allyship Action Plan* to apply at work and contribute to a more inclusive, high-performing team.

**Attendees Will Leave With:**

- A clear understanding of how exclusion impacts workplace culture and why allyship is valuable.
  - Strategies to be an upstander—learning how to support colleagues in meetings, conversations, and decision-making.
  - Hands-on experience handling real-world scenarios, so they feel confident stepping in when exclusion occurs.
  - A personalized Allyship Action Plan to implement inclusion habits in daily interactions and workplace culture.
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# Manager Development

## The ROI of Manager Development

- **Improved Team Performance:** Teams led by skilled managers are **48% more productive**<sup>1</sup>
- **Improved Engagement and Morale:** Great managers foster trust and communication, accounting for **at least 70%** of the variance in employee engagement scores<sup>2</sup>
- **Higher Employee Retention:** Effective managers reduce turnover and expenses since it costs companies **33% of an employee's annual salary** to replace him/her<sup>3</sup>
- **Faster Innovation:** Teams operating in psychologically safe environments generate more creative ideas and **solve problems 31% faster**<sup>3</sup>
- **Risk Mitigation:** Companies that fail to adapt and innovate lose market share; **52% of Fortune 500 companies have disappeared** since 2000<sup>4</sup>
- **Future-Proof Leadership Pipelines:** Equipping new managers with leadership tools ensures a steady pipeline of capable leaders who can step into senior roles as the organization grows.

Sources: <sup>1</sup>McKinsey; <sup>2</sup>[Gallup](#); <sup>3</sup>Work Institute, <sup>4</sup>McKinsey; <sup>5</sup> Innosight

## Client Feedback on Our Manager Programs

“Jenn employed her results-oriented, dynamic & collaborative style to engage all participants. Jenn analyzed and communicated complex concepts, implications, and strategic solutions aligned with our strategy for effective and efficient plans. Jenn creatively and passionately answered the challenge to push the envelope, driving our business while deepening customer relationships in new ways.” —*Jeff Muench, Walmart*

“Our company asked Jenn to host workshops at its annual women’s leadership network event. I was blown away by the content, mainly because of the thought process behind it. Jenn was engaging, interactive and educational in her presentation. Her topics were relevant and helpful to supporting advancement of the key leaders. Jenn made a difference in our lives which is why I can’t speak highly enough of her.” —*Karen Paff, Salix Pharmaceuticals*

“We were impressed with Jennifer’s professionalism and enthusiasm from our first point of contact. This was a 10 out of 10 experience and we highly recommend her!” —*LaTisha Perry, Wesco*



## New Manager Playbook: Developing High-Performing Leaders

**Intended Audience:** *New Managers or those with less than five years experience*

Companies that thrive through adversity recognize that managers are responsible for some of the most critical activities within the organization— attracting and retaining talent, driving results, and creating an inclusive culture. These leaders translate your company's vision and mission into actionable goals that ensure success and accountability. Strong managers are pivotal to productivity, employee engagement, and retention. Companies with highly effective managers are **2.4 times more likely** to hit their financial targets (Gallup), while **70%** of team engagement is directly tied to the quality of their manager (SHRM). Position first-time managers to succeed by giving them the skills and mindset necessary to lead their teams and achieve shared goals.

This comprehensive 6-part program focused on the “Fearless Fundamentals” develops empowering, empathetic and inclusive managers. Your team will establish their leadership style while understanding how self-doubt, perfectionism, and impostor syndrome can hold them back. We’ll address best practices for communication and coaching. Attendees will also create a Performance Management plan, from setting strategy and expectations for one-on-ones and team meetings, to developing Individual Development Plans to support career growth. They will build a strategic networking plan to accelerate growth and a pipeline to attract, retain and cultivate high performing talent, while promoting their personal brand and your organization. Roleplay activities help them practice how to advocate for their needs and deliver valuable feedback while effectively managing up and across the organization. Finally, we’ll help them create a plan to build a positive, purpose-driven team culture.

### Attendees Will Leave With:

- Confidence to step into leadership roles and effectively manage and motivate their teams.
  - Proven techniques for clear communication, constructive feedback, and conflict resolution.
  - Strategies to manage performance, set expectations, and foster a collaborative team culture.
  - A structured framework to develop a leadership mindset that aligns with organizational goals.
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# The Fearless Leader: Driving Performance, Growth and Innovation

*Intended Audience: Mid-Level Managers to Executives*

Adaptability and innovation are critical to success in today's unpredictable business landscape. Businesses can't afford to miss growth opportunities or lose top talent to competitors outpacing them. Companies that create environments where employees feel valued and empowered are **five times more likely to innovate effectively** (Google's Project Aristotle). Workplaces with higher employee engagement drive **21% more profitability** and experience **59% lower turnover** than their peers (Gallup). When leaders create cultures where agility is welcomed, they foster collaboration and drive better business outcomes.

This interactive workshop equips leaders with tools and strategies to foster a mindset of innovation and adaptability. We provide actionable techniques to help them thrive through change, promote resilience, and embrace open communication and creative problem-solving within their teams. Through real-world case studies, interactive role-playing, and guided discussions, attendees will develop strategies to coach and empower employees, encourage idea-sharing, and create an environment where individuals feel safe to take risks and contribute at their highest level. Each participant will leave with a tailored action plan to enhance team communication, strengthen their leadership approach, and implement cultural shifts that fuel long-term business success.

## Attendees Will Leave With:

- An understanding of why building a culture of adaptability and innovation is critical and how they drive measurable business outcomes.
  - Actionable strategies to foster engagement, resilience, and collaboration across teams.
  - Techniques to create environments where employees feel empowered to contribute, be creative and take ownership of their work.
  - A tailored action plan to improve team communication and talent development.
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## Inclusive Leadership: Cultivate a Culture of Trust Where Everyone Thrives

*Intended Audience: All People Leaders, from New Managers to Executives*

As a leader, you set the tone for your team's culture, but are you unintentionally leaving some voices out? Leaders who fail to foster inclusivity risk disengagement, high turnover, and lower performance. Research shows that **70% of team engagement** is directly tied to the quality of their leader (SHRM), and organizations with inclusive cultures see **5.4 times higher employee retention and profitability** (Deloitte, McKinsey). Today's workforce demands that leaders create workplaces of belonging, psychological safety, and equity. Inclusive leadership is no longer optional—it's a business imperative.

This interactive workshop equips leaders with the skills and mindset to build collaboration, psychological safety, and inclusion across teams. Participants will explore the hidden patterns of exclusion that impact hiring, promotions, meeting dynamics, and team culture—often unintentionally. Through real-world case studies, interactive exercises, and guided discussions, leaders will learn how to identify and disrupt various types of bias, create psychologically safe environments where all employees can contribute, and promote inclusive habits. Attendees will develop a personalized action plan to embed these principles in their leadership approach so every employee feels valued and empowered to succeed.

### Attendees Will Leave With:

- A clear understanding of how inclusion impacts business outcomes and the hidden costs of exclusion.
- Practical tools to identify and disrupt bias in decision-making, meetings, and talent development.
- Strategies to foster psychological safety and empower employees to contribute, collaborate, and innovate.
- A personalized action plan to embed inclusive leadership habits into their daily interactions and team culture.

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**Schedule your free consultation [here](#) or visit [Wet Cement](#).**