



SOUL LED LEADERSHIP DEVELOPMENT PROGRAMME

STARTING JAN-21



WHY JOIN THIS PROGRAMME?

The Soul Led Leadership Development programme is for corporate leaders who are making waves and changing the rules - with their hearts, not just their heads. But they know that their secret 3am self-talk is getting in the way of the difference they want to make.

This programme can give you the courage, unshakable confidence, clarity and passion to create breakthroughs, for yourself as a leader and for your teams, so that your ideas and dreams have the impact they deserve.

It does this by going beyond 'mindset' and 'attitude', clearing out the hidden blocks that keep us stuck, dreaming big, but playing small. Then it teaches you practical strategies for transformational heart-led leadership, and finally how to become the leader you were born to be.

When we release our triggers at the root cause level, the old self-sabotage and play-small habits disappear. You get to show up as *all* of who you really are, rather than a 'safe' version.

This has a positive effect on the way you lead and inspire your teams, as well as the company's bottom line, as you co-create innovative projects that were previously considered too ambitious - with less effort and more flow.

You will be able to influence the agenda in your company, able to hold your own in a way that doesn't threaten or intimidate others, and which shapes future decisions.

You will be able to express all of who you really are, so you can model genuine, heart-based leadership and potentially even transform your organisation.

You'll be helping other people, too, to feel uplifted, and safe to express who they really are, being part of a vision for something bigger than themselves.



THE FOUR PHASES

The Soul Led Leadership Development Programme has four core phases:

1. Believe In Yourself - *I can*
2. Leading From Your Heart - *I do*
3. Soul Led Leaders - *I am*
4. Integration & Application

Although you may be using heart-led leadership principles in the way you currently work, it's essential to build firm foundations in your self-belief. Otherwise, if we're challenged or stressed, we risk reverting to our old left-brained habits.

The **Believe In Yourself** phase of this programme goes deeper than just confidence. In addition it does two main things:

- helps you to turn your inner critic into a virtual cheerleader - no more 3am negative self-talk binges
- it guides you through, step by step, how to ditch Imposter Syndrome

Imposter Syndrome is the 'final frontier' on the leadership confidence journey and often comes up to get in the way when we're promoted into a senior role. This causes us to create self-imposed glass ceilings, often without even realising.

The **Leading From Your Heart** phase is about the practical strategies for leading and motivating teams with compassion and an inclusive, collaborative approach, without sacrificing the KPIs - even if the most senior levels of your organisation still silently favour the more 'alpha-male' competitive approach.

And the **Soul Led Leadership** phase is about taking your 'practitioner-level' work in heart-based leadership to a level of mastery. You'll learn how to connect deeply with the essence of who you really are, so you can lead intuitively and inspire your teams to achieve what they previously thought was impossible, from a place of flow and not fear.

You will cover one phase per quarter, including a fourth quarter **Implementation Programme**, to allow you the time to integrate and apply what you have learned. But there's no rush - you get lifetime access to the main training and any future updates.



1. BELIEVE IN YOURSELF

"I can."

There comes a stage in everyone's leadership journey where the old confidence 'coping strategies' stop working. And this can hold us back from having the impact we dream of.

In this first phase, it's time to learn how to turn your inner critic - that negative self-talk that decides who we can be and what we can achieve - into your virtual cheerleader. You'll discover why 'positive thinking' isn't enough, and take advantage of 'neuroplasticity' to create lifelong changes in ways that are fast, fun and forever.

You'll learn how to spot your subconscious blocks, *before* you self-sabotage, and how to release them, so they don't need to get in the way any more.

The strategies for this are based on the best of the psychology and neuroscience of performance, plus demystified ancient wisdom, to help you to create breakthroughs in minutes, not months.

Then we move onto the 'final frontier' of Imposter Syndrome. The [2019 Imposter Syndrome Research Study](#) showed that the fear of being 'found out' as 'not good enough' or 'not knowing as much as you should' affected 49% of male respondents and 52% of female respondents *daily* or *regularly* in the past year.

Clare Josa's work on Imposter Syndrome over the past 15 years, plus leading the research study and publishing the best-selling book [Ditching Imposter Syndrome](#) in 2019, means she is uniquely placed to help you to set yourself free from it, once and for all.

By the end of the **Believe In Yourself** phase, you'll be able to take off your secret masks and armour, to show up as *all* of who you really are, feeling calmer, more confident and easily able to speak up with your best ideas.

2. LEADING FROM YOUR HEART

"I do."

Even if you're already a heart-based leader, phase two will help you with strategies to become the heart-based leader you have dreamed of being, also spreading the concepts through your organisation.

Grounded in performance psychology and demystified ancient wisdom, you will learn how to escape from the labels and boxes that normally go with leadership training, to create a leadership style that is uniquely aligned with your innate gifts, to inspire and motivate your teams.

You'll learn how to use the power of language patterns to motivate and inspire your team, no matter what their preferences are. You'll be able to have the courageous conversations that can be a challenging part of a leader's role with grace and ease.

You'll learn how to diffuse - and prevent - conflict, without turning into a peace-keeper. And you'll discover strategies to take you from being an exhausted crusader to becoming a conduit for others to champion change.

You'll find out what makes people difficult and teams toxic, with heart-led ways to turn this fear-based behaviour around.

You'll explore the three keys to pain-free change, why we resist it, and how to create a culture of innovation and hope, instead of stress.

And you won't be going 'all fluffy' and forgetting the KPIs. Indeed, what you'll learn in this phase will *increase* productivity, people's performance, people's relationships, and ultimately the company's profit.

This phase includes a 2-day in-person workshop in the UK (full-experience virtual attendance option available for those who can't travel).

3. SOUL LED LEADERSHIP

"I am."

This phase is about the Soul of leadership.

In it, you will take being a heart-led leader from practitioner-level to mastery.

Building on the foundations from phases one and two, you will become a transformational leader, being a shining light to guide your teams.

You will learn how to connect with your intuition, so that you develop business strategies with the combined benefit of left-brained logic, right-brained creativity, and your own innate wisdom.

You'll learn how to manage the energy of a meeting, a group or even a company, in ways that don't drain your own energy levels.

You'll discover the immense power of intention, to empower teams to create from a place of flow, rather than fear.

Phase three is about leading with all of who you really are - taking it to the next level, after phase two.

It's about courageous alignment with your core values and your mission, influencing authentically, and making a significant impact for your company.

You will be inspiring others to step up to perform at levels they have never previously achieved.

Through phase three, you will move from *doing* heart-led leadership to *being* a Soul Led Leader.

This phase includes a 2-day in-person workshop in the UK (full-experience virtual attendance option available for those who can't travel).



4. INTEGRATION & APPLICATION

"Mastery."

This final phase is about applying everything you have learned within your business.

By consciously spending three months integrating and actioning what you have previously learned, you'll be making sure that this programme creates the transformations you have been looking for.

During this final quarter, you keep your monthly tutor group mastermind sessions and your 1:1 mentoring sessions with Clare Josa, so you're fully supported and can also learn from others' experiences.

This is also where you'll explore what is most important to you for the next phase of your Soul Led Leadership journey and whether there are any of the previous materials you want to revisit.

By having this integration quarter, it will further boost your confidence and support you in developing deeper mastery of the core concepts, in a real-world environment.

It gives you a chance to play with what happens when people do the random things they do - and how to adapt the strategies you have learned to further increase your flexibility and resilience.

At the end of this quarter, your monthly mastermind and 1:1 calls finish, but you keep access to your tutor group on Facebook.

And you can always choose to enrol in one of Clare's 1:1 mentoring programmes for on-going support and advice, if you want it.

THE PRACTICAL ASPECTS

How Is The Training Structured?

Each phase of the training is broken down into modules with key outcomes, with short video lessons, self-mentoring processes, or practical in-office exercises, to help you to create insights and breakthroughs in ways that are fast, fun and forever.

What Support Do I Get?

This programme is a blend of self-study online training - something Clare has been delivering for 15 years - plus individual and group support. This gets you much better results than self-study, because you have 1:1 and tutor group accountability and can get answers to your questions. Plus in a group format, you'll often learn more from others' experiences and questions, than from your own.

You will have:

- A monthly mastermind call for your tutorial group (max 12 people)
- A monthly 45-minute 1:1 mentoring session with Clare or one of her certified coaches
- A 'secret' (not publicly visible) Facebook group, for chat and support, plus a private discussion forum for the courses

How Long Does The Programme Take?

The four phases of this programme are intended to fit within a 12-month time-frame. However, you work through this training at your own pace, so there's no pressure. That said, you will also have the accountability and support you need, to keep you on track and will get the most from the programme if you stick with the quarterly flow.

How Long Do You Get Access?

Your membership of this programme gets you lifetime access to the training materials, and 12 months' access to the monthly tutorial group Q&A calls and the monthly 1:1 mentoring, as well as your private Facebook group.

There is the option to extend your access after the initial twelve months, for a nominal monthly fee, if you want to, which also get you access to our Grads group and the Grads-only **Soul Led Leadership In Action** programme.

WHY WORK WITH CLARE JOSAS?

"Changing the world isn't so much about what you do, as about who you allow yourself to become."

Since 2003, Clare has specialised in helping business leaders to finally clear the secret self-sabotage thoughts and behaviours caused by Imposter Syndrome... along with other self-imposed glass ceilings - the stuff that goes deeper than mindset.

Prior to that, she held a range of corporate roles, including being Head of Market Research for one of the world's most disruptive brands. She is a member of the UK's Institute of Directors.

An expert in the neuroscience and psychology of performance, her original training as an engineer means her approach is grounded in common sense, helping you to create breakthroughs in minutes, not months.

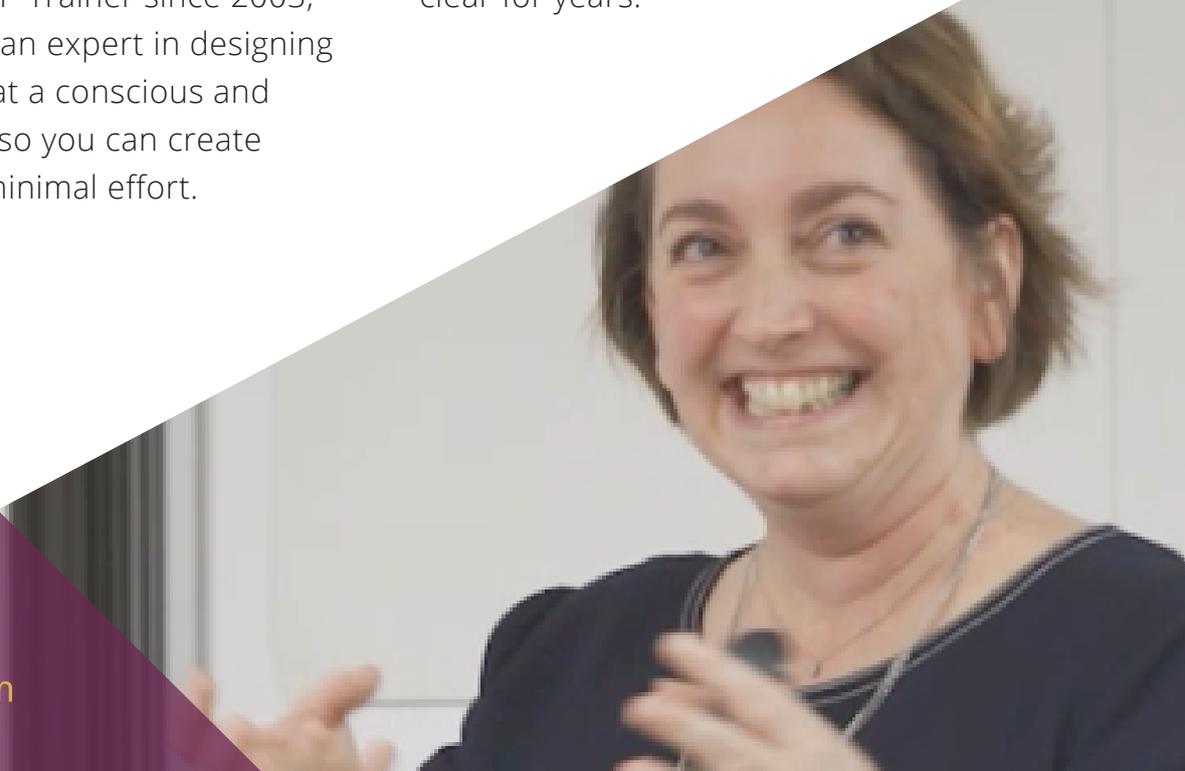
She has been an NLP Trainer since 2003, which means she is an expert in designing training that works at a conscious and subconscious level, so you can create lifelong shifts with minimal effort.

Her expertise in Six Sigma and lean manufacturing process design, from her engineering days, means she gives you what you need - what works - minus the fluff and padding, so you get results fast.

She is the author of eight books and she speak internationally on how to change the world, by changing yourself.

But it's not all left-brained. She is also a certified yoga and meditation teacher (with two books on the subject), so she weaves in demystified ancient wisdom to help you change your life in less time than it takes to make a cup of tea.

Her clients love it - they call it 'Soul-Engineered Solutions' - and tell her it finally shifts the blocks they've been trying to clear for years.



WHAT'S THE INVESTMENT?

Is the Soul Led Leadership Development Programme the next step in your personal and professional development?

1:1 With Clare - The C-Suite Leap™

This is most suitable for those who want to make the next leap into the C-Suite, or from C-Suite to CEO.

To do this level of work with Clare 1:1 typically takes 6-9 months and costs around £5,000 per month, depending on the level of support you want.

You have full access to the online training from the group programme, but you will have a bespoke approach that is tailored to your individual needs, and significantly more 1:1 support, including off-site VIP days, to clear blocks and create breakthroughs.

Clare only has a few places for 1:1 clients at this level each year.

The Soul Led Leadership Development Programme

In the group programme, you will learn so much from your fellow students - both their journeys and their breakthroughs.

It can give you deeper insights into your own teams. You'll learn from helping others in the programme to overcome the challenges they face and the opportunities they discover.

You get lifetime access to the training materials, plus 12 months of support with monthly mastermind calls, your monthly 1:1 session and the community Facebook group, for an investment of £10,000 + VAT (UK).

Next Intakes For The Group Programme:

January 2021
September 2021



FAQS

Can My Company Fund This?

Yes. In fact, getting your company to sponsor this programme is the best way to guarantee you will have the support you need from them on the next stage of your leadership development journey.

We can arrange to invoice your company directly, but this must be paid in full, before you start the programme.

How Do I Fit This In Around My Work?

To get the most from this course, it's important to allow 1-2 hours per week, most weeks, for studying, implementing or joining your group or individual calls.

Clare knows what it's like to be busy, so the programme is designed to be easy to follow in short chunks, for which most people can find the time.

And while you're waiting for your intake to start, you get her deep-dive training on how to 'magically' make more time, including how to put an end to procrastination, even if you're secretly easily distracted.

Is There A Payment Plan?

Yes, if you are funding this yourself. Please talk to Clare about this when you apply .

How Many Are There In A Tutor Group?

There are maximum 12 people in your group for your monthly tutorial Q&A sessions. This means you'll get the individual attention you need, whilst also learning from others' experiences.

Are There Face-To-Face Elements?

Due to Covid-19, this is currently a 100% online programme, which you can access from anywhere in the world. But it does include two 2-day workshops, which will either be face-to-face in the UK or virtual.

Clare has over a decade's experience in running virtual programmes of this nature, so you will get the same depth of learning and benefits as you would with face-to-face training with Clare.



HOW TO APPLY

Let Clare know you are interested by emailing her: hello@clarejosa.com

Then fill in the online application form here:

www.clarejosa.com/leadership/

Once you submit this form, it will take you to Clare's online scheduler, so you can book a convenient time to chat with her and she can answer your questions, to help you to be sure that working with Clare on the Soul Led Leadership Development Programme is the best next step for you.

You and Clare will agree a start date, based on the next available intake dates (Jan-21 and Sept-21), while your accounts team does what they need to do with the invoice.

Once it has been paid, you'll get access to the bonuses from the programme, while you wait for your intake to start.

If you have any questions before applying, please let Clare know:

hello@clarejosa.com

or book a chat:

www.clarejosa.com/call/

