

APEX

LEADERSHIP ACCELERATOR

A 12-week cohort program for organizations developing first-time and early-tenure managers. Built as a system, not an event. Designed for talent and L&D leaders who have invested in leadership development before and watched the practices die in graduation week.

LED BY

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MOST LEADERSHIP PROGRAMS END ON GRADUATION DAY.

APEX WAS BUILT ON THE ASSUMPTION THAT GRADUATION DAY IS THE DAY MOST PROGRAMS FAIL.

If you have invested in leadership development before, you know the pattern. The program runs. People say it was the best development they have done. Then sixty days later the engagement scores have not moved, the managers have reverted to pre-program behavior, and the Slack channel goes quiet. You are left defending a program to your CHRO and a body of evidence that says it didn't.

“ONCE I LEAVE THE WORKSHOP, CONFERENCE ROOM, BOOM... SHORTLY THEREAFTER THE PRACTICES DIE.”

— C. RATTO, L&D PRACTITIONER

THAT IS NOT A CONTENT PROBLEM. IT IS A DESIGN PROBLEM. MOST PROGRAMS ARE EVENTS. APEX IS A SYSTEM.

THE GAP BETWEEN PROMOTION AND PREPARATION

You promote your best individual contributors into leadership roles. Then retention drops, team performance stalls, and culture erodes. The problem is not the people. It is the gap between potential and preparation.

Your new managers are going home at night wondering if they were the wrong choice. They are not incompetent. They are unsupported.

85%

NO FORMAL TRAINING

of new people managers receive no formal leadership training before stepping into the role. Source: Gartner

70%

ENGAGEMENT = MANAGER

of the variance in team engagement is attributable to the direct manager. Source: Gallup

1.5-3X

SALARY LOST

the cost of one failed leadership transition, in multiples of that leader's annual salary. Sources: Gallup, SHRM

The math is simple: if even one leadership transition fails this year, the cost exceeds the entire APEX investment for a full cohort of 10 to 15 leaders.

THE CYCLE OF STUCK

Before APEX teaches a single framework, it starts with a diagnostic. The Cycle of Stuck reveals exactly where high performers get trapped when they step into leadership, and why the skills that made them successful as individual contributors are the same skills keeping them stuck as leaders.

1

LEADER SOLVES

A problem surfaces. The leader, a high performer, jumps in and fixes it themselves.

2

TEAM STEPS BACK

The team learns the pattern. They stop taking initiative. Ownership quietly shifts upward.

3

LEADER TAKES ON MORE

The leader absorbs more work. Succeeding individually but sinking as a leader. Burnout begins.

4

TEAM RELIES ON LEADER

The cycle locks in. The team cannot function without the leader. Everyone is stuck.

THE BREAK

The cycle breaks when the leader stops solving and starts developing. Instead of fixing the problem, they ask, who on my team could grow by working through this? Instead of being the answer, they become the question. This is the shift from high performer to high-impact leader, and it is the foundation of everything APEX builds.

NOT A WORKSHOP. A LEADERSHIP OPERATING SYSTEM.

APEX is built on a simple principle: learning without application is entertainment. Every element of the program is designed to move leaders from concept to competence to confidence, with built-in accountability at every stage.

THE LAYER UNDERNEATH

INNER WORK IS NOT A MODULE. IT IS THE PREMISE.

Most leadership programs treat inner work as a session you graduate beyond. Emotional intelligence on Tuesday, delegation on Wednesday, coaching on Thursday. APEX is built on a different premise.

Leadership change is mindset change first, action second. Every framework in APEX, every practice, every coaching conversation assumes that the leader's internal posture is what determines whether the external behavior lands. That assumption runs through all twelve weeks. It is not a track. It is the layer everything else is built on.

This is the work behind the SAMEOLDNEW methodology: **Mindsets, Actions, People**. The mindset layer is not optional. It is what makes the rest of the program produce behavior change instead of compliance.

FOUR PARTS. EACH ONE STRUCTURAL, NOT OPTIONAL.

BEFORE THE
PROGRAM

MANAGER ALIGNMENT & PARTICIPANT ONBOARDING

- **Manager Alignment Kit.** An expectations document, program overview, and a sacred-time agreement signed by each participant's manager so development is actively supported, not inadvertently undermined.
- **Welcome Packet.** Program roadmap, session calendar, and preparation guide so participants know exactly what they are walking into.
- **Communication Styles Quick-Score.** A brief self-assessment that establishes baseline communication preferences and primes participants for the work ahead.
- **Leadership Readiness Assessment, baseline.** The first of three administrations across the program, mapped to the LEAD principles, generating measurable behavioral movement data.

THE 12-WEEK
CORE

THREE PHASES. COACHING BUILT INTO EVERY OTHER WEEK.

- **Six 90-minute learning sessions** on odd weeks, led by Kelvin.
- **Six 90-minute group coaching sessions** on even weeks, led by Kelvin. Real situations participants are walking into next week, coached in front of the cohort.
- **Troika peer coaching** embedded in sessions, so participants practice coaching each other inside the cohort, not just discuss it.
- **Accountability pods of 3 to 4 participants**, with a between-session practice cadence. Cohort relationships built to outlast graduation, not end at it.
- **Manager touchpoints** at weeks 4 to 6, week 8, and week 12. The local environment cannot eat the cohort experience.
- **Five proprietary frameworks** taught and applied across the program, anchored by the Cycle of Stuck.

AFTER THE PROGRAM

60-DAY INTEGRATION. PRACTICE PAST GRADUATION DAY.

- **30-day integration challenge.** Continued accountability pod check-ins to sustain peer support and prevent the early backslide that kills most leadership development investments.
- **Day 60 cohort reunion, 90 minutes.** A structured group coaching session led by Kelvin. Participants name what has been sustained, what is stuck, and what they are facing right now. The practice is refreshed before it can fade.
- **Lifetime access** to the APEX alumni network for ongoing connection.

MEASUREMENT

BEHAVIORAL MOVEMENT, NOT SATISFACTION SCORES.

- **Leadership Readiness Assessment** administered at weeks 1, 6, and 12, with delta tracked across all three points.
- **Five tangible work products** participants build during the program and deploy on their teams. The work products are the evidence: a Personal Leadership Operating Manual, a Delegation Map, a Difficult Conversation Framework rehearsed and ready to deploy, a Team Operating Agreement, and a 90-Day Leadership Deployment Plan.
- **Organizational Closeout Memo** delivered to the buyer at Day 60. A 2 to 3 page strategic readout summarizing observed behavioral movement, themes across the cohort, and 3 to 5 specific recommendations for what your organization should do next. Defensible evidence you can take to your CHRO without flinching.

WHAT YOUR LEADERS WALK AWAY WITH

INSTALLATION, NOT INSPIRATION.

- ✓ Confident communication in high-stakes moments: meetings, reviews, escalations.
- ✓ Coaching-as-leadership skills: the ability to develop their team instead of doing the work for them.
- ✓ Delegation architecture that creates team capacity instead of leader burnout.
- ✓ The ability to lead across generations and backgrounds without defaulting to one playbook.
- ✓ A peer network of high-performing leaders they keep after the program.
- ✓ A proven framework for navigating difficult conversations, rehearsed before they need it.
- ✓ Self-awareness of their own reactive patterns under pressure, and the regulation skills to stay in role.
- ✓ Accountability systems that do not require constant oversight.
- ✓ A 90-day leadership deployment plan personalized to their actual role and context.
- ✓ Clarity on their leadership identity: who they are, not just what they do.

CASE STUDY

FROM PROMOTED TO PREPARED.

A Northern California county government · Management Academy · Multiple cohorts

THE CHALLENGE.

A Northern California county government needed to develop leadership capacity across multiple departments. Their management ranks included newly promoted and experienced managers, many elevated for technical skills but never given formal leadership training.

THE PROGRAM.

Kelvin designed and delivered a multi-day Management Academy for cohorts of 20+ leaders, serving as the lead facilitator. Sessions covered leadership identity, managing change, coaching for development, and building a legacy, built on the same proprietary frameworks that underpin APEX.

THE RESULTS.

Across Kelvin-led sessions (40+ survey responses):

4.7/5

INSTRUCTOR
EFFECTIVENESS

4.6/5

SESSION
ENGAGEMENT

93%+

VERY/EXTREMELY
EFFECTIVE

ONGOING

REPEAT ENGAGEMENT

THE PROOF THAT MATTERS MOST.

The county did not evaluate the program through a single survey. They evaluated it by continuing to invest. Multiple cohorts, same lead facilitator, growing demand from department leaders to enroll their teams.

WHAT LEADERS SAY

THE EVIDENCE IS IN THE ROOM.

"It seemed more like a conversation instead of a lecture. We had that comfort of being able to raise our hand, to talk to you, and it seemed more real. Even in the moments where he is not teaching the curriculum, we are still learning from him."

– AKENYA ROBINSON-WEBB, MANAGER

"It is rare to find someone as dedicated and impactful in fostering team culture and morale as Kelvin. His skill in facilitating meaningful conversations ensures everyone feels heard and valued."

– CARLOS GARCIA, PRINCIPAL TECHNICAL ARTIST, BAD ROBOT GAMES

"Kelvin does a phenomenal job listening and providing valuable insight and thought-provoking questions that help steer you in the right direction."

– CHRIS GALLIEN II, PE, ENGINEERING CONSULTANT, HNTB

"Excellent in both his relationship building and ability to defuse difficult situations. Moved our strategy out of the dark ages and always stayed calm under pressure."

– TONYA T. TUCKER COLLINS, HR EXECUTIVE & TALENT STRATEGIST

Based on post-session surveys from 1,000+ participants across 50+ organizations.

THREE REASONS THIS ONE STICKS.

Most leadership development investments fail in one of three predictable ways. APEX is built to solve all three.

01

FROM CONTENT LIBRARY TO COACH-LED PRACTICE.

Self-serve licenses get used by self-starters and ignored by the people who need them most. Off-the-shelf workshops get rave reviews and zero behavior change. APEX puts a credentialed coach in the room every other week, working with real situations participants are walking into next week. Content has never been the bottleneck. Practice with a coach who catches the moment is.

02

FROM 1:1 ISOLATION TO COHORT ACCOUNTABILITY.

1:1 coaching apps put your managers in private sessions you have no visibility into, and they isolate them from the peers they need to learn alongside. APEX builds a cohort of 10 to 15 leaders who learn together, practice together, and stay connected past graduation. Your team becomes its own development engine.

03

FROM GENERIC VENDOR TO ENTERPRISE-PROVEN METHODOLOGY.

APEX is built on proprietary frameworks delivered by a coach who has worked inside Kaiser Permanente, Harvard, Affirm, CalSTRS, and county governments across California. The methodology has been pressure-tested in the rooms your managers are walking into. Procurement clears it.

DELIVERY OPTIONS

BUILT FOR HOW YOUR ORGANIZATION WORKS.

APEX runs virtual-first by default and delivers a high-touch, high-accountability experience regardless of where your people sit. Hybrid and fully in-person options are available.



VIRTUAL.

The full APEX program delivered live via video. All sessions, group coaching, peer coaching, and accountability pods, facilitated by Kelvin. Ideal for distributed teams.



HYBRID.

Learning sessions (odd weeks) delivered in person at your location. Group coaching sessions (even weeks) delivered virtually.



IN-PERSON.

Every session delivered at your facility. Maximum immersion and connection. The deepest investment in your leadership pipeline.

WHO APEX IS DESIGNED FOR

TWO AUDIENCES. ONE SYSTEM.

FOR ORGANIZATIONS

ENROLL YOUR TEAM

Dedicated cohort for your organization. 10 to 15 leaders. 12 weeks of structured development. Frameworks and toolkits your organization keeps. Cohorts launch on your timeline.

FOR INDIVIDUALS

APPLY AS AN INDIVIDUAL

For leaders not part of an organizational cohort, we periodically open limited seats in select cohorts. Full access to frameworks, coaching, and the alumni community.

Limited to 10 to 15 participants per cohort. This is not a course with 500 people on a Zoom. It is a high-touch experience where Kelvin knows every participant by name, challenge, and goal.

THE NEXT STEP

THE GREATER RISK IS FAILING THE LEADERS YOU WANT TO KEEP.

The cost of one failed leadership transition is 1.5 to 3x that leader's annual salary. The cost of one underprepared manager ripples through every team they touch. APEX is the insurance policy your leadership pipeline needs, and the investment your high-potentials deserve.

Investment is shared during the diagnostic call. Pricing is built around cohort size, delivery format, and organizational scope, not a one-size-fits-all rate card.

NOW ENROLLING.

THE NEXT COHORT FILLS FIRST.

BOOK THE DIAGNOSTIC CALL

30 minutes. No pitch. You leave with a sharper view of your manager bench, whether or not we ever work together.

Book here: link.yaacmsg.com/widget/booking/YZFuDY4vGCCU1OWSyfxO

SAMEOLDNEW *Mindsets · Actions · People*

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