



LEADERSHIP DEVELOPMENT PROGRAMS

Journey Forward partners with organizations to build stronger leaders, healthier cultures, and teams that thrive through change. Every engagement is customized to your business needs, ensuring your people receive development that is relevant, practical, and aligned with your strategic goals.

WHAT JOURNEY FORWARD DELIVERS

Leadership Development That Moves People Forward

Programs designed for emerging leaders, mid level managers, and executives, focused on:

- ▶ Building confidence and leadership identity
- ▶ Strengthening communication and influence
- ▶ Navigating change with clarity and resilience
- ▶ Developing high performing teams

Customized Training Based On Your Business Goals

Every organization receives a tailored experience shaped around:

- ▶ Culture transformation
- ▶ Leadership pipeline development
- ▶ Employee engagement and retention
- ▶ Crisis readiness and communication
- ▶ Team alignment and collaboration
- ▶ Strategic planning and visioning

Training can be delivered as keynotes, workshops, multi week cohorts, retreats, or executive coaching.

Maxwell Leadership Programs Available

Journey Forward offers a full suite of Maxwell Leadership content, each available as a standalone workshop or integrated into a custom development plan for your business.

Personal & Professional Growth

- ▶ *The 15 Invaluable Laws of Growth* — Build intentional growth habits and personal accountability.

Communication & Influence

- ▶ *Everyone Communicates, Few Connect* — Improve communication that builds trust and drives results.
- ▶ *Becoming a Person of Influence* — Equip leaders at every level to positively influence others.

Leadership Foundation

- ▶ *How to Be a REAL Success* — Develop core leadership competencies: Relationships, Equipping, Attitude, Leadership.
- ▶ *Leadership Gold* — Practical, experience tested leadership lessons for managers and executives.

Leadership Foundation

- ▶ *Sometimes You Win, Sometimes You Learn* — Strengthen resilience, adaptability, and learning agility.

Vision, Strategy & Purpose

- ▶ *Put Your Dream to the Test* — Clarify vision, align goals, and build strategic direction.
- ▶ *High Road Leadership* — Strengthen values based leadership and culture.

Leading Through Change & Crisis

- ▶ *Leading Through Crisis* — Equip leaders to communicate, stabilize, and guide teams through uncertainty.

WHY ORGANIZATIONS CHOOSE JOURNEY FORWARD

Tailored to Your Culture

Every session is shaped around your organization's language, challenges, and goals.

Relational, Engaging, and Practical

Your people walk away with tools they can apply immediately not theory that sits on a shelf.

Built for Real World Impact

Programs support measurable outcomes: stronger communication, higher engagement, better decision making, and more confident leaders.

Flexible Delivery

Virtual, in person, hybrid, small groups, large audiences your needs drive the design.

Signature Engagement Options

- ▶ Leadership development groups
- ▶ Team communication workshops
- ▶ Change management sessions
- ▶ Executive coaching
- ▶ Strategic planning retreats
- ▶ Lunch and learn series
- ▶ Student and early career leadership programs

Sales Training & Performance Coaching

Journey Forward delivers customized sales development that strengthens confidence, communication, influence, and measurable performance. Programs are built around the realities of today's sales environment—shifting buyer expectations, competitive markets, and the need for authentic, relationship driven selling.

Core Focus Areas

- ▶ **Sales Mindset & Confidence** — Building resilience, ownership, and a growth driven approach to targets.
- ▶ **Relationship Based Selling** — Creating trust, connection, and value that differentiates your team in the market.
- ▶ **High Impact Communication** — Asking better questions, listening actively, and adapting to buyer styles.
- ▶ **Influence & Persuasion Skills** — Guiding conversations, overcoming objections, and moving deals forward.
- ▶ **Performance Habits** — Daily disciplines, pipeline management, and consistent follow through.

What This Training Helps Your Team Focus On:

- ▶ Stronger pipelines and higher-quality opportunities
- ▶ Improved close rates and conversion metrics
- ▶ Confident, consistent sales behaviors
- ▶ Better customer relationships and long-term retention
- ▶ Increased accountability, motivation, and performance discipline

Modern Sales Techniques Integrated Into Training

- ▶ **Consultative & Insight Driven Selling** — Positioning your team as trusted advisors, not order takers.
- ▶ **SPIN Style Questioning** — Uncovering needs, pain points, and decision drivers with precision.
- ▶ **Value Based Selling** — Shifting conversations from price to impact, ROI, and business outcomes.
- ▶ **Social Selling & Digital Presence** — Leveraging LinkedIn and digital touchpoints to warm leads and build credibility.
- ▶ **Objection Handling Frameworks** — Turning resistance into clarity, confidence, and forward movement.

The Leadership Game – Everyone Deserves to Lead Well

A powerful, interactive experience that reveals team dynamics, strengthens communication, and accelerates leadership growth. The Leadership Game is a comprehensive game based on the teachings of John Maxwell that helps organizations discover their leadership strengths and weaknesses.

The game challenges participants to have open discussions about leadership principles and values and helps leaders uncover gaps and areas for improvement within their leadership teams.