



gravitas

Masterclass

Executive Brief

The Gravitas Masterclass is designed to provide advanced skills to groups of up to 6 executives over a period of 2 days. The Masterclass is a blend of group and individual development, focusing on developing a set of skills which enable the executive to understand the elements of his or her leadership position, and how to project and communicate to all internal and external stakeholders in an appropriate way.

Whether at Board level, with internal teams, or with external stakeholders, the Gravitas Masterclass is custom-designed to meet the needs of the specific executives who attend.

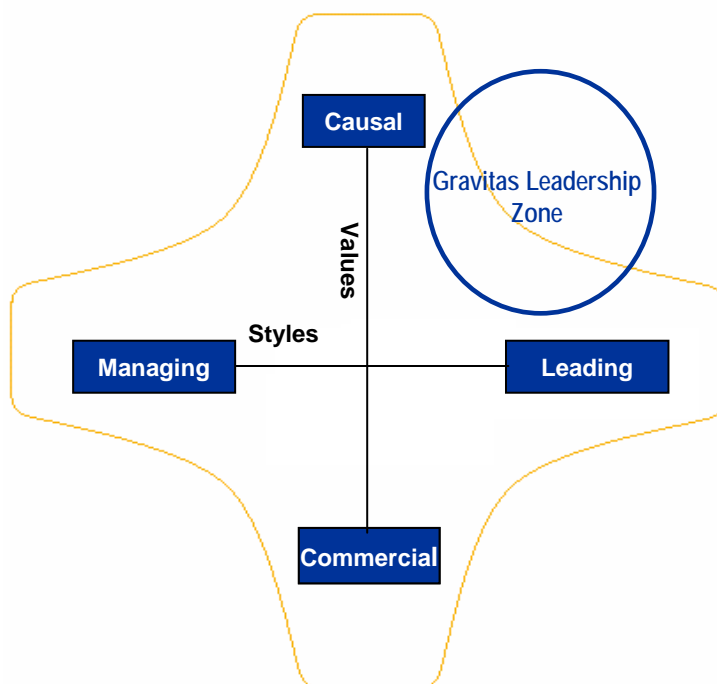
The Masterclass uses as its material your own business environment. In advance of the development exercise, your Gravitas Director will take a brief and build a business simulation based on an agreed business scenario that is current in your business, and relevant to the delegates.

The Gravitas director who runs your Masterclass for you can therefore ensure that the focus, objectives, content, style and simulations all meet the business issues you want to develop.

Senior executives who have attended say the success of the Gravitas Masterclass stems from the individual depth of supportive coaching they receive, based on a high level of personal and commercial insight, combined with clarity on how to develop the professional equity of each individual team member.

Gravitas uses a number of unique tools, including a simple visualisation process, at a personal, team and organisational level to look at current and optimum positioning.

Through a series of custom-built simulations related to your own business circumstances, the Gravitas Masterclass engenders strong mutual reliance, team work and sense of purpose.



Masterclass Objectives

Through a lively and participative environment - designed to help key executives develop their own 'Gravitas professional equity' - this Masterclass inspires delegates to: -

- ✦ Develop their own personal leadership style and 'Gravitas' which positions them and their team at the optimum level internally and externally
- ✦ Understand advanced principles of leadership communications psychology and how it applies to their own situation
- ✦ Clarify the principles of how to create a 'cause' that generates motivated followers towards defined business objectives
- ✦ Develop a clear understanding of each person's ideal professional positioning and devise a plan to achieve it
- ✦ Practice each person's optimum leadership communication style with one-to-one personal coaching and custom-built simulations related to their own business objectives

Day 1	Day 2	
1. Introduction, objectives and programme	9. Gravitas leadership psychology	
2. 'Professional Equity'- my Gravitas factors	10. My optimum Gravitas leadership style	
3. Personal briefing, professional life in context	11. Stakeholder influence and creating followship	
4. Debrief and individual feedback	12. Defining our vision and futures – the "Gravitas Destinator"	
5. Body, eye and facial language dynamics	13. Major simulation - preparation 1	14a. My Gravitas professional equity one to one coaching
6. Easy Gravitas communication structures	14. Major simulation - preparation 2	
7. Commercial simulation – round 1	15. Major simulation delivery and feedback	
8. Preparation for day 2 – contribution and career	16. Implementing my Gravitas professional equity and career plan	



Gravitas Masterclass
Executive Sponsor Feedback

“More than I had imagined. Very relevant and based on what we do.
The personal insights are extraordinary – wish we had done it ages ago.”

D.M. CEO – International Corporate Venture

“The most relevant training event I have attended – very valuable”

“Challenging but very effective!”

“Very well tailored to our needs, great flexibility”

“Gravitas Global are the Private Bankers of Professional Equity”

Contact Us

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We will be delighted to explore with you how we might be able to help and to provide quotations for suitable Gravitas programmes.

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