

SALES + MARKETING = SMarketing

Leadership Development Name Changes

What They Are - Why it Happened

Only the Names Have Changed

Existing Leaders = High IMPACT Leadership

Team Development = High IMPACT Teams

Emerging Leaders = High IMPACT Coaching

New Leader Coaching = High IMPACT Start

As seen on the website



A screenshot of a website's dropdown menu. The menu is titled "FIND A PROGRAM FOR YOUR TALENT" in orange text. Below the title, there are seven options listed in a vertical list, each in a white box with a thin orange border. The options are: "Women in Leadership", "Existing Leaders", "Team Development", "Emerging Leaders", "Executive Coaching", and "New Leader Coaching".

FIND A PROGRAM FOR YOUR TALENT
Women in Leadership
Existing Leaders
Team Development
Emerging Leaders
Executive Coaching
New Leader Coaching

But WHY Did the Names Change?

Leadership Program Pages Jan. 1, 2018 - July 25, 2019			
Page	Pageviews	Category	New Name
/leadership-development	3,871	LD Landing Page	
/leadership-development/women	2,263	Women In Leadership	
/leadership-development/high-impact-leadership	553	High IMPACT Leadership	Existing Leaders
/leadership-development/executive-coaching	502	Executive Coaching	
/leadership-development/career-coaching	492	High IMPACT Coaching	Emerging Leaders
/leadership-development/teams	288	High IMPACT Teams	Team Development
/leadership-development/start	243	High IMPACT Start	New Leader Coaching

The sharp drop-off in pageviews indicates lack of interest from visitors.
Educated Guess: they don't know **WHAT** those products are.

Product vs. Branding

Tissue is a Product



New Leader Coaching

Kleenex is a Brand



High IMPACT Start


What Do Our LD Competitors Call Them?



Center for Creative Leadership®

TAILORED SERVICES

- Change Leadership
- Ignite Innovation
- Talent Development
- Leadership Strategy
- Leadership Culture



Helping you r

- Expertise
- Products
- Re
- Leadership Strategy
- Leader Selection
- Leadership Development
- Succession Management



**KORN FERRY
Institute**

LEADERSHIP DEVELOPMENT

- ENTERPRISE LEADERSHIP DEVELOPMENT
- SENIOR LEADERSHIP TEAM DEVELOPMENT
- LEADERSHIP ACCELERATOR PORTFOLIO
- CUSTOM LEADERSHIP DEVELOPMENT PROGRAMS



BLESSINGWHITE
A Division of GP Strategies



GP STRATEGIES

- LEADERSHIP
- ENGAGE
- EXPERIENCED LEADERS
- HIGH POTENTIAL LEADERS
- FRONTLINE LEADERS
- SELF LEADERSHIP

Our Digital Refresh

Existing Leaders

Accelerate Your Management Training

There's a difference between managing work and leading people. When supervisors or managers focus primarily on tasks and to-dos, business gets done. But when they shift their attention to the people completing those tasks, business moves forward. Empower your existing leaders to improve their management skills.

Program Overview

Engage Employees with Next-Level Leadership

Direct managers have the greatest influence on your employees' engagement, development, productivity and retention. When they take responsibility for providing feedback, supporting career development and inspiring passion and loyalty in their teams, companies gain an unmatched competitive advantage: an intrinsically motivated workforce.

High IMPACT Leadership is an integrated development program and management training that equips existing leaders to create a high-engagement workplace and advance your

FIND A PROGRAM FOR YOUR TALENT

Women in Leadership

Existing Leaders

Team Development

Emerging Leaders

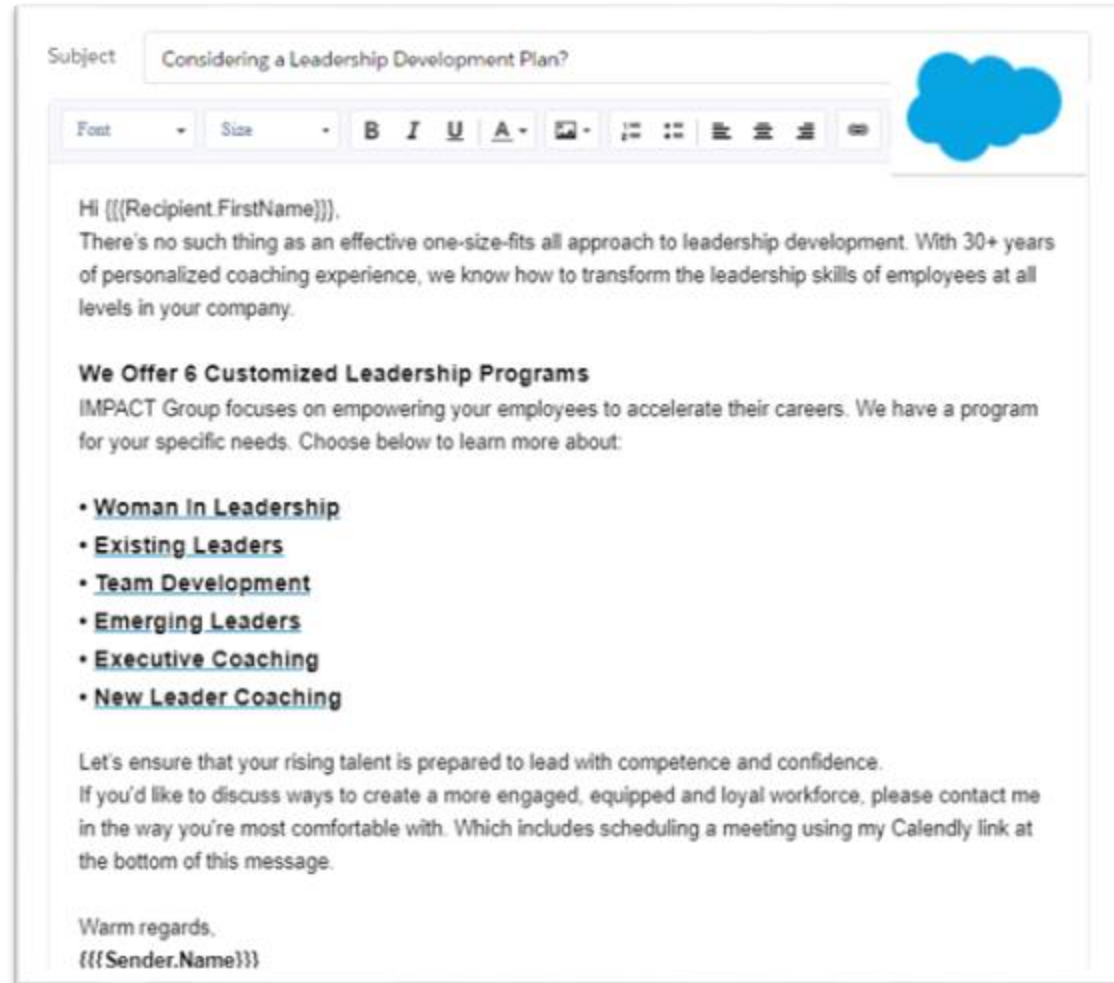
Executive Coaching

New Leader Coaching

Using the New Names Across Sales Channels

Sales Templates Are Updated

This is the Salesforce template named:
LD – intro to 6 Programs



The screenshot shows an email template interface. At the top, the subject line is "Considering a Leadership Development Plan?". Below the subject is a rich text editor toolbar with options for font, size, bold, italic, underline, text color, background color, bulleted list, numbered list, indent, and outdent. A blue cloud icon is visible in the top right corner of the editor area. The main body of the email contains the following text:

Hi {{{Recipient.FirstName}}},

There's no such thing as an effective one-size-fits all approach to leadership development. With 30+ years of personalized coaching experience, we know how to transform the leadership skills of employees at all levels in your company.

We Offer 6 Customized Leadership Programs

IMPACT Group focuses on empowering your employees to accelerate their careers. We have a program for your specific needs. Choose below to learn more about:

- [Woman In Leadership](#)
- [Existing Leaders](#)
- [Team Development](#)
- [Emerging Leaders](#)
- [Executive Coaching](#)
- [New Leader Coaching](#)

Let's ensure that your rising talent is prepared to lead with competence and confidence. If you'd like to discuss ways to create a more engaged, equipped and loyal workforce, please contact me in the way you're most comfortable with. Which includes scheduling a meeting using my Calendly link at the bottom of this message.

Warm regards,
{{{Sender.Name}}}

Your Cheat Sheet

Existing Leaders = High IMPACT Leadership

Team Development = High IMPACT Teams

Emerging Leaders = High IMPACT Coaching

New Leader Coaching = High IMPACT Start

Questions?