



# RISE + RESONATE

*Rise into your leadership potential. Master the people and communication skills to influence outcomes, foster trust and lead through change*

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## A TRANSFORMATIONAL LEADERSHIP PROGRAM FOR EMERGING & ESTABLISHED TALENT

Rise + Resonate is a 6–9 week experiential leadership program designed to elevate how individuals communicate, lead, and contribute — especially in fast-paced, collaborative, international environments.

Through a blend of self-paced learning and personalised coaching, participants develop the mindset and skillset to:

- ✓ Cultivate deep self-awareness and emotional agility
- ✓ Overcome hidden fears and self-sabotaging patterns
- ✓ Step into their Genius Zone — the space where energy, joy, and high performance meet
- ✓ Communicate with presence, handle tough conversations, and influence with integrity
- ✓ Stay grounded, motivated, and focused under pressure
- ✓ Become the kind of leader people trust, follow, and remember

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## The Problem? Too often, this work gets dismissed as “soft.”

People often don't know that the term “soft skills” was first introduced by the U.S. Army in the 1970s, when “hard skills” meant operating weapons and equipment, and “soft skills” referred to leadership, communication, and teamwork.

Ironically, the Army later dropped the term — realizing that **leadership is anything but soft.**

And yet, in business, the label stuck.

It creates a damaging misconception:

- ✗ That technical skills matter more than human ones
- ✗ That presence, storytelling, and trust-building are “nice to have,” not strategic
- ✗ That developing self-aware, emotionally intelligent leaders is optional

But the data tells a different story.

- ✓ Authentic leadership increases trust by 92%, engagement by 76%, and revenue by 23% (*McKinsey*)
- ✓ Teams led by self-aware leaders are 40% more likely to exceed performance goals (*Gallup*)
- ✓ 90% of top performers demonstrate high emotional intelligence (*Forbes*)
- ✓ Story-driven communication is 22x more memorable than facts & figures alone (*Bruner*)

## A smart investment in your people — and your performance

Rise + Resonate develops the kind of leaders who strengthen culture, energize teams, and drive results through clarity, trust, and presence.

*It's not just personal development — it's professional ROI.*



100%

said they would strongly recommend Rise + Resonate to others



90%

said they feel more equipped to lead through uncertainty and change.



4.95 stars  
average rating



90%

said they lead with greater authenticity, clarity, and courage.



95%

said they've become more self-aware leaders.

# THE TOPICS – WEEK BY WEEK

## **Week 1: Authentic Leadership**

- Why authenticity is a leadership advantage—not just a trending buzzword. Increases trust by 92%, team engagement by 76%, and revenue by 23%
- Explore your Genius Zone and own your unique leadership strengths

## **Week 2: Emotional Intelligence + Hidden Fears**

- Learn how fear and stress show up in your communication
- Build self-awareness and learn how to regulate your nervous system to lead calm composure & confidence

## **Week 3: Adaptability + Agility**

- The neuroscience behind why change is hard—and how to navigate it
- Build the mindset and confidence to adapt with resilience

## **Week 4: Courageous Communication**

- Why clarity and courage are your most valuable leadership tools
- How to give feedback, set boundaries and have hard conversations

## **Week 5: Breaking Silos + Fostering Trust**

- How to create psychological safety and trust to build high-performance teams
- A novel method for collaborating, automating + delegating based on your Genius Zone

## **Week 6: Personal Branding, Visibility + Recognition**

- Personal branding: what do people say about you when you're not in the room?

## **The full 9-week experience includes three additional high-impact modules:**

### **Week 7: Storytelling for Business**

- Learn how to craft stories that captivate, connect, and drive action — whether you're leading a team, pitching an idea, or selling a vision.

### **Week 8: Persuasion & Negotiation**

- Discover practical techniques to build trust, shift perspectives, and reach win-win outcomes — even in high-stakes conversations.

### **Week 9: High-Impact Presentations**

- Learn how to design and deliver presentations that engage your audience and leave a lasting impression.

# PROGRAM FORMAT & METHODOLOGY

Rise + Resonate is a blended, experiential journey designed for real behavior change—not just content consumption. Why? Because people learn best when *actively* engaged, not passively consuming information (*Harvard; Deslauriers et al., 2019*)

## What's Included:

### Weekly Digital Learning Modules

Engaging 25–40 minute sessions with actionable tools, videos, and reflection prompts

### Live Coaching with Shannon Jenkins

Personalized support to apply insights directly to your role, challenges, and goals

### Downloadable Tools & Worksheets

Designed to deepen integration and support implementation

## Program Investment

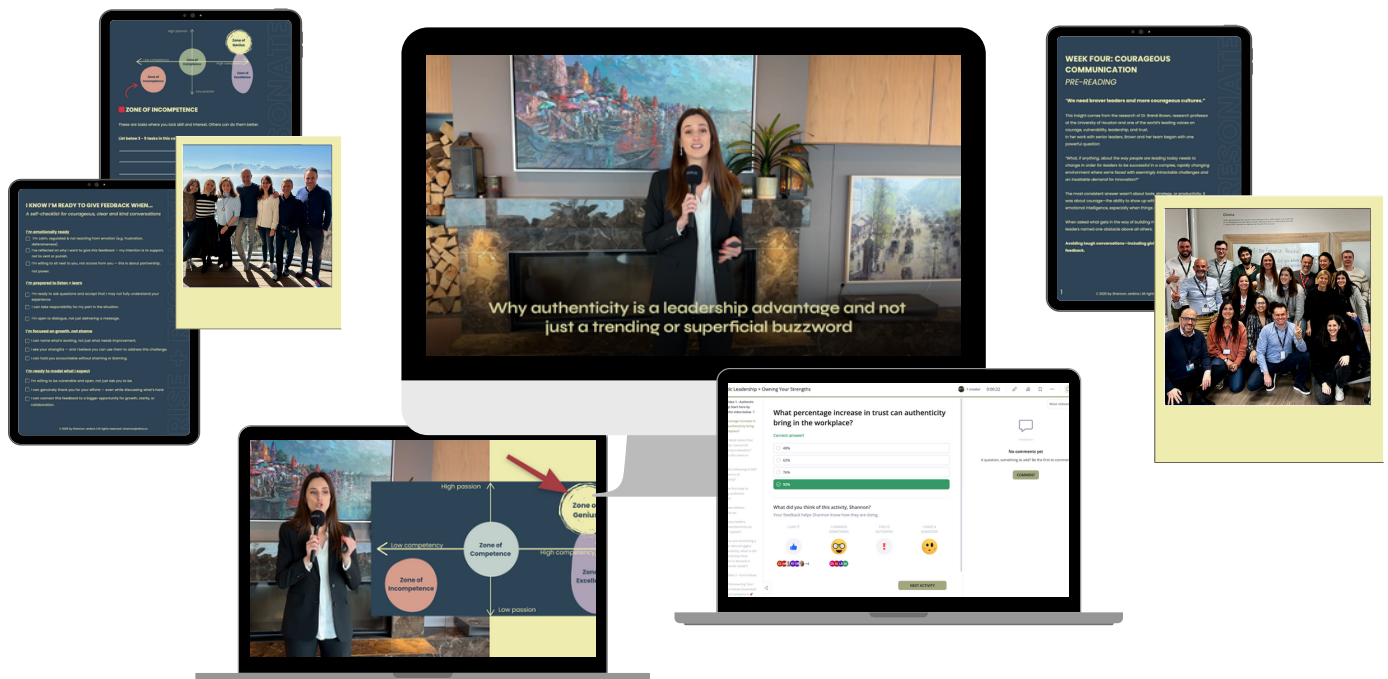
6-Week Core Program – €1,997

- 6 weeks of digital modules
- 3 x 1-hour personalized coaching calls with Shannon Jenkins

9-Week Advanced Track – €2,997

- 9 weeks of digital modules (includes storytelling, persuasion, and high-impact presentations)
- 6 x 1-hour 1:1 coaching calls with Shannon Jenkins

## TAKE A PEEK BEHIND THE SCENES







## MEET THE TRAINER: SHANNON JENKINS

Shannon Jenkins is a dynamic speaker, communications trainer, and host of RESONATE—a top 5% global podcast with over 60,000 listeners. Known for her signature authenticity, warmth, and presence, Shannon creates spaces where people feel both seen and stretched—whether on stage, in coaching sessions, or inside leadership programs.

She has interviewed over 148 global experts, including Dr. Jill Bolte Taylor (TED Talk: 40M+ views), Dr. George Kohlreiser (IMD professor & hostage negotiator), and Dr. Luana Marques (Harvard psychologist & NYT best-selling author). As a guest lecturer at IMD Business School, and a sought-after moderator and trainer, Shannon brings both rigor and relatability to every room. She has worked with executives at Fortune 500 companies, global brands, and fast-growing start-ups—supporting (aspiring) leaders to communicate with clarity, lead with confidence, and connect with authenticity.

On stage, Shannon has led keynote speeches, fireside chats, panels, and opening ceremonies at global conferences and entrepreneurial gatherings like StartUp Nights (9,000+ attendees). She holds degrees from King's College London, Sciences Po Paris, and the University of Western Australia, grounding her approach in academic depth and strategic thinking.

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# TESTIMONIALS

**Trini Párraga, Global Digital Product Manager, Nespresso**

"She's an energetic and consistently kind coach, with a practical, hands-on approach to leadership. At the same time, she knows how to challenge you in just the right way — pushing you to grow while always creating a safe, supportive environment."



**Christina Frohn, Head of Enterprise Strategy, IBM Consulting**

"Brilliant! Shannon inspired me to reassess storytelling beyond the usual business contexts by connecting data and stories."



**María Peña, Chief Risk & Compliance Officer, BNP Paribas**

"Her positive attitude was infectious."



**Julia Merz, Data Product Manager, Nespresso**

"Rise + Resonate helped me grow as an authentic leader by knowing my values, recognising my fears, and gaining practical tools to support my work journey and communication with others."



**Milenka Handrik, Head of Customer Payments, Richemont**

"Shannon's session highlighted the key elements that make a story memorable, with a good balance of practical tips and insights into the science behind storytelling."



**Coralie Berrocal, Managing Consultant, IBM**

"Shannon's helped me realize the importance of being authentic and connecting with people, which I had forgotten."

The stories and energy in the session were fantastic."



**Manuela Morelli, Founder, Talentum Consulting**

"Shannon's facilitation was brilliant, inspiring and empowering."



**Nuno Costa, Subscription Manager, Nespresso**

"Impactful, engaging, inspiring, results-driven."



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