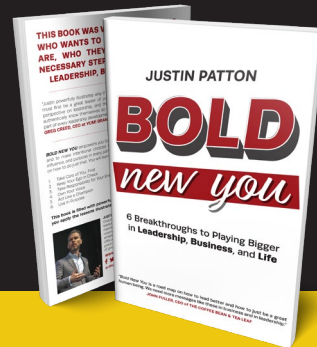


It Starts With You!



THE LEADER YOU'RE BRINGING INTO EVERY ROOM

WORKSHOP DESCRIPTION

Every room you walk into gets a version of you. The question is — do you know which one you're bringing?

Most leaders have never stopped to ask that question honestly. They show up. They lead. They communicate. And they assume the version of themselves they intend to bring is the one other people actually experience. Often it's not. This workshop changes that. This isn't motivational. It's a mirror.

In this immersive half-day experience, Justin Patton takes leaders through the deepest version of his signature It Starts With You framework. Leaders examine how their credibility is built or eroded in the glimpses — the small, unguarded moments people use to decide whether you're worth following. They explore the three levels of energy every person moves through and learn to recognize which level is driving their leadership, their communication, and their relationships on any given day.

Because you lead, love, and communicate on the level of your energy. And awareness is where the choice begins. This isn't about becoming a different leader. It's about becoming a more intentional one. Leaders who complete this workshop leave with a clearer picture of who they are at their best, what gets in the way of that version showing up consistently, and what it looks like to own their presence in every room that matters. At work. At home. Everywhere in between.

It starts with you.

PROGRAM OBJECTIVES

- ✓ Identify the three factors that determine your leadership credibility
- ✓ Recognize what your energy level is communicating to others before you say a single word
- ✓ Name the specific way your greatest leadership strength becomes your biggest liability
- ✓ Practice the empathy framework that builds trust and connection in your most difficult conversations
- ✓ Leave with a personal presence plan that defines who you are at your best



TESTIMONIAL OF PROGRAM

"Justin was passionate, energetic, engaging, and a lot of fun. What I'm taking away is that it's up to me to manage the glimpses people see. That was so impactful because those glimpses can happen in such a short amount of time and it's up to me to show up as my best every time so people see the version of me I want them to remember."

MYISHA SMITH, *Director of Training at Pacifica Hotels*

