



# Susan Armstrong

Speaker, Author, Award-Winning Trainer

Helping people overcome barriers to personal and professional success



## The Secret to Leadership Success *Developing the Leaders of Tomorrow... Today*

Leadership is a state of being, a critical one for success in today's corporate environment. People are not leaders because they say they are or because of the title on their business card. People are leaders because others *want* to follow them. Leadership is the ability to lead yourself first; then, if others like where you are going, they will follow.

Leadership requires exceptional communication skills, the ability to present yourself powerfully and with charisma, credibility and integrity. If your "insides" don't match your "outsides," others can feel the lack of congruency.

There is often a "gap" when it comes to understanding the power of perception and how we are viewed by others. This lack of understanding is often reflected in the way people communicate, both verbally and non-verbally, and interferes with their ability to be truly powerful leaders. This is a critical area of study if you're currently in a leadership role or are aspiring to one.

*The Secret to Leadership Success* is designed to help participants identify the personal "blind spots" that contribute to their own personal barriers to professional success. The workshop uses a mix of adult learning and training theory, skills practice exercises, and a 360 Leadership Assessment, as well as coaching and feedback designed to help participants develop the self-awareness necessary to become truly impactful leaders in the organization.



*"Sue, you have enormous power, light, and the ability to inspire and uplift others. You are wonderful."*

Barbara De Angelis Ph.D.  
#1 *New York Times*  
Bestselling author

**For more information please contact:**

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### How It Works:

- This intense **3.5 day** workshop is designed to **change behavior** through self-awareness, practice, feedback and coaching.
- This workshop is for individuals identified as "high potential" and the future leaders of the organization, as well as for individuals who want to improve their ability and effectiveness.
- Due to the intensity of the workshop and the intensity and nature of the feedback, this workshop is only for individuals who are genuinely interested in their own personal growth and development and willing to participate fully in the activities and discussions.
- To ensure everyone receives personal feedback and coaching to enable behavior change, this workshop is designed for a maximum of 8 participants.
- A 360 Leadership Assessment is included in this program. Participants will receive a personal leadership development plan in addition to the one they create.

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## Workshop Overview:

### Developing Your Leadership Potential:

- Discover how others view your leadership abilities through a 360 Leadership Assessment
- Learn what makes a successful leader, identify personal areas for improvement, and develop an action plan for growth

### The Art of Influence - Communicating to Get Results:

- Identify and describe aspects of your communication style and their implications for influencing
- Develop the skills for effective communication: listening, questioning, feedback
- Enhance your credibility by communicating so others will listen
- Identify and develop your personal power

### Persuasive Presentation Skills – Present with Impact:

- Experience a profound “shift” in your presentation style through the self-awareness of videotaping and coaching
- Develop an influential presentation through the right content and structure
- Learn how to manage your verbal and non-verbal communication to send a powerful, professional message

### Engaging in Difficult Conversations – Creating a Positive Outcome

- Identify what makes “difficult” conversations so difficult
- Learn the formula for engaging in difficult conversations that create a positive outcome
- Manage emotions – both yours and theirs
- Learn to communicate honestly and directly while saving the relationship

### Practice, Feedback & Coaching:

- Engage in exercises and activities to practice skills and receive feedback
- Receive one-on-one coaching and feedback from award-winning trainer and personal coach, Susan Armstrong

## Bring the Workshop to your Organization:

Susan Armstrong Training & Development,

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## Rave Reviews

*“We consider Sue a team member. There is a reason that we continue to build our relationship and give her more projects – she is THAT good. We can trust that she will deliver nothing less than a quality product – from design, development, and through to creative and engaging presentations. And, she has a natural way of developing relationships with her clients and participants. An added benefit is that I learn so much through partnering with her and improve my own effectiveness as a result of our partnership”*

Kristen Baron,  
Senior Manager

Learning & Development  
Johnson & Johnson  
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*“Susan approaches every opportunity with enthusiasm, a passion for her profession, and a relentless effort to go that extra mile towards satisfying and exceeding client expectations. That energy, together with Sue’s knowledge and expertise has proven to be a winning combination for our client’s learning and development needs. CMC would not hesitate to recommend Susan Armstrong as a very qualified program leader, who will always exceed your expectations.”*

~ Leanne Anderson,  
National Account Director,  
Canadian Management Center  
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*...I would not be the person I am today had I not taken this journey with you. Words simply cannot express the depth of my gratitude. You changed my life. I would highly recommend this workshop to anyone.*

VP, AGC, GlaxoSmithKline