



Allyson Stewart-Allen: Masterclass Menu

Some of the many themes clients request include...

Customer Centricity: Exceeding Customer Expectations	• <i>Understanding the customer journey</i> • <i>Create consistent channel experiences</i> • <i>The role of brand in building customer trust</i>
Developing Your Leadership Brand	• <i>Articulating Your Brand and Value</i> • <i>Your Leadership Lifeline as a Story</i> • <i>How to Earn and Keep Stakeholder Trust</i>
Digital Marketing: Customer Engagement, Social Media & Analytics	• <i>The value of digital channels</i> • <i>Deliver excellent digital user experiences</i>
Executive Presence	• <i>Executive presence: mindset / actions / behaviours</i> • <i>Personal impact & impression management</i> • <i>Inspire motivation and commitment in followers</i>
Design Thinking and Innovation	• <i>Techniques for boosting creativity</i> • <i>Customer engagement for CX design</i>
Leading Diverse Teams	• <i>Building trust and collaboration</i> • <i>Contracting for success: roles, rules and culture</i> • <i>Leading Across Cultures and Functions</i> • <i>Working with Americans</i>
Leading Successful Change	• <i>Leverage power & influence for initiatives</i>
Leading in VUCA Environments	• <i>Geopolitics and business strategy</i>
Stakeholder Engagement	• <i>Profiling and Prioritising Stakeholders</i> • <i>The Elements of Trust</i> • <i>Strategies for Engaging Stakeholders</i>
Storytelling	• <i>Impactful, effective, and persuasive communication</i> • <i>Key Principles of Storytelling</i>
Strategic Thinking & Execution	• <i>Key building blocks of effective execution</i> • <i>Role leadership plays in effective execution</i> • <i>Sustaining alignment and progress</i>
Transformational Leadership	• <i>Influence people with impact</i> • <i>Lead effectively with your own style</i>
Value Driven Strategic Thinking & Planning	• <i>Key components of organisational strategy</i>