



TINYBOX

EXAMPLE PROGRAM

SOCIAL LEADERSHIP COACHING

**SOCIAL COACHING SKILLS FOR AN
AUTHENTIC LEADERSHIP MODEL**



TINYBOX

EXAMPLE SCHEDULE

Social leadership on LinkedIn (& Twitter) (Approx. 3-month engagement)

- Course and actions on updating profiles and creating content
- Review and update personal narratives for the team (up to 20)
- Expert support on platforms to increase engagement & profile leaders
- Maximize the network effect for increased visibility and lead generation

Global Cohesion of Change & Transformation (Approx. 3-month engagement)

- Narrative change from selling a service to selling a platform
- Understanding the new reality of B2B2C selling for 2021
- Leveraging D2C for increased visibility and success

Combined package + milestones and checkpoints (Approx. 6-month engagement)

- Phase I: Personal Branding + Narratives (1-2-1 interviews to build a value proposition, backstory, profile for the entire team)
- Phase II: Uncertainty Workshop for team
- Phase III: Content strategy + planning aligned to the company vision
- Phase IV: Integration of personal vision + personal content pillars
- Phase V: KPIs for network effect and plan to incentivize
- Phase VI: Social cohesion milestones, incl. social events each month