



# LaTonya Wilkins

Founder and CEO, Change Coaches

CHANGE COACHES

LaTonya is an award-winning author, dynamic speaker, and executive leadership coach. As the founder and CEO of Change Coaches and an adjunct coach and MBA lecturer at Northwestern's Kellogg School of Management, she facilitates innovative coaching and leadership development experiences that prepare leaders for the future of work.

## Leadership Development and Coaching Workshops

### Day to Day Coaching for Leaders (Coaching 101)

According to HCI, over half (51%) of organizations with a strong coaching culture have higher revenue than other, similar companies without the same culture. 62% of employees in these organizations also feel highly engaged. This workshop will provide an overview of what coaching is, its benefits, how it differs from other leadership interactions, and how to coach on a basic level. We will also explore the differences between tactical and strategic coaching. The format is hands-on and features an introduction to two leadership coaching models, a comprehensive coaching demonstration, opportunities to practice coaching skills within small groups, and structured time for each participant to apply their new coaching skills to a real-life situation.

### Strategic Coaching for Leaders (Coaching 201)

Coaching 201 builds on Coaching 101. Now that leaders know how to tactically coach on a day-to-day basis, how can they coach on a more strategic or advanced level? How can leaders apply coaching to address longer-term leadership goals such as creating psychological safety, accountability, and trust? This workshop features a comprehensive coaching demonstration, opportunities to practice strategic coaching skills within small groups, and action planning.

### DiSC Assessment: Understanding Your Leadership Style to More Effectively Work with People Who Are Different From You

Effectively interacting across work styles is one of the biggest challenges leaders face today. In this experiential DiSC workshop, you will identify your DiSC leadership style, learn how it presents itself in your daily interactions, and how to be more understanding of other behavior styles in the workplace. Participants will leave this session with a clear framework they can effectively work across differences as well as a few ideas around how to create more belonging within their teams.

### From Leader to Senior Leader: Exploring What Needs to Change to Be Successful at the Next Level

What is truly needed when shifting to a senior leadership position for the first time? In this course, we will explore what it takes to be an effective senior leader in today's workplace. You will also gain an understanding of what competencies you might have "skipped over" in your leadership journey. Participants will work both individually and collaboratively to devise plans to move from a leader to senior leader mindset.

### Leading Below the Surface™: Becoming the Leader that the Future Workplace Demands

The workplace is changing at an alarming rate. There are more generations in the workplace than ever, anxiety is at an all time high, AI has arrived, and employees are working outside of a common space more than ever. All these changes (and more) have caused dominant, traditional leadership approaches to become obsolete. With a workforce that demands belonging, it's important for leaders to acknowledge the rapidly shifting landscape by getting Below the Surface within their teams. In this workshop, participants will gain an understanding of the future of work, how REAL Leadership fits in, and why we need to challenge traditional leadership approaches. Participants will also leave with a blueprint of their own personal leadership style that they will embrace in the future to keep up with the pace of the changing workplace.

### Leading Across Identities and Differences: How to Build REAL and Productive Relationships that Last

Do you have a diverse team that is looking to build better relationships across differences? Delivered to teams, leaders, and organizations, this session explores tactics to lead across differences, how to navigate conflict while avoiding common mishaps, and offers coaching and reflection space for action planning. This is a very interactive workshop with activities around: learning how to set the space to have psychologically safe conversations, exploring identities and unique KPEs (knowledge, perspectives, and experiences) present on your team(s), understanding power dynamics, creating equity-centered environments, navigating microaggressions, and coaching and reflecting to create an action plan.

# Inclusion, Psychological Safety, and Resilience Workshops

## **Allyship: How to Be an Amazing Colleague by Practicing REAL Allyship**

*(Individual Contributor and Manager versions available)*

What's the difference between an aspiring ally versus a REAL ally? In this session, participants will learn what it means to be a REAL ally and how to stay Below the Surface to sustain allyship. Upon completion of this session, participants will have a clear plan on areas they are strong and lacking in to improve their own approach to REAL allyship in the workplace.

## **Exploring Cultures of Belonging: What They Are and Your Role in Creating Them**

In this session, participants will learn what a culture of belonging looks like and how to create one through interacting below the surface. Upon completion of this session, participants will feel empowered to create a culture of belonging regardless of role. This workshop includes a real-time assessment, allowing participants to leave with specific ideas that can help them create a culture of belonging on their team(s).

## **How to Have Psychologically Safe Conversations across Differences to Create a Culture of Trust**

The concept of psychological safety isn't just for managers. Every employee can have a role in building psychologically safe cultures. When people feel safe, they are more likely to collaborate, successfully navigate conflict, feel respected, and develop a sense of trust across the organization. What steps can we take to have psychologically safe relationships with our colleagues, especially across differences? In this session, participants will learn exactly this. They will also leave with an interaction model to guide them in everyday relationships.

## **Intergenerational Workplaces: How to Be an Amazing Colleague Across Generations**

"Back in my day," and "nobody wants to work anymore" are two commonly heard phrases that foster animosity and factions in the workplace. In times where teams can include up to five generations, becoming an amazing colleague across generations is more important than ever. Learn how to Lead Below the Surface to break down these generational barriers and build REAL relationships across age groups.

## **Creating a Culture of Belonging Through Leading Below the Surface**

*(Manager Focused)*

The modern workplace demands that leaders cultivate a sense of belonging. This workshop will explore this very demand, examine what a culture of belonging looks like, and discuss how to create one by leading Below the Surface. This workshop includes a real-time assessment, allowing participants to leave with specific ideas that can help them create a culture of belonging on their team(s). They will also identify specific actions they can immediately take from at least one of the following areas: empathy, REAL leadership, and/or psychological safety.

## **Navigating Uncertainty: Building Resilience Across Differences**

In today's dynamic world, resilience is more than just a desirable trait—it's an essential leadership skill. This interactive workshop guides participants in building a deeper, practical understanding of resilience and how it manifests across teams and diverse perspectives. Through open dialogue and actionable tools, participants will co-create a shared definition of resilience, learn strategies for fostering it within teams and 1:1 settings, and develop ways to integrate resilience into the broader organizational and team culture. The workshop will also explore how resilience is influenced by personal identity and generational perspectives, equipping leaders to recognize and bridge these differences in their teams.

## **Psychological Safety: Why it's a Vital Leadership Skill and Three Ways to Create it on Your Team**

Facilitated through the lenses of belonging and trust, this session will explore psychological safety, an important concept that is often difficult to achieve, on a deep and advanced level. In this session, leaders will learn detailed ins and outs of psychological safety, common mishaps when trying to create psychological safety, tactics they can use to create it on their teams, and how to measure success. Participants will leave this session with specific and valuable actions they can immediately take on their teams.

# Empathy-Based Sales Training

## **Team Building Session: Creating a Supportive Sales Culture: Building Trust, Psychological Safety, and Connection**

This team-building session is designed to set the stage for a high-performing sales team by fostering trust, psychological safety, and open communication. The focus will be on creating a supportive environment where team members feel comfortable asking for help and celebrating each other's successes. Through interactive activities, we'll emphasize the value of "brag buddies" to highlight individual and team achievements, promoting positive reinforcement and camaraderie. This session will also provide a unique opportunity for team members to get to know colleagues they may not be as familiar with, enhancing collaboration and strengthening relationships. By the end of the session, the team will be better positioned to work together effectively, share insights, and support one another toward achieving shared sales goals.

## **Learning Session #1: Traditional Sales Skills**

This session provides a strong foundation in the core principles of sales. Participants will learn proven techniques for building rapport, qualifying leads, handling objections, and closing deals. Whether you're new to sales or looking to refine your approach, this session will equip you with timeless strategies that drive results.

## **Learning Session #2: Networking and Prospecting**

Master the art of identifying and connecting with potential clients in this session focused on networking and prospecting. Discover practical strategies for expanding your network, nurturing relationships, and generating high-quality leads. Participants will leave with actionable insights and tools to build a sustainable sales pipeline.

## **Learning Session #3: Discovery Process**

Learn how to uncover your client's true needs with effective discovery techniques. This session delves into asking powerful questions, active listening, and identifying key pain points to create solutions that resonate. By mastering the discovery process, you'll build trust and set the foundation for successful partnerships.

## **Learning Session #4: Sales Presence Skills (Part 1 of 2): What is Sales Presence and How Can I Be More Effective?**

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## **Learning Session #5: Presenting and Building Effective Presentations (Part 2: Using Sales Presence to Create Effective Presentations)**

In today's competitive market, delivering a compelling presentation is crucial. This session focuses on crafting and delivering impactful sales presentations. From structuring your content to engaging your audience, you'll learn how to present with clarity and confidence to win over clients.