



Leadership Recalibration Intensive

A 12-week Executive Development Experience for Senior Women Leaders

THE REALITY FOR HIGH PERFORMING WOMEN LEADERS



Leadership expectations have evolved dramatically



Organizations are leaner, faster-moving, and more complex



Organizational friction and ambiguity now land directly with leaders



High-performing women are often absorbing work that crowds strategic focus



Succeeding externally while quietly questioning whether the current way of operating is sustainable long-term



TRADITIONAL LEADERSHIP DEVELOPMENT FALLS SHORT



Focuses heavily on skills while overlooking the complexity leaders are navigating



Rarely addresses how over-functioning crowds out strategic leadership & impact



Encourages women to adapt without questioning the systems they're compensating for



What Follow Her Lead Does:

- Recalibrates how leaders operate inside complexity
- Reduces over-functioning so strategic focus returns
- Helps leaders see systems and lead differently



ABOUT LISA BEUTEL



Follow Her Lead™ was built from real-world executive experience — not theory — informed by research and designed to help high-performing women recalibrate how they lead without sacrificing who they are.



25 years in leadership and executive development
PhD in Educational Leadership | SPHR | ICF PCC



Built and led Talent & Leadership Centers of Excellence
inside complex organizations



Executive coach to senior leaders across industries,
including technology, healthcare, aerospace, and more



Worked inside organizations, outside as a consultant,
and alongside executive teams navigating complexity



Known for clarity, systems thinking, and courageous
conversations that drive sustainable performance



CASE STUDY: SVP, TECHNOLOGY

Challenge

- ❶ Stepping into a new executive role with hesitation and limited confidence
- ❶ Navigating pressure to strengthen executive presence and strategic voice
- ❶ Leading a team requiring structural changes and higher performance

Recalibration Focus

- ✔ Defined leadership priorities and strengthened confidence in decision-making
- ✔ Shifted from overmanaging to trust by asking more questions and relying on team expertise
- ✔ Made strategic talent decisions that improved team effectiveness and credibility

Outcome

I no longer feel hesitant in my role. I know what matters and trust my decisions. I ask more questions, delegate without guilt, and rely on my team to lead, even in my absence. I made bold talent decisions others weren't initially confident in – and built a team that proved them right. My leadership feels strong, credible, and sustainable.

SVP, Technology





CASE STUDY: CHIEF MEDICAL OFFICER, HEALTHCARE



Challenge

- ❶ Constant cognitive overload and late-night rumination eroding decision making
- ❶ Carrying the weight of the role without clear separation between executive intensity and personal time
- ❶ CEO feedback: "Be more strategic. More concise. Stronger executive presence."

Recalibration Focus

- ✔ Clarity: Defined decision filters and reset executive priorities
- ✔ Alignment: Reclaimed authority boundaries and redistributed ownership
- ✔ Performance: Built leadership rhythm to stabilize energy and presence

Outcome

What surprised me most was the change at home. My spouse and kids have commented on how much calmer and more present I am. I'm still performing at a high level, but I'm no longer bringing the stress home with me. I couldn't have made that shift without Lisa.

Chief Medical Officer, Healthcare

WHAT BECOMES POSSIBLE



Make faster, more confident decisions
– without second-guessing



Focus your leadership and effort on
strategic-level work that matters



Set boundaries and stop carrying what
isn't yours



Reduce over-functioning, reclaim time
and energy, and enable others to lead

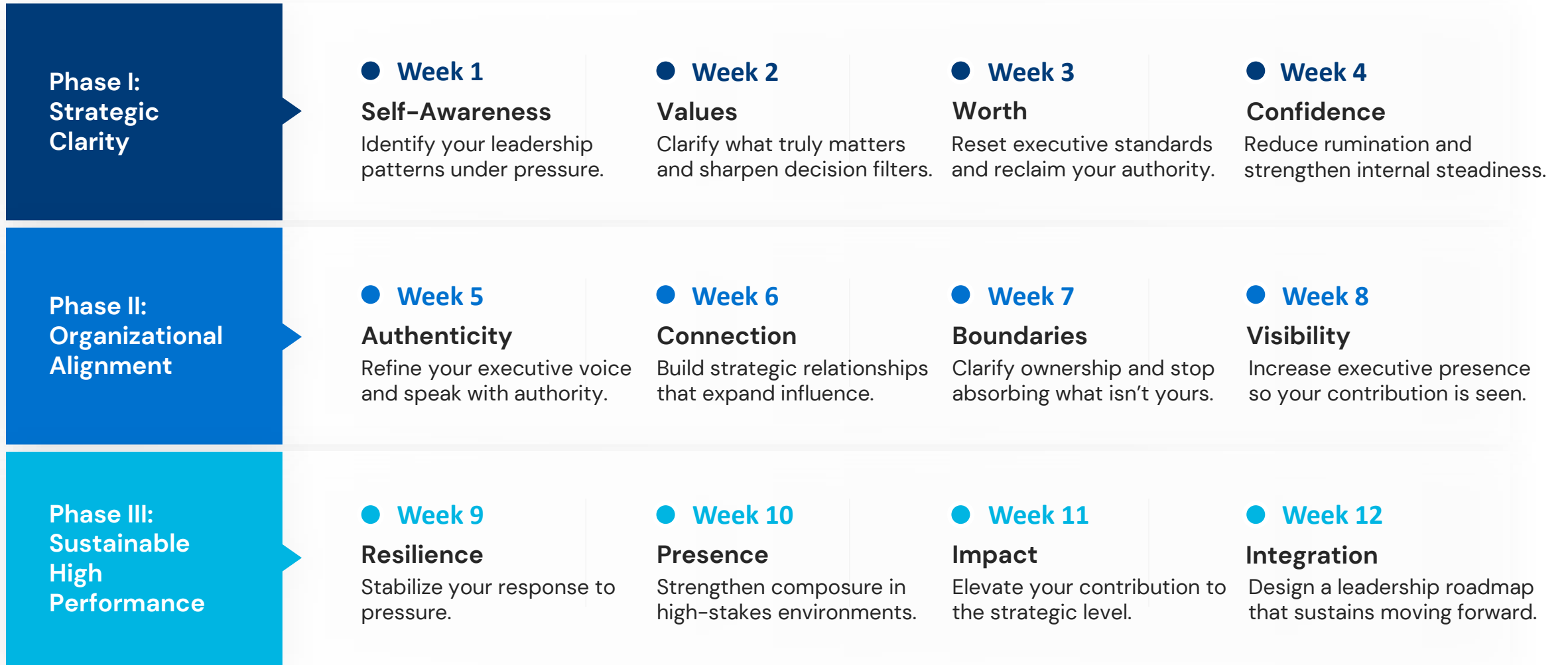


Show up with greater presence, clarity
and influence



Perform at a high level while operating
from alignment, not adrenaline

THE 12-WEEK LEADERSHIP RECALIBRATION ARC





FOUNDING COHORT & INVESTMENT

Includes

- ✓ 12-week executive development experience
- ✓ Small, high-trust cohort of senior women leaders
- ✓ 12 live, facilitated sessions
- ✓ Leadership assessments and applied tools
- ✓ Real-time application to your leadership challenges

Early Registration Bonus

- ✓ Private 60-minute 1:1 Calibration session
- ✓ Priority access to founding cohort placement



<https://tinyurl.com/followerlead>

lisa@leadersconnect.org



Investment

- ✓ **\$3,495 – Founding cohort only (preferred rate)**
- ✓ Future cohorts priced higher
- ✓ \$500 to secure your participation
- ✓ Balance due at program start
- ✓ Payment plans available
- ✓ Employer sponsorship encouraged



FOLLOW HER LEAD™

APPENDIX

WHO THIS PROGRAM IS FOR



For directors, VPs, c-suite leaders, and founders. Successful women wanting to elevate their impact



Leaders who are already strong – and ready to operate at a higher level.



Women who are done with surface-level development and want connection to other high-level leaders



Leaders who are done carrying invisible work and over-functioning, just to keep everything afloat



Leaders ready to make intentional adjustments and recalibrate how they live, work and lead

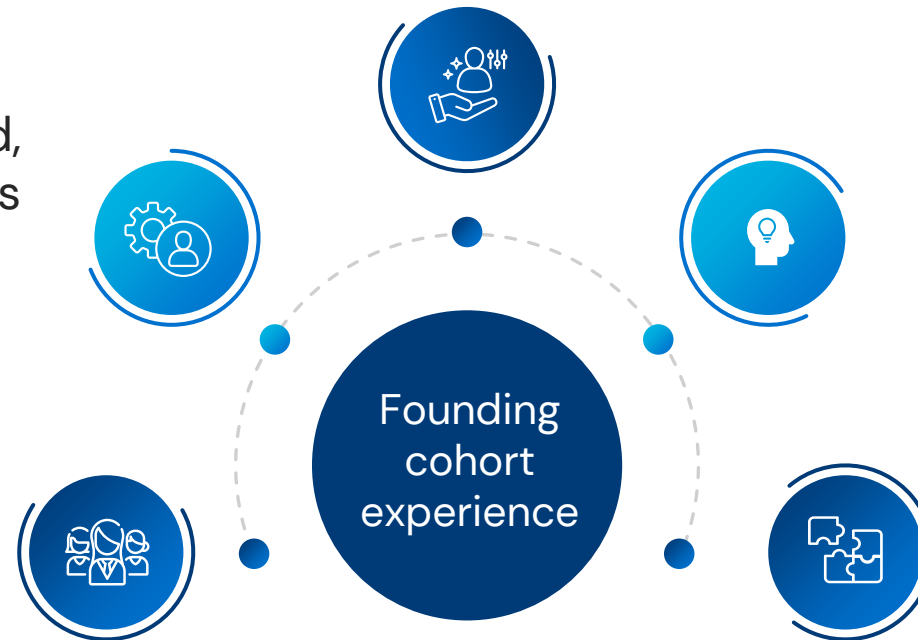


THE FOLLOW HER LEAD™ FOUNDING COHORT

12 weeks of structured executive learning
designed to recalibrate how you lead

12 weekly live virtual facilitated,
executive cohort sessions

Small cohort of high-performing
senior women leaders



Proprietary diagnostic assessments
and applied leadership tools

Real-time application to your
leadership challenges



WHAT MAKES FOLLOW HER LEAD™ DIFFERENT



Grounded in 20+ years of research & real-world executive experience supporting women leaders



Designed for senior-level and high-performing women



Built around clarity, alignment, and sustainable high performance



Practical, reflective, and behavior-focused



A confidential, high-trust executive peer experience



Reset how you lead for high performance without the personal strain



THE BUSINESS CASE FOR LEADERSHIP RECALIBRATION

60% of senior women report frequent burnout — higher than senior men at the same level.

(McKinsey & LeanIn, 2024)

25% of women took time off in the past year due to mental health challenges.

(Deloitte, 2023)

From January–August 2024, women accounted for **49%** of new U.S. business applications — the highest share in five years.

(Gusto, 2024)

Women leaders are more likely than men to be “always on” and experience daily stress at higher rates.

(Gallup, 2023)

Women leaders are disproportionately expected to provide emotional support and inclusion work, increasing invisible leadership load.

(Catalyst, 2023)

Misalignment is not just personal. It’s costly, to individuals and organizations.



WHAT LEADERS SAY



Lisa helped me step into my executive role with greater confidence and let go of over-managing. I now ask more questions, trust my team, and have built a strong, high-performing group I can rely on. Lisa's coaching is real, human and grounded in day-to-day leadership, not textbook advice. I highly recommend her.

Senior Vice President, Technology



The biggest shift for me was communications. I stopped cushioning my message and started leading with clarity. My peers engage with me differently now — not because I changed who I am, but because I stopped over-explaining. I'm more precise, more respected, and significantly more effective.

Vice President, Financial Services



I felt like I was carrying half the organization. Through our work, I clarified my scope, reset expectations, and stopped over-functioning. My performance didn't decline — it improved. And for the first time in years, I feel like I can be ambitious without carrying everything.

SVP Engineering, Aerospace



What surprised me most was the change at home. My spouse and kids have commented on how much calmer and more present I am. I'm still performing at a high level, but I'm no longer bringing the stress home with me. I couldn't have made that shift without Lisa.

Chief Medical Officer, Healthcare

THE THREE LEADERSHIP PILLARS



CLARITY

Clarity recalibrates your internal leadership foundation so your mind can finally settle.



ALIGNMENT

Alignment recalibrates how you contribute inside complex systems.



PERFORMANCE

Performance recalibrates your leadership capacity over time.

CLARITY

Strategic Clarity recalibrates your internal leadership foundation so your mind can finally settle.

Through Self-Awareness, Values, Worth, and Confidence, you

- ✓ Understand your pressure patterns instead of being ruled by them
- ✓ Clarify what truly matters — and what does not
- ✓ Reset your standards instead of silently lowering them
- ✓ Rebuild grounded confidence that doesn't require external validation

IMPACT

Professionally

- ✓ Faster decisions with less internal debate
- ✓ Clearer direction for your team
- ✓ Reduced second-guessing
- ✓ Sharper executive presence

Personally

- ✓ Fewer 2 a.m. mental replays
- ✓ Less emotional whiplash
- ✓ A quieter nervous system
- ✓ A steadier internal experience

CLARITY STABILIZES YOUR INTERNAL LEADERSHIP FOUNDATION.

ALIGNMENT

Organizational Alignment recalibrates how you contribute inside complex systems, so your leadership feels intentional and sustainable.

Through Authenticity, Connection, Boundaries, and Visibility, you

- ✓ Refine your executive voice instead of cushioning your message
- ✓ Build strategic relationships that expand influence
- ✓ Clarify ownership and stop absorbing what's not yours
- ✓ Increase visibility so your contribution is seen

IMPACT

Professionally

- ✓ Greater influence without overextension
- ✓ Stronger strategic relationships
- ✓ Clearer ownership and scope
- ✓ Visibility that matches your contribution

Personally

- ✓ Less invisible labor
- ✓ Reclaimed time and energy
- ✓ Boundaries that hold under pressure
- ✓ Leadership that feels congruent instead of draining

ALIGNMENT MAKES YOUR INFLUENCE INTENTIONAL.

PERFORMANCE

Sustainable High Performance recalibrates your leadership capacity so you can perform at a high level over the long haul.

Through Resilience, Presence, Impact, and Integration, you

- ✓ Stabilize your response to pressure
- ✓ Strengthen composure in high-stakes environments
- ✓ Elevate your contribution to the strategic level
- ✓ Design a leadership roadmap that sustains moving forward

IMPACT

Professionally

- ✓ Strategic impact that compounds over time
- ✓ Steady executive presence under pressure
- ✓ Performance that does not require sacrificing yourself
- ✓ Leadership that holds at the next level

Personally

- ✓ Stable energy across weeks, not just days
- ✓ Recovery build in, not hoped for
- ✓ Less depletion at the end of high-stakes seasons
- ✓ Leading from alignment, not adrenaline

PERFORMANCE BUILDS SUSTAINABLE LEADERSHIP CAPACITY.



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