



The Goodlife Institute is a personal and professional development company focused on helping individuals in highly demanding careers thrive as leaders and experience deep personal well-being.

Our flagship program, Corporate Women Unleashed™, helps female leaders learn how to navigate at the top with limited stress and optimal well-being. As women elevate in their careers there comes a clash of priorities between professional ambition and personal well-being. The result is that more and more women are choosing to step back or step out. Women are told they can have it all, yet no one tells women exactly how and this leads to burnout instead of leadership brilliance. In the past five years, we've helped over 2,000 mid and senior level women learn to thrive in demanding roles resulting in the retention, engagement, and advancement of these women.

Leadership Unleashed is a co-ed program for leaders ready to amplify their effectiveness and influence. Working at this level creates a pull between upper management priorities, your workload, and the needs of your direct reports. It's a complex role that is even more challenging when you are inside a fast-paced organization that won't wait for you to catch your breath. Your role is critical to your organization's success and the success of your boss and team.

So how do you gain control over competing demands and navigate the middle ground with strategic impact and influence? And how do you minimize the stress of leadership and start to leadership with confidence and peace of mind? How do you elevate your reputation and be recognized for the value you bring to your organization?

That's where the Leadership Unleashed program is crucial. We help you transform YOU. Transformation takes place when you shift from your current state of operating to adopt a new set of actions and beliefs that become second nature.

The move from mid-level manager to senior-level is tough. You need a new inner belief system along with the required skillset to be a truly impactful leader who navigates challenges with ease. This isn't about self-discovery, 360 feedback, personality tests or gaining perspective on your current leadership style.

Our proprietary training gives you a foundation in human behavior that illuminates and informs every aspect of your leadership. You'll gain new, never-heard-before knowledge, coupled with applied learning in a confidential peer-based environment that allows you to bring your real-world priorities to the table in a whole new light.

Leadership Unleashed is about learning what it takes to be the leader you want to be and learning the habits, thoughts, and behaviors to become that leader.

What You'll Learn

Setting the Stage

The definition of World-Class Leadership - from independent contributor to leading large organizations. Understand the definition of each stage, where you sit in the spectrum and what you need to do to leverage your influence to create the changes you seek.

Masterful Influence

How do you create influence with human beings? Setting up structures for sustained success with minimal oversight. Welcome to the end of Whack a Mole

Brand:

What are you known for as a leader? Does your impact match your intention? How to consciously shift how you are perceived and strengthen the currency of your brand in the workplace.

Surviving the Sandwich: How to navigate the middle ground with ease. Delivering to leadership while managing direct reports, and getting your work done.

Coaching for Performance Excellence:

Learn how to address the emotions in human behaviors. Rather than just "taking the emotion out of the situation" how to lean into the emotion with skill & expertise, facilitating action and results.





Masterful Communication

How to listen like a leader, navigate difficult conversations and recognize patterns in people. Generally, we work towards projects, people, and patterns. Be masterful at recognizing patterns to attend to and shift for maximum connection and clarity.

Sustainable Results

How to integrate the changes made and update WHO you are as a leader. Flipping the script on stress. Adding ease and fun into leadership

Why Choose The Goodlife Institute?

-  **REAL WORLD EXPERIENCE:** We are not academics, nor researchers and you are not a test subject in a lab. You won't learn theories that sound good in class and fail to deliver in practice. We are teaching both proprietary and curated techniques that are proven to work long after class is over.
-  **SUCCESS EXPERTS:** We reverse-engineered the path to live a good life after years of banging our heads against burnout inside our own successful careers. We intimately understand the challenges successful people face because we've faced them, too. And one of the most profound keys you can have to enjoy your success is learning how to be a great leader.
-  **IMMERSED LEARNING:** You will be applying what you learn from Day One. Knowledge isn't transformation. It's the application of that knowledge and the ability to refine your practice that will allow you to transform your habits and beliefs. That's why we work with you for eight weeks instead of one.
-  **UNCOMMON:** You are unique and have unique circumstances. Therefore, what we do must be tailored, yet also challenge you to stretch outside your norm. We have to warn you that working with us is not easy. Our performance coaches and human behavioral experts are on-board to get you to your goals and you'll need to meet us halfway.

Format

Term length: Eight (8) weeks

Requirements: Weekly group calls with executive coach, weekly recorded training and applied learning, plus confidential peer group support.

Class size: 10-15 participants with small-group breakouts on weekly calls

Tuition: \$5,000 in full or \$6,000 in two payments

Our Team

Leadership Unleashed is led 100% by our executive mentors and coaches with contemporary, real-world experience. Our science-based training uses evolutionary behavioral psychology and proven human performance techniques to lead the way for personal and professional success in ways never accessible before. We are proud to be a founding member of this new breed of thriving, successful leaders.



FOUNDER & EXECUTIVE MENTOR | Kate Byars

Kate has spent the first twenty years of her career as a corporate marketing executive before founding The Goodlife Institute. Kate is an expert in the challenges successful people face. By the age of 30, she was the youngest executive of a billion-dollar company, yet she was burning out. Learning that the only true problem with success is HOW our culture teaches us to obtain it, she devoted her energy to mapping a new code of success that embodies freedom and human well-being.



EXECUTIVE & LEADERSHIP COACH | Ali Swan, PCC

Ali is passionate about helping leaders unlock their full potential and specializes in helping leaders and their teams create cultures where they can thrive and make a bigger impact on the organizations and customers they serve. Drawing on somatic strategies and neuroscience-based coaching techniques, Ali helps clients transform how they operate in their careers so they can blaze their own authentic path to success and lead with results.