

MONTHLY WEBINAR



# ASCEND LEADERSHIP MONTHLY

Equipping leaders with insights, skills, and strategies to lead with confidence

Today's Conversation:

# Leadership Essentials

January 31, 2025

Etienne Consulting

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## Jina Etienne, CPA, CGMA, CDE®

CEO, Etienne Consulting, LLC (she/her)

Hi! I am a coach and facilitator centered on workplace diversity, inclusion, culture and belonging. I help curious challengers practice what I call fearless inclusion: the freedom to be yourself and the art of creating space for others to do the same. It is the combination of intention and consistent action that shatters unseen barriers.

I practice fearless inclusion in my life, my work and for organizations, individuals and leaders in retreats, workshops and kaleidoscope trainings. Unlike those providing *de rigeur* training, I first honor and validate the individual experiences and feelings of all who participate or attend.

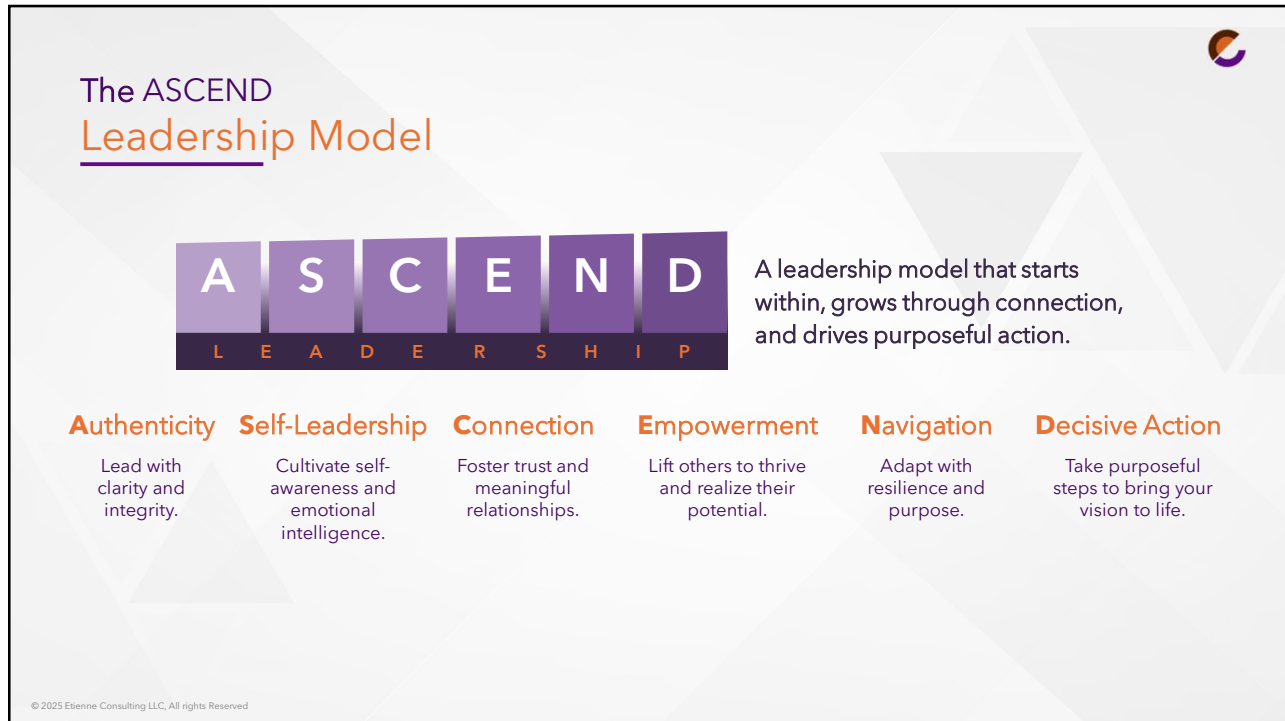
As a facilitator, I am not afraid to honestly invite in the elephant in the room to empower deep that can lead to healing and conversations growth. As a consultant, I challenge my clients to explore and clarify individual and organizational intention as a pathway to creating new frameworks for fostering cultures of connection and individual thinking has changed to power organizational growth.

In my spare time, I enjoy jigsaw puzzles and Sudoku, love chocolate, and appreciate a *really* good cup of coffee. I'm a die-hard fan of Arsenal FC (#COYG), a Peloton enthusiast (#FearlesslyMe on the LB) and love Formula 1 (let's go Hamilton!).

I live in Silver Spring, Maryland, with my husband, two sons, and Doug, our American bulldog.

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## Leadership Essentials



The ASCEND Leadership Model

A leadership model that starts within, grows through connection, and drives purposeful action.

A	S	C	E	N	D
L	E	A	D	E	R
S	H	I	P		

**Authenticity** Lead with clarity and integrity.

**Self-Leadership** Cultivate self-awareness and emotional intelligence.

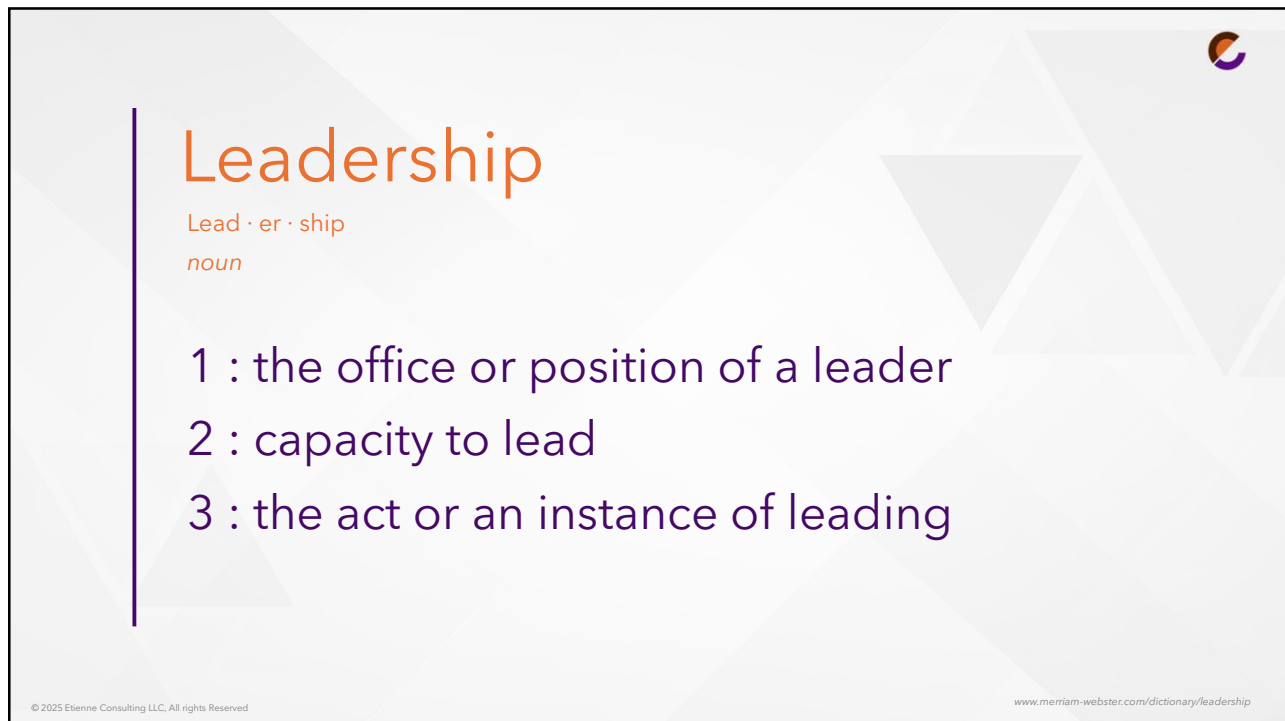
**Connection** Foster trust and meaningful relationships.

**Empowerment** Lift others to thrive and realize their potential.

**Navigation** Adapt with resilience and purpose.

**Decisive Action** Take purposeful steps to bring your vision to life.

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# Leadership

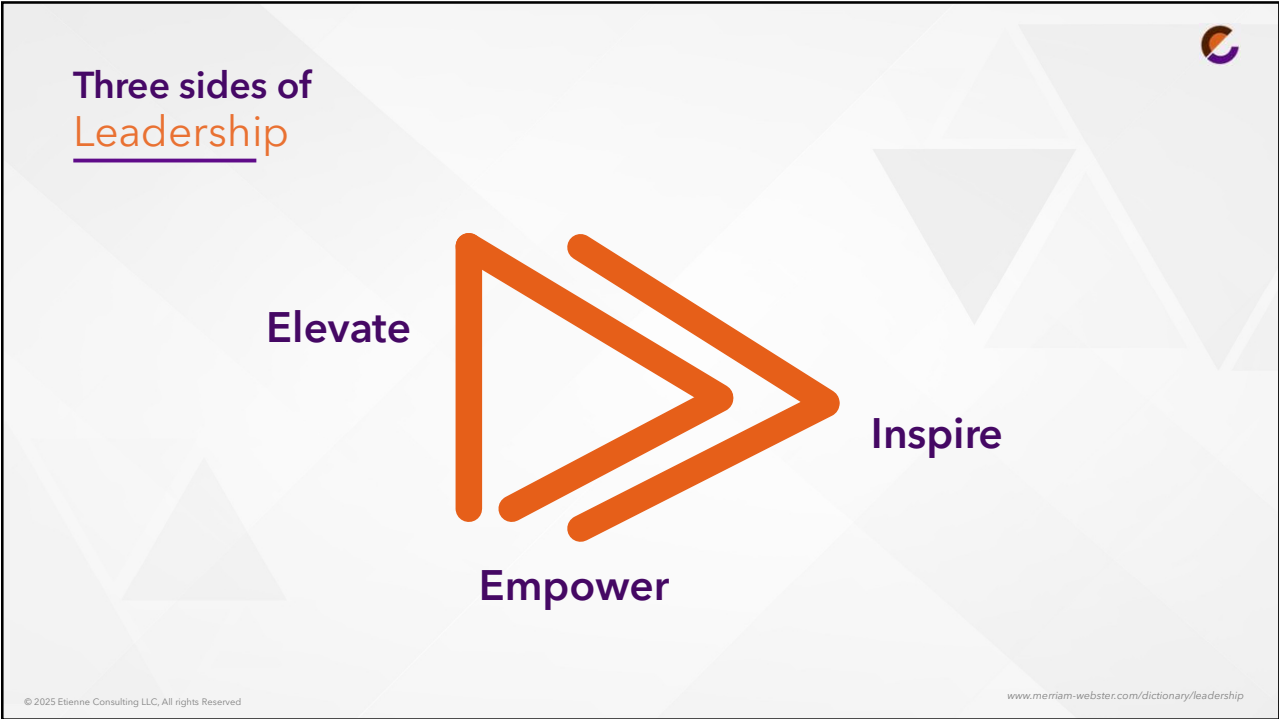
Lead · er · ship  
*noun*

- 1 : the office or position of a leader
- 2 : capacity to lead
- 3 : the act or an instance of leading

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[www.merriam-webster.com/dictionary/leadership](http://www.merriam-webster.com/dictionary/leadership)

# Leadership Essentials





**Self-leadership** is the practice of understanding who you are, identifying your desired experiences, and intentionally guiding yourself toward them.

It spans the determination of what we do, why we do it, and how we do it.

~ Maïke Neuhaus, Ph.D.



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## Leadership

Sets the vision, inspires trust, and influences people to achieve shared goals.



VS



## Management

Implements systems, maintains order, and ensures processes achieve objectives.



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The Game Plan  
Vision, Strategy & Execution

- Vision defines identity and purpose
- Strategy tailors the vision to the challenges and opportunities
- Collaboration ensures execution is aligned and actionable
- Preparation builds trust, clarity and readiness to pivot





Rallying the Team  
Building Trust

- Align the team—mentally and emotionally—before execution.
- Build trust in the strategy, the team, and the moment.
- Create energy, confidence, and shared commitment.
- Empower every player to step up and perform.

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Reading the Field  
Awareness & Adaptability

- Stay composed—read the situation before reacting
- Anticipate challenges and adjust with purpose
- Balance focus with flexibility—know when to pivot
- Respond decisively to keep momentum in your favor



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## Keeping Your Cool Under Pressure Emotional Intelligence

- Composure starts with self-regulation
- Empathy keeps the team steady
- Resilience isn't just bouncing back—it's staying focused under pressure
- Your reaction shapes the team's mindset




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## On the Training Ground Empowering Others

- Mentorship builds future leaders
- Feedback isn't criticism; it's confidence
- Trust creates autonomy—leaders step back so others can step up
- Empowerment creates space and sets others up for success

# Leadership Essentials



Fundamentals  
Are Forever

The Athlete's Journey

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Moments like this remind us that leadership isn't about being the person who always has the answers. It's about being ready, stepping up when it counts, and creating an environment where others feel safe to do the same.

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## Leadership Essentials

### Final Thoughts



- Leadership is a journey, not a destination
- Trust is the foundation of success
- Adaptability separates good leaders from great ones
- Great leaders empower others
- Composure defines critical moments
- Preparation makes brilliance possible

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## ASCEND LEADERSHIP MONTHLY

Equipping leaders with insights, skills, and strategies to lead with confidence

**Mark Your Calendars!!**

 **Upcoming Sessions:**

- Feb 28 - Mastering Emotional Intelligence
- March 28 - Building Trust in Teams
- April 25 - Confident Decision-Making

 Join us every 4<sup>th</sup> Friday | 3 - 4 pm ET

 Build your leadership. Strengthen your impact. Keep growing.



A leadership model that starts within, grows through connection, and drives purposeful action.

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Scan to learn more about how we can bring value to your next training program, conference or event.





# THANK YOU

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## Training

Creating safe places and a workable path forward

We help teams connect mindfulness and self-awareness to daily actions and turn them into habits of fearless inclusion. Our programs help organizations create spaces where people can navigate bravely, confidently, vulnerably and openly. Safe relationships help people feel connected, supported, safe, open and bonded at work. This connectedness is what attracts talent, boosts retention, drives innovation, improves operational efficiencies and spurs growth. Our programs are broken down into five categories:





**Inclusive Leadership**

Help leaders and managers understand and connect diversity and inclusivity to unlock team potential.

Topics include:

- Organizational Intention
- Building & maintaining trust
- Inclusive leaders
- Leading change
- Personal branding
- Imposter syndrome
- Mindful leadership



**Understanding Difference**

Expand awareness and build understanding of difference, internal and external, across peoples with backgrounds and lived experiences.

Topics include:

- Understanding identities
- Language of DEIB
- Hidden diversity
- Neurodiversity
- Unlocking creativity
- Comfortably uncomfortable



**Crafting Culture**

Foster psychological safety to build trusting, intentional and stronger interpersonal connections.

Topics include:

- Candid conversations
- Unconscious bias
- Microaggressions
- Cultural awareness and fluency
- Value of belonging
- Work/life balance



**Authenticity & Awareness**

Understand our impact on others to empower bravery, confidence and authenticity how we show up for, encourage and support others.

Topics include:

- Self-awareness
- Mindfulness
- Intentionality
- Self-care and mental wellness
- Managing stress
- Confidence & agency



**Conscious Communication**

Align communication with intention to foster clarity, build trust and strengthen workplace relationships.

Topics include:

- Intention vs impact
- Strengthening communications
- Power of storytelling
- Facilitating sensitive conversations

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## ASCEND Leadership®

### Powering the Journey to Executive Leader

ASCEND Leadership® is a comprehensive, tiered leadership development program designed to lead professionals along the pathway from emerging managers to high-impact executives.

The core program is distinguished by its two-part structure: Foundations and Mastery. ASCEND Foundations® is designed for emerging managers, to strengthen skills and develop core competencies that serve as the building blocks for effective leaders. ASCEND Mastery® is designed for experienced managers and focuses on refining leadership capabilities required to transition from senior management into executive leadership roles. Both programs take place over several months, with a structured curriculum that guides participants through a journey of personal and professional growth.

We also offer stand-alone courses, each designed around a specific theme or leadership or competency. From cultivating emotional intelligence and trust, to mastering effective decision-making, and nurturing influential stakeholder relationships.

ASCEND Leadership® offers programs in multiple formats to equip participants with the essential skills, core competencies and leadership capabilities needed for success in today's dynamic business landscape.

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### ASCEND Foundations® -The Leadership Journey for Emerging Managers

ASCEND Foundations® is a comprehensive leadership development program designed specifically for emerging managers. It focuses on developing the skills and competencies to lay a strong foundation for new managers and leaders. The program includes a mix of live instruction, as well as self-directed intersession work.

By the end of ASCEND Foundations®, participants will be able to:

- Understand and apply key leadership principles
- Develop a professional brand and leadership style
- Effectively manage conflict and lead change within teams
- Communicate persuasively and build relationships with key stakeholders
- Develop a personalized action plan for career development.

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### ASCEND Mastery® - Advanced Strategies for Aspiring Executives

ASCEND Mastery® builds on the foundational leadership knowledge gained from ASCEND Foundations®, elevating experienced managers' abilities as they aspire to executive positions.

By the end of the ASCEND Mastery® program, participants will be able to:

- Implement advanced leadership strategies to influence decisions and inspire teams at a strategic level.
- Navigate complex organizational change with effective decision-making and risk management techniques.
- Amplify emotional intelligence skills to foster an environment of trust and ethics within senior leadership.
- Mediate high-level conflicts and negotiate effectively to drive team growth and innovation.
- Formulate and execute a tailored executive development plan, aligning career aspirations with organizational objectives.