



LINCEIS®
Your People Partner

The Executive Path: 4C Strategy for EXECUTIVE and C-level SUCCESS



Mentoring and Coaching Program

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lcbgroup.com



Overview

The C-level Difference

Becoming a great leader is a journey of a lifetime. We start as supervisors and team leaders, move to managers, become leaders of managers, and finally, leaders of leaders. Reaching the senior, executive, and C-level roles requires distinction.

That's where Linceis comes in. For over 34 years, our team has helped executives and leaders uplevel their business and emotional intelligence skills, enabling them to make a difference and create distinction.

In today's world, with so much noise, understanding **what makes you distinctive** is essential. It takes more than just a strong history of business skills and accomplishments. It takes **emotional intelligence**, social awareness, and the ability to influence others to become a **C-level executive**.

This C-level Blueprint program and process aims to prepare you for your next level-up. When it comes to advancing your career, what steps do you take? What business skills and knowledge should you acquire? What roles and positions should you obtain? What emotional intelligence skills do you need to **get your seat at the table?**



Are you ready to **invest in yourself** ?



Don't wait for opportunities to come.
Create your opportunities.





Strategy

Execution

Success

Objectives

This Blueprint program combines online and customized mentoring and coaching experiences designed for the busy leader in mind. Included are exclusive live webinars, where you will learn practical tools and strategies from seasoned executives to help you become a better leader and position yourself for C-level success. At the end of this program, you will be able to:

- Enhance your executive presence.

- Build and cultivate your network of influence within and outside your organization and understand the power of political savvy.

- Unveil and transform the leadership derailers that will hold you back.

- Improve your communication and influencing skills.

- Build a resume that creates distinction.



Program Topics

MODULE 1

CLARITY

Begin with identifying your intentions and aspirations and what fits into the ecology of your life. You will:

- Learn how the peaks and valleys of your life impact your leadership effectiveness, executive presence, and ability to communicate and influence.
- Define your "from" and your "to" while identifying strengths and gaps.
- Align your non-negotiables with your career aspirations.

MODULE 2

CHALLENGE

Despite our best intentions, many of us face obstacles that can impede our progress. This session will focus on:

- Recognizing Key Leadership and Emotional Intelligence Obstacles: Learn to identify the influences that lead to unproductive behavioral patterns.
- Addressing Leadership Derailment Behaviors: Understand how certain behaviors can hinder your career growth.
- Navigating Conflicting Goals and Cognitive Dissonance: Discover strategies to work through conflicting goals and outcomes effectively.

MODULE 3

CHANGE

Influential executives are committed to continuous learning and self-development. Catalyzing change requires meaning and purpose, energy and drive, creating distinction. In this module, you will:

- Grasp the Power of Influence: Understand the importance of influence, distinction, and the role of political savvy.
- Transform Leadership Derailment Behaviors: Learn to self-manage and convert unproductive behaviors into valuable assets.
- Harness Intention and Purpose: Use the power of intention to build a meaningful life and career path.

MODULE 4

COMMITMENT AND CONSISTENCY

Passion, a well-crafted plan, and relentless persistence fuel success. Your success roadmap hinges on your experience, capabilities, and emotional intelligence. In this program, you will:

- Gain insights and understand what CEOs and boards look for in top executives.
- Develop your strategy and create your map to reach your career aspiration.
- Gain the persistence you need to create consistency and stay on track.





The Executive Path with Customized Mentoring & Coaching

The **Executive Path** includes:

- You will have access to The Executive Path: The Blueprint for C-level Success online course and live classes. You will also find the 4Cs for Success™ explanation and toolkits.
- Defining your "from" and your "to" allows you to discover your strengths and areas of opportunity with your business skills and emotional intelligence.
- Discovering and finding solutions to obstacles that keep you from achieving your goals.
- Defining what you are behaviorally "committed to" versus your stated goals and objectives.
- Tools to transform leadership behavioral derailers that block you from achieving results.
- **Blueprint Clinics: We guarantee** ongoing group coaching to ensure you achieve your goals.
- **Customized Executive Coaching**
 - This is a three-month personalized mentoring and coaching program combined with the Executive Path program. It includes six coaching sessions.



If it doesn't scare you, you're probably not **dreaming big enough.**

—Tory Burch



About Me

Susan Robertson

Author
CEO and Founder
Linceis Conscious Business

There are many options when selecting a mentor or coach to help you improve your leadership and stand out.

- I understand what it means to work your way up and become self-made. I worked my way through College before entering the banking world. At 27, I started my consulting firm, helping executive teams enhance leadership effectiveness, enabling improved teamwork and culture, and business performance.
- I have worked with thousands of leaders worldwide, helping them to become C-level executives. In particular, I have mentored, groomed and coached over 32 C-level executives, enabling them to become CEOs.
- As we work together, I will help you create a concrete and practical roadmap that enables you to take the steps necessary to pursue your goals, dreams, and aspirations. We start with understanding your goals and your success measures. We will use the 4Cs for Success methodology, Clarity, Challenge, Change, and Commitment to help you attain your goals.
- Our time is equally important. My commitment to you is this; I will prepare for each of our meetings so that we have a formal agenda with enough free-flow time to ask questions and strengthen your leadership skills.
- At the end of each month, we will evaluate progress and ensure we are both tracking in helping you achieve your outcomes.



LinkedIn References



Susan, I accepted my first C-level role as a Chief Technology Officer, and your advice really helped with executive presence.

Scott Jones

Kansas City Public Schools | Chief Technology Officer



I'm not sure how I knew that Susan has been a great student and a great teacher (whom I met around 1988 when they were just getting started). I love her and what she has done for me and for so many people that worked for me.

Grover Thomas

Crioestaminal | Former Chairman of the Board



Susan is my best coach ever!

Andres Merino Cangas

Provida AFP | President



The only way to build your future, is to
create your future.
—Susan Robertson



Client Organizations

- DHL Express
- Mastercard
- VISA
- Lexington Medical Center
- MetLife
- CitiBanamex
- Save the Children
- Muscular Dystrophy Association
- American Express
- Trustmark
- Verizon
- Meritain
- IBM
- Comcast
- Orlando Police Department
- RingPower
- The United Way
- Coca-Cola
- Jefferson-Smurfit
- Pepsi
- Lazy Boy



Invest In You

Executive leaders undergo personal transformation to live their best lives, become leaders others want to follow, and drive business results. Many mid-level and senior leaders make the mistake of waiting for their organizations to invest in them. Why wait?



The Executive Path

- ✓ Customized to Meet Your Needs
- ✓ 6 Private 1 on 1 Coaching Sessions
- ✓ 12-Month On Demand Access to the Executive Path Blueprint for C-level Success e-course

\$4200

[Enroll Now](#)



[Schedule a Call](#)



Who We Are

Linceis Conscious Business (pronounced Lynn-sees) is a boutique executive leadership development and cultural transformation company. We customize our services to meet our clients' unique needs.



Inspired by purpose

driven to make a difference

- Linceis = Insights.
- Explore, Strengthen, Transform:



Leadership



Teams



Culture



Results

2500+
Companies

Worked with companies
and executives in

20+

Countries

170+

Years Combined

Experience

Majority Repeat Clients

10+

or more

Years



"As the CEO of her own company, Susan understands firsthand the challenges I face as a CEO, balancing a P&L and work-life balance. Her tools, techniques, and executive coaching style helped me become a better leader and person."



"Despite COVID, we had a highly successful year, at 40% exceeding plan. We focused on building personal and team resilience and worked on teamwork, belonging, and trust. This helped us find creative solutions to reach our targets."



Get REAL leadership results today!

Contact Us

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lcbgroup.com



REAL Leadership



Executive
Coaching



REAL
Leadership 360



Increase
Team Effectiveness



Transform
Your Culture

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