IT STARTS WITH YOU!

THE LEADER YOU'RE BRINGING INTO EVERY ROOM

Workshop

HALF-DAY WORKSHOP • 3 HOURS

WORKSHOP DESCRIPTION

Every room you walk into gets a version of you. The question is, do you know which one you're bringing?

Most leaders have never stopped to ask that question honestly. They show up. They lead. They communicate. And they assume the version of themselves they intend to bring is the one other people actually experience. Often it's not. This workshop changes that. This isn't motivational. It's a mirror.

In this immersive half-day experience, Justin Patton takes leaders through the deepest version of his signature *It Starts With You* framework. Leaders examine how their credibility is built or eroded in the glimpses, the small, unguarded moments people use to decide whether a leader is worth following. They explore the three levels of energy every person moves through and learn to recognize which level is driving their leadership, their communication, and their relationships on any given day.

This isn't about becoming a different leader. It's about becoming a more intentional one. Leaders who complete this workshop leave with a clearer picture of who they are at their best, what gets in the way of that version showing up consistently, and what it looks like to own their presence in every room that matters. At work. At home. Everywhere in between.

It starts with you.





WHAT PARTICIPANTS WILL PRACTICE

- Identify the three factors that determine your leadership credibility
- Recognize what your energy level is communicating to others before you say a single word
- Name the specific way your greatest leadership strength becomes your biggest liability
- Practice the empathy framework that builds trust and connection in difficult conversations
- Build a personal presence plan that defines who you are at your best

502.797.3555 justin@justinpatton.com www.justinpatton.com

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WORKSHOP DETAILS

TIMING
Half-day workshop. Three hours + breaks.

DELIVERY METHOD
In person or virtual

MATERIALS
A workbook and a personalized Trust Audit for every attendee.

PARTICIPANTS LEAVE WITH
A personal presence plan that defines who they are at their best and the glimpses they want to manage moving forward.

PROGRAM BEST USED WHEN

- You want one program that works for anyone at any level to rethink their presence and how they show up
- You're launching a leadership cohort and need a foundation, because nobody leads others well until they can lead themselves first
- You've booked the It Starts With You keynote and want a breakout where people practice the skills and leave with their own plan
- Your executive team needs to rethink how they're showing up and how it connects to engagement scores and the strategy ahead
- You're bringing together leaders from across your community and need tools they can use back at the office the same day







WHAT CLIENTS ARE SAYING

"Justin was passionate, energetic, engaging, and a lot of fun. What I'm taking away is that it's up to me to manage the glimpses people see. That was so impactful because those glimpses can happen in such a short amount of time and it's up to me to show up as my best every time so people see the version of me I want them to remember."

MYISHA SMITH, *Director of Training at Pacifica Hotels*

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