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# Home Page

If your startup is growing rapidly,

we can help you do the same.

AMP: The ACTOR to AUTHOR Shift

# Program Description

*“If you want to be busy and anxious, practice busy anxiousness. If you want to be calm and centered, practice it. It’s as simple as that.” (Diana Winston, UCLA mindfulness teacher and researcher)*

Well thanks Diana, sounds pretty simple…but what about when I’ve got 11 back-to-back meetings, a board meeting to prepare for with investors who have sky-high expectations, 6 new hires to onboard and 16 more to find, and–not least–a product to improve for the customers we are trying to serve and retain–only to wake up, rinse (maybe) and repeat tomorrow?? (We didn’t even mention the Slack and email messages mounting in the background.) How could I possibly exit “busy anxiousness” and practice calm centeredness amidst this chaos? (Notice what you feel just reading that–does your body tighten a bit?) Calm sounds nice–for vacation! I want results.

There is a way, not to perfection and a stress-less existence, but rather a way of working, being, and leading from a deeper calm that creates enough space to harness the remaining (necessary) stress as fuel towards your goals.

We call this way *Applied Mindfulness*.

We see Applied Mindfulness as the key ingredient in the shift from Actor to Author. Why might be it be especially relevant to you right now?

If your startup is growing rapidly, you’re hitting (or already past) a key inflection point: expanding your focus from building a product/service to building a team and organization. It is in this formative moment that leadership is so crucial, when weaknesses–and strengths–as a leader become apparent and embed themselves as norms across the developing org.

If you are not continually shaping your habits to optimize how you allocate your time and attention and how you lead conversations, then you are relying on outdated habits that developed in a smaller context where you were primarily responsible for making the product itself. You are working only *IN* the organization instead of *ON* it as well. Simply put, you are re-acting based on an outdated script. You are missing out on opportunities to Author and Architect what’s possible.

How do you shift from Acting out your old role to Authoring your new one—and do so continually?

On an individual level, this means creating an Operating System, a set of habits and tools that enable you to consistently define and prioritize what matters most and allocate your time and attention there *systematically*. Systematically means proactively instead of the ad-hoc, reactive reflexes you might be used to. Beyond habits and tools lie the Creative Mindset, a set of radically response-able ways of thinking that help you see your choice points and direct (or course-correct) your way toward what you value most.

On an interpersonal level, this means shifting from reacting to what others have said and done–and what that triggers inside you–to leading [the dance](https://speakerdeck.com/jackcohen/cycle-of-conflict-or-cycle-of-connection), using conflict and confusion as opportunities to create clarity and connection, and starting to do this proactively and preemptively too.

To these ends, AMP consists of two modules that each support the other:

1. Leading Yourself
2. Leading Relationships/Leading Others.

# Program Timeline and Structure

*Everything will be virtual except the 2 retreats (with strict COVID protocols)*

**Leading Yourself**

Month 1

* Week 1: Kickoff Orientation Workshop
* Week 2: 1on1 Exec Coaching Session
* Week 3: Workshop

Month 2

* **Week 1: 1st Retreat (“Leading Yourself”)**
* Week 2: 1on1 Exec Coaching Session
* Week 4: Workshop

Month 3

* Week 2: 1on1 Exec Coaching Session
* Week 4: Workshop

**Leading Relationships, Leading Others**

Month 4

* Week 2: 1on1 Exec Coaching Session

Month 5

* **Week 1: 2nd Retreat (“Leading Others, Leading Relationships”)**
* Week 2: 1on1 Exec Coaching Session
* Week 4: Workshop

Month 6

* Week 2: 1on1 Exec Coaching Session
* Week 4: Concluding Workshop
* Week 5: Concluding 1on1 Exec Coaching Session

Summary of 6-month program:

* 2 weekend retreats (4 and 3 nights)
* 6 monthly workshops
* 7 1on1 Exec Coaching Sessions
* + Facilitation guides and templates for taking the conversation back to your team to implement in your organization

### **The Logic Behind the Structure**

*Why combine both group format (retreats/workshops) and 1on1 exec coaching?*

* Why retreats? Immersion!
  + The retreat environment creates an immersive experience, co-created by the group. The sharp distinction from the fast pace of everyday startup life helps participants stand outside their everyday habits and evaluate which ones they want to change. Furthermore, just like in learning a language, immersion is the most powerful context for learning and ingraining new habits.
  + Even so, we are wary of the format taken by many retreats/bootcamps which focus on just this one-off peak experience, neither sowing the seeds beforehand nor offering follow-up support for integrating the new insights and practices back in the regular world. Our workshops and coaching structure complements the work of the retreats, addressing both the before and after, sowing the seeds and watering the growing plant.
  + Finally, especially for working on skills around leading other people, our experience shows that practicing these skills with…other people is a great way to get better, and even more so in a low-stakes environment. The group becomes the context for practice, which helps people both improve and reveal growth areas.
* Why coaching? At the same time, personalization and coaching take us to a deeper level, helping explore and grow some of the inner game growth areas that emerge in the interpersonal interactions within the group. Coaching is a powerful context for exploring the mindset shifts in moving from Actor to Author.

# Testimonials and Past Clients

Space for a testimonials video, quotes from past clients, and a list of clients with logos

# Team

Space for 3-4 pictures and bios

# FAQs