

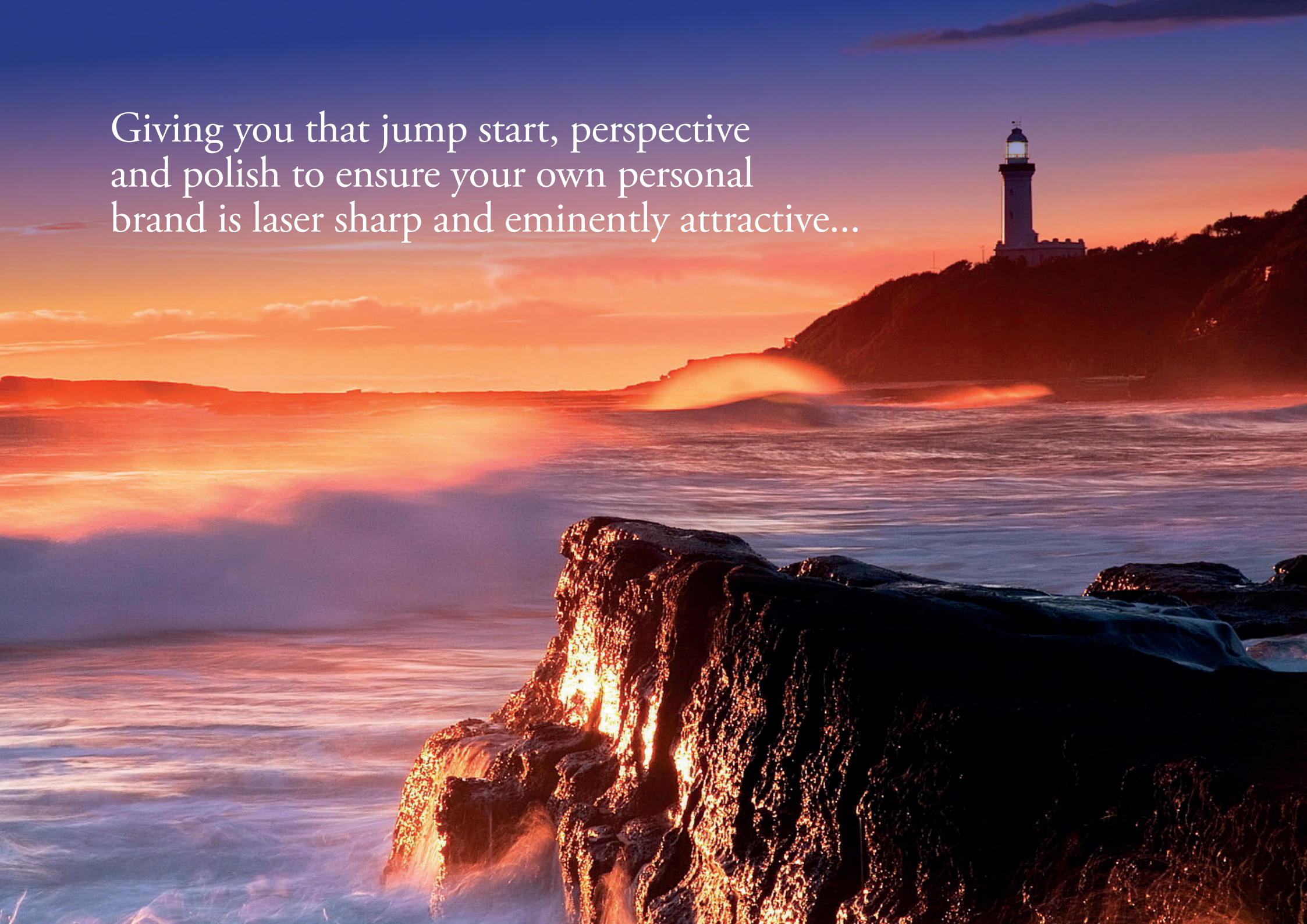
GOING
LIVE

RELAUNCH BRAND YOU

With this coaching programme you will receive the level of counsel, guidance and advice normally only associated with the most successful television, literacy and sports professionals. It's time to invest in yourself.

THE
Lighthouse
COMPANY

Giving you that jump start, perspective
and polish to ensure your own personal
brand is laser sharp and eminently attractive...



INTRODUCTION

For some time at the Lighthouse we have been observing a particular pattern. Given the economic meltdown, the digital explosion, and the rise in IPOs and start-ups – many board level leaders and founders have, as a result, either positively sold their business, or indeed suddenly exited a company, and are now finding themselves back in highly competitive interview situations. Being asked to tell their story, demonstrate their value and prove their worth can seem unfamiliar and disorientating and all too often they underperform.

Having carefully considered these patterns and at times felt frustrated and concerned for these highly talented and capable leaders, we have felt the desire to create a product as part of our TLC Bespoke offering that will give you that jump start, that perspective and polish to ensure your own personal brand is laser sharp and eminently attractive... especially when you're asked 'tell me about your career to date?'

In essence, Going Live is for those undergoing or embarking on a career transition and is available to those who really do wish to invest in further building their successful career.



Unravelling past professional or emotional tangles
and exploring specific motivators and values...

Phase One: STORYTELLING

Working with qualified and expert coaches Maria Fay and Viv Taylor, the Going Live programme starts by taking a closer look at your career as we decipher your journey to date. By unravelling any past professional or emotional tangles and exploring your specific motivators and values, Phase One identifies your true talent DNA, unlocking valuable insight that will align, inform and direct your future career progression.

Understanding what got you to where you are today allows you to position and define your offering in a clear, succinct manner, increasing your appeal to potential employers.



Emerge with the most polished version of
your narrative and the improved confidence
to convey a lasting, positive impression

Phase Two: VISUAL REHEARSAL

Phase Two focuses on the presentation of Brand You. How are you perceived by the outside world? Through a series of filmed interviews, award winning journalist and media training expert, Richard Rivlin, will quiz, interrogate and probe you, all live on camera.

Interview playbacks allow deep analysis of your visual statement; how you look, sound, your body language and tone are all dissected as we expose and repair any flaws in the presentation of Brand You. You will emerge with the most polished version of your narrative and the improved confidence to convey a lasting, positive impression.

Ready for the landing stage of
your new role, ensuring you
survive and thrive from the outset



Phase Three: SAFE LANDING

Moving into a new role can unleash a range of challenges and the final stage of Going Live prepares you for that next chapter assimilation.

Returning to coaching experts Maria Fay and Viv Taylor, we will evaluate the change ahead taking a look at the specific context, culture and relationships that you will need to conquer. Together we will devise a programme that prepares you for the landing stage of your new role, ensuring that you survive and thrive from the outset.

MEET THE GOING|LIVE TEAM



MARIA FAY
Executive Coach

Maria is an Executive Coach, Facilitator and Leadership Development Consultant. Maria works with individuals, teams and groups in the areas of leadership development; career management; team development; relationship management; conflict resolution; personal impact; interpersonal effectiveness; and the human aspects of change (personal, career, team and organisational).

Maria's provides bespoke, outcome-focused interventions aligning business needs with those of the teams, groups and individuals she works with.

An AoEC Accredited Professional Executive Coach, Maria has completed The Advanced Executive Coaching Programme with the Academy of Executive Coaching. She draws on a variety of materials and methods to suit the purpose and is a qualified practitioner in a range of development tools including 360 feedback, the Myers Briggs Type Indicator, Career Anchors and Firo-B. Her coaching, facilitation and career coaching training was completed with Jenny Rogers (Coaching and Management Futures) and The School of Coaching; her Consulting and Change training with Ashridge Business School and her Myers Briggs and Firo-B training with Oxford Psychologists Press.

Maria's work is generated by referral and she tends to work mostly in the media, marketing communications, design and arts space. She works successfully with commercial executives, and those responsible for editorial or creative output.

90 minutes: £525 +VAT per session
2 hours: £700 +VAT per session

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VIV TAYLOR
**Executive Coach, Facilitator,
Learning & Development
& OD Consultant**

After taking a degree in English and American Literature Viv went into sales. It taught her how people think, how their brains work, how to influence, persuade and negotiate. One rainy day she literally fell through the doors of the Guardian offices in Manchester and never looked back. She progressed quickly, moved to London and was lucky to find an extraordinary mentor in Caroline Marland, the first female MD of a national newspaper in the UK.

Viv's senior sales management experience made her profoundly interested in recruiting, retaining and developing world class talent and building high performance teams. She had the opportunity to develop this area as a specialism and suddenly coaching and teaching became part of her portfolio. Working with all levels of exceptional people from board level down, her area of expertise became identifying future board potential and working to ensure successful transition.

For the last fifteen years Viv has been a senior practitioner certificated by the School of Coaching and the University of Strathclyde and has well over 10,000 hours coaching experience. She is also a trained facilitator. In 2010, Viv left the Guardian to work for herself.

Viv loves all things Italian (being half Italian herself), film, theatre, music, literature, fashion, design, great holidays and good company.

Personal rate: £225 +VAT per session
Corporate rate: £450 +VAT per session



RICHARD RIVLIN
**Founder & MD
Bladonmore**

Richard is founder and Managing Director of Bladonmore. Established in 2002, Bladonmore works with individuals, teams and businesses to articulate strategy, develop messages and communicate change to their most important audiences, be they existing or future investors, clients or colleagues. Bladonmore employs 40 people, with offices in London and Abu Dhabi, regularly delivering projects in the US and Asia as well as their traditional EMEA base.

As part of Going Live, Richard has developed a new service focused specifically on serving the needs of senior executives as they transition into their next leadership role. This includes working together to hone narrative; develop storytelling skills and focus intensely on body language and the presence conveyed. All sessions are recorded to provide immediate play-back and review.

Prior to launching Bladonmore, Richard was an award-winning journalist for the Sunday Telegraph and Financial Times, working in London and New York. He wrote his first book, Desert Capitalists, focused on the sovereign wealth funds; merchant families and businesses in the Gulf area in 2006. This led to Bladonmore opening an office in Abu Dhabi in 2009.

Richard set up Loud Halo (loudhalo.com) in 2013, a charity fundraising co-operative.

Corporate and personal rate: £2000 +VAT

GOING **LIVE** IS FOR YOU IF...

- You have never really had to interview – many of our individuals have been fortunate and senior enough to have never truly interviewed in their career, the result of which is they are seemingly naive around how to share their story and present themselves in a credible and favourable manner.
- You need to get match fit – many of the people we represent have previously under delivered in an interview situation, are becoming tangled in their exit story or find themselves continually coming second and are now accepting that they may need to take time to improve their performance.
- You are suddenly exiting – many of our candidates' situations have changed and they may now find themselves in the market unexpectedly – their personal circumstances are impacted and they need to recreate, rebuild or re-energise themselves.

THE LOGISTICS

WHEN

The Lighthouse Company will co-ordinate diaries and work with you to find the most convenient time to meet with Maria, Viv and Richard.

WHERE

Phase One and Three will take place either at our private offices or at a location you feel most comfortable.

Phase Two will take place at Richard's Blandonmore offices, 10-11 Percy Street, London W1T 1DN in their in house studios.

COST

Phase One and Three:

Corporate Rate: £450.00 + VAT per session

Personal Rate: £225.00 + VAT per session

We recommend 2 – 3 x 90 minute sessions

Phase Two:

Corporate/personal rate: £2000 + VAT

The Lighthouse Company acts in a talent agent capacity and receives no financial benefit from Going Live.

GET IN TOUCH



If you would like to speak to us about any of the Going Live phases or indeed register for the programme please contact us at rsvp@thelighthousecompany.com