

4 and 20 Million.

ELEVATING POTENTIAL

Equip yourself with the critical skills
to elevate your work performance
and enhance your long-term career
prospects

WHAT HINDERS YOUR PERFORMANCE AND LIMITS YOUR PROSPECTS AT WORK?

Depending on your role, you'll need industry knowledge, technical qualifications and accumulated wisdom as a starting point.

But once these building blocks are in place, many of us are held back by more universal 'human skills'. It is these skills that make the difference between competence and high performance.

These skills are the focus of ***Elevating Potential***. This is a learning and development programme designed for ambitious professionals who want to develop critical skills to help them excel in the world of modern work.

Over the course of nine, half-day modules we cover the skills and competencies that make the biggest difference to performance.

Whether you're looking to experience the full programme or select specific modules, 4and20Million will structure a package that fits your needs, scale and budget.

Read on for more information. We look forward to hearing from you.



4and20Million.



Alex & Dan, 4and20Million

WHY IS ELEVATING POTENTIAL IMPORTANT?

Many of the 'human skills' covered in this programme are skills that we might hope to pick up and hone over the years through experience and trial and error.

In five years' time, we will *hopefully* be more confident presenters, better managers, more skilled at creating and maintaining effective relationships and more effective at managing our time, energy and priorities. Yet this eventual improvement is far from certain, and neglects the immediate challenges facing us in the meantime.

We now face particular modern pressures, such as leading teams in hybrid environments and managing your own workload. These combine with age-old challenges including working effectively with others, self-development and managing stress and burnout. Our ability to combat these pressing challenges should not be left to chance and time to resolve.

We don't need to hope that time and experience will make us better equipped to thrive at work. We can address these challenges head on, right now.

Elevating Potential equips ambitious professionals with lasting skills to help them overcome common career challenges, excel in their roles and boost their prospects.



4 and 20 Million.

ELEVATING POTENTIAL - PROGRAMME STRUCTURE

1: ALL ABOUT YOU

UNDERSTANDING SELF,
FOCUSING DEVELOPMENT,
RELATING TO OTHERS

2: COMPELLING
STORYTELLING

CREATING GREAT
PRESENTATIONS AND
COMPELLING NARRATIVES

3: PRESENTING WITH
CONFIDENCE

PRESENTING AND PUBLIC
SPEAKING

4: FROM BOSS
TO COACH

MANAGING OTHERS,
FOSTERING PSYCHOLOGICAL
SAFETY

5. ENABLING HIGH
PERFORMANCE

LEADING TEAMS & DELIVERING
EFFECTIVE FEEDBACK

6: UTILISING EMOTIONAL
INTELLIGENCE

ADAPTING OUR RESPONSE TO
DIFFERENT CHALLENGES

7: BOOSTING PERSONAL
PRODUCTIVITY

TECHNIQUES TO MAXIMISE
SUSTAINABLE PRODUCTIVITY

8: AVOIDING
BURNOUT

CREATING A HEALTHY
WORK/LIFE BALANCE

9: SETTING & ACHIEVING
GOALS

CREATE, MANAGE AND
DELIVER STRATEGIC GOALS

Course structure

Each module includes a half-day learning session with follow up exercises, practical techniques to trial and supporting materials to reinforce learning.

Flexible packages

Don't want all nine modules?
Just book the sessions your team needs!

Group size

No minimum requirements - book as many places as you require on each module.
(Groups of less than 5 will be added to open cohorts)

ELEVATING POTENTIAL - MODULE OUTLINES

See www.4and20Million.com for full course details

1

ALL ABOUT YOU

**UNDERSTANDING SELF, FOCUSING
DEVELOPMENT, RELATING TO OTHERS**

Knowing and understanding our unique strengths, blind spots, core traits and developmental areas enables us to make better decisions around personal development and direction.

Every one of us is unique. We have different ambitions, perspectives, fears, skills, passions, and priorities. It's difficult for any company to meet the unique and changing needs and aspirations of each employee. That's why it's vital to understand ourselves so we can direct our learning and development effectively. Getting an objective, deep-dive understanding of your own traits is the launch-pad for this development.

This module will empower you to take ownership of your development and achieve your goals. Using independent, research-based analysis (Lumina Spark), we explore a broad spectrum of personality traits, avoiding the pitfalls of narrow 'personality types' and recognising the full, complex reality of our own personalities. This analysis and the subsequent 30-page personal portrait becomes the foundation of personal development goals.

ALL ABOUT YOU


4 and 20 Million.

ELEVATING POTENTIAL - MODULE OUTLINES

See www.4and20Million.com for full course details

2

COMPELLING STORYTELLING

CRAFTING GREAT PRESENTATIONS AND COMPELLING NARRATIVES

Crafting and delivering powerful stories is how people persuade, inspire and unite those around them. Without a compelling narrative and great delivery, even the strongest ideas, proposals and appeals can be undervalued or misunderstood.

Whether that's in a presentation, networking session, video conference, internal meeting or a major pitch - the ability to find and articulate a persuasive story is an invaluable skill.

This training harnesses insight from psychology and neuroscience to ensure your story connects in a meaningful way.

We cover the principles of crafting a compelling story to engage audiences, ensuring people feel inspired and energised by what you have to say.



COMPELLING
STORYTELLING


4 and 20 Million.

ELEVATING POTENTIAL - MODULE OUTLINES

See www.4and20Million.com for full course details

3

PRESENTING WITH CONFIDENCE

PUBLIC SPEAKING AND PRESENTING WITH AUTHENTIC CONFIDENCE

For some of us, the fear of speaking in public can be debilitating. Whether it's an internal meeting, a large speaking event, in front of a few or a thousand. Whether you're a seasoned speaker or a nervous communicator, we can all hone our public speaking to engage and captivate our audience.

This module examines how to prepare yourself to communicate with passion and energy. We share practical tips that nudge your brain into a positive, excited mindset to overcome nerves, and discuss techniques to get the most from your delivery.

By creating a safe and supportive environment, we provide the perfect opportunity to experiment with different techniques, helping you find and showcase the power of your natural delivery style. The objective is to ensure that public speaking - in whichever environment you operate - becomes an enjoyable, memorable experience for all.

PRESENTING WITH CONFIDENCE



4 and 20 Million.

ELEVATING POTENTIAL - MODULE OUTLINES

See www.4and20Million.com for full course details

4

FROM BOSS TO COACH

**MANAGING OTHERS:
FOSTERING PSYCHOLOGICAL SAFETY**

Much of what we have been taught about leadership has been rooted in control and hierarchy. Whilst there might be a place for this in certain scenarios, it cannot be the only leadership tool in your armoury. Getting the best from a team requires more than simply dictating work.

To enable teams to do their best work, the best leaders coach, nurture, inspire, support and protect their people. This doesn't happen overnight and requires real effort, but sets great teams and leaders apart.

We explore how you can create a culture of continuous coaching, why it's an effective strategy and how you can enable great performance without without taking over. By examining different styles of conversations and exploring how to effectively manage your reactions, *From Boss to Coach* is a game-changing module for those with leadership aspirations.

FROM BOSS
TO COACH

LIKE
A
BOSS



4 and 20 Million.



ELEVATING POTENTIAL - MODULE OUTLINES

See www.4and20Million.com for full course details

5

ENABLING HIGH PERFORMANCE

LEADING TEAM CULTURE & DELIVERING EFFECTIVE FEEDBACK

Your approach, attitude and demeanour are all highly contagious. Just sitting next to someone in a bad mood has been shown to limit performance! How you approach your day will set the tone and the standards for the people around you, especially those you manage.

The other way we can hugely influence the performance of others is through the feedback we give. While we all dread hearing the phrase *'Can I give you some feedback?'*, well-delivered feedback can be the spark that's needed to elevate performance and overcome blind spots and personal barriers.

In this module, we explore how to positively influence those around you through your behavioural cues and effective feedback - a must for managers and team leaders!



ENABLING HIGH PERFORMANCE



4and20Million.

ELEVATING POTENTIAL - MODULE OUTLINES

See www.4and20Million.com for full course details

6

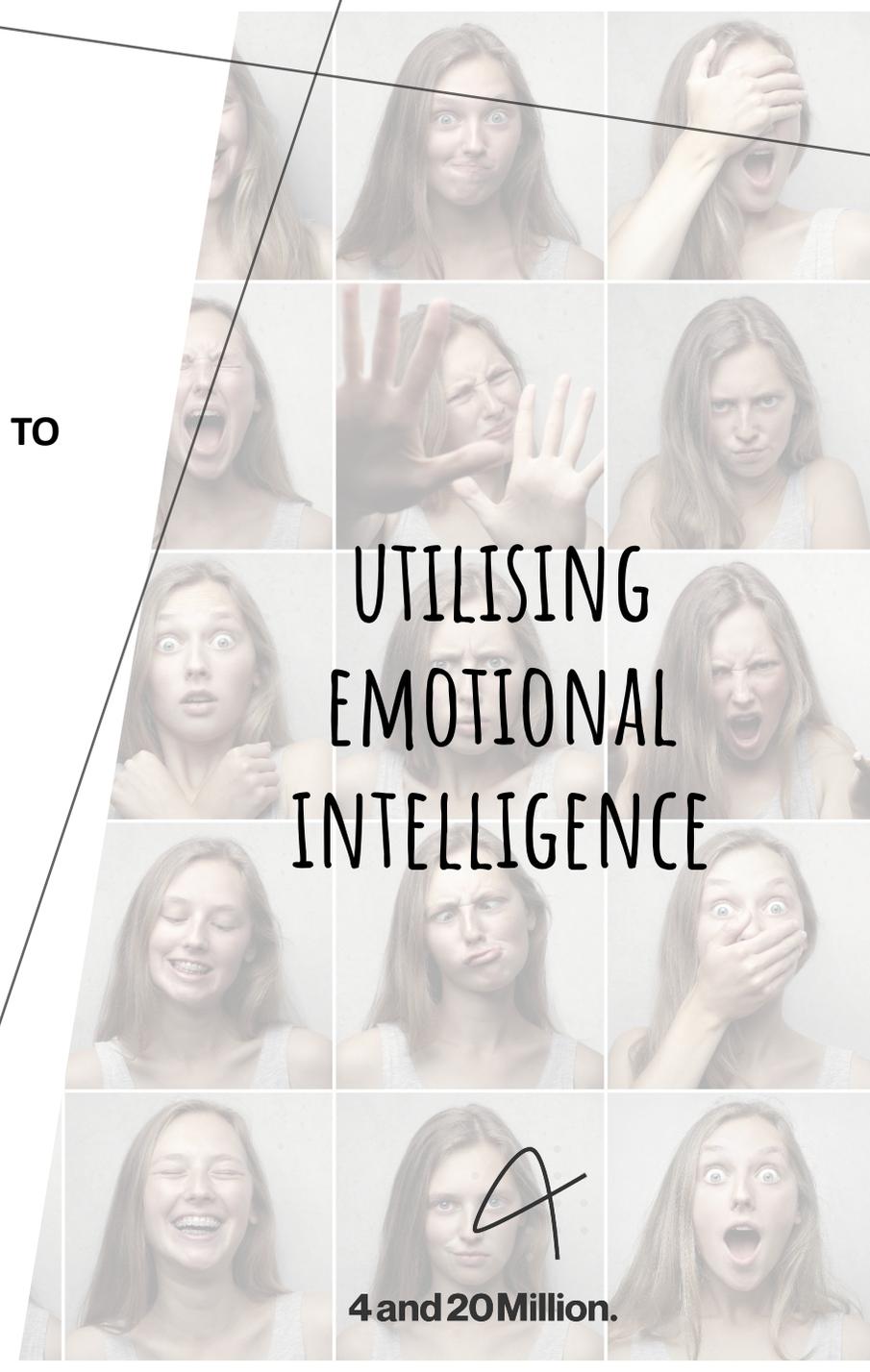
UTILISING EMOTIONAL INTELLIGENCE

ADAPTING OUR PERSONAL RESPONSE TO DIFFERENT CHALLENGES

Effective collaboration between colleagues and teams is vital to the success of every organisation. Being able to relate to and collaborate well with others is a valuable skill in the workplace and is a key trait of effective managers, sales people, negotiators and leaders.

Each of us approach our work through the lens of our own experiences, expectations and understanding. While this cognitive diversity is a huge strength within a team it can also lead to misunderstanding, miscommunication and frustration.

This module enables people to adapt to their colleagues more effectively by better understanding the 'why' behind behaviour. We build on this insight with practical ways to improve relationships through communication style, rapport building and deeper empathy.



UTILISING
EMOTIONAL
INTELLIGENCE

4and20Million.

ELEVATING POTENTIAL - MODULE OUTLINES

See www.4and20Million.com for full course details

7

BOOSTING PERSONAL PRODUCTIVITY

TECHNIQUES TO MAXIMISE SUSTAINABLE PRODUCTIVITY

This module develops the essential skills and behaviours we need to thrive in our hyper-connected, fast-paced working world. We examine how it is possible to work smarter, creating high quality work in a shorter period of time. Working smarter means doing great work without driving ourselves to exhaustion and overwhelm.

The objective of this module is to boost productivity and performance whilst reducing stress, anxiety and burnout.

We explore techniques and skills that will bring more control, calm, clarity and creativity into your daily life. This is about doing your very best work in a sustainable, healthy way.

BOOSTING PERSONAL PRODUCTIVITY

4 and 20 Million.

ELEVATING POTENTIAL - MODULE OUTLINES

See www.4and20Million.com for full course details

8

AVOIDING BURNOUT

CREATE A HEALTHY WORK / LIFE BALANCE

Avoiding Burnout builds on the previous module, recognising that high performance is not just about increasing productivity and work output. It's about being more engaged with your work and your life.

This module develops behaviours and habits that prevent people from living in a constant state of overload and stress. In order to reach a place of high-performance, we have to create time to rest and recharge.

We need to purposefully create boundaries and a finish line. This is increasingly important given the prevalence of home working. For the sake of our brains and our health, we need to find ways to disconnect, pause, process and reflect. *Avoiding Burnout* will enable you to do this in a realistic and uplifting way.

AVOIDING BURNOUT



4and20Million.

ELEVATING POTENTIAL - MODULE OUTLINES

See www.4and20Million.com for full course details

9

SETTING AND ACHIEVING GOALS

CREATE, MANAGE AND DELIVER STRATEGIC GOALS

Every time a new initiative fizzles out, or a bold new objective is neglected, people's faith in real change happening dies a little. When good intentions don't result in achievement, motivation and accountability suffer.

By instilling the right mechanisms and practices, your big, long-term initiatives and goals don't fade away, but can become an ever-present part of the day-to-day. The result is that change happens, goals are realised and meaningful progress is made - from personal growth ambitions to business objectives.

This module develops the structure for making your bigger initiatives happen. We provide clarity on individual contribution, progress indicators, maintaining success and next steps.

From annual business goals to behaviour change and strategic initiatives, we examine how daunting and complex goals can become well-planned, structured and digestible.

SETTING & ACHIEVING GOALS



4 and 20 Million.



EMBEDDING BEHAVIOUR CHANGE THROUGH REGULAR ENGAGEMENT

Even the best training session will fade from memory over time. Creating lasting behaviour change and establishing new working routines requires more than a single hit of inspiration.

Taking insight from behavioural science, the full *Elevating Potential* programme includes regular, digestible follow-up nudges throughout duration of the learning experience.

This takes the form of key technique reminders, tips and insight alongside recommended further content (podcasts, video, TV programmes, books, articles) and a call to action to trial one of the learning objectives.

Each cohort also has a group discussion platform, enabling mutual support, sharing of progress and a further source of inspiration and reinforcement.

To: your.team@yourcompany.com

From: 4and20Million.com

Good Morning All!

This week's recap is around how you can bring more intention and control to your day through **Timeboxing**.

This essentially involves transposing your To-Do list onto your calendar, and designating an appropriate slot for each task, based on their urgency.

Rather than an overwhelming list of tasks, you now have a plan of action - one that prioritises the tasks that need to be done first, rather than giving you the choice of a to-do list to simply pick the easiest first.

Even if you have to revise this as the week changes, it avoids the regular mental gymnastics and stress of asking 'What on earth should I do next?'

Your Timeboxing Challenge:

Find 15 minutes to make a timeboxed plan for next week. Don't schedule every minute, but try to find a slot for the major tasks of the week...

	Mon
	17
GMT+00	
9am	Solo work: Task 1 9 – 10:30am
10am	
11am	Emails, 10:30am
12pm	Team work: Task Y 11am – 12:30pm
1pm	
1pm	Gym, 1pm
2pm	
2pm	Admin check-in, 2pm
3pm	
3pm	Internal meeting 3 – 4:30pm
4pm	
4pm	Meeting write up, 4:30pm
5pm	
5pm	Write task list, 5pm
6pm	

Example fortnightly 'nudge' to encourage trial and adoption

Deloitte.

“Insightful, practical and hugely enjoyable, **4and20Million** have had a galvanising effect on our team's productivity, instilling a healthy, high-performance approach towards how we work.”

 **Clarivate**
Analytics

“4and20Million provided an engaging and effective program to help our Tax & Legal team manage the challenges of an ‘always on’ working environment.
Their materials and research were excellent; they engaged a large global team remotely with great success.”


EY

“Immensely valuable and insightful. I wouldn't hesitate in recommending to other companies that **engaging with 4and20Million** creates a really positive outcome on the effectiveness of their people.”


Wienerberger

“The team at 4and20Million provided the **best presentation and storytelling training I have ever experienced.**
I wholeheartedly recommend them to train your team. It is an investment you will not regret.”



4 and 20Million.

CLIENT
ENDORSEMENTS

sky | MEDIA

BDO

KPMG

Heathrow
Making every journey better

 The Growth Company

 OpenMoney

News UK

 EDEN



To discuss a course package that's right for you, please contact Alex or Dan through the details below.

We're always more than happy to talk through the content and answer any questions from logistics to how our courses could benefit your teams.

dan@4and20million.com
07990 550 870

alex@4and20million.com
07756 900 464



4 and 20 Million.