



Introduction:

In a society where women have historically faced oppression and limitations, it is time to shatter the confinements that hold them back. The Break the Glass course recognizes the persistent challenges women encounter in their professional journeys, from being undervalued and underrepresented to grappling with self-doubt and societal expectations. This course is for women to transcend these barriers, embrace their unique voices, and emerge as influential thought leaders.

Extensive research reveals the stark realities that women continue to face in the workplace. While women have made significant strides in educational achievements, they still lag behind in leadership positions. McKinsey & Company's Women in the Workplace report underscores the disparities, with fewer women being promoted and an alarming rate of female leaders leaving their organizations. However, the true challenges lie not just in external obstacles but also in the internal narratives and self-imposed limitations that confine women.

Break the Glass offers a powerful solution – become a thought leader. Thought leadership is more than simply telling your story; it is about having your contributions recognized, respected, and impossible to ignore. This course provides women with the tools, strategies, and mindset necessary to cultivate thought leadership that is educational, inspirational, and transformational. With their unique perspectives and voices, women have the potential to reshape the world and create lasting change.

Thought leadership goes beyond personal storytelling; it is a catalyst for change and empowerment. Women are demanding more from their professional lives, seeking fair compensation, equal opportunities, and inclusive work environments. Thought leadership plays a vital role in achieving these aspirations. By establishing thought leadership, women can set the value of their expertise, gain confidence in promoting their accomplishments, contribute to diversity, equity, and inclusion conversations, and create flexible career paths that align with their values and goals.

Whether climbing the corporate ladder or starting a business, thought leadership becomes a transferable asset that propels women forward. Recruiters and decision-makers recognize the value of thought leaders, with a majority agreeing that thought leaders command a salary premium, have an advantage in the post-Covid era, and are more likely to be selected for roles. Starting a business also benefits from thought leadership, as it builds credibility, increases opportunities for collaboration and project bids, and attracts clients who align with a clear vision.



Thought leadership is a unique asset that women own, offering opportunities and recognition before physically arriving. It provides insight into their values, expertise, and contributions, creating connections and opportunities that go beyond traditional career paths.

In Break the Glass, women will embark on a transformative journey of self-discovery, strategic planning, and skill development. This course will equip participants with the knowledge, tools, and confidence to break through their self-imposed limitations, harness their unique strengths, and articulate their thoughts and perspectives effectively. By cultivating thought leadership, women will emerge as influential voices, create a lasting impact, and contribute to a more inclusive and empowering professional landscape.

Course Mission:

The mission of the Break the Glass thought leadership program is to empower women leaders to transcend self-imposed limitations, unlock their unique voices, and become influential thought leaders in their industries. By equipping participants with the necessary knowledge, skills, and strategies, the program aims to foster personal and professional growth, amplify their impact, and create positive change in their organizations and communities.

Course Perspective:

The Break the Glass thought leadership program is designed to empower women leaders to unleash their full potential and make a meaningful impact in their professional lives. By embracing their unique experiences, expertise, and perspectives, participants will develop the skills, mindset, and strategies necessary to become influential thought leaders in their respective fields. The program takes a holistic approach, combining personal development, storytelling, networking, communication, and content creation to foster authentic and impactful thought leadership.

Course Materials:

The course materials for the Break the Glass program include a curated collection of resources, interactive exercises, case studies, real-life examples, and thought-provoking readings. Participants will have access to a comprehensive digital learning platform where they can access course modules, engage in discussions, complete assignments, and receive feedback from instructors and peers. Additionally, supplementary materials such as e-books, templates, and tools will be provided to enhance the learning experience.



Course Objectives:

- Develop self-awareness and clarify personal values, passions, and purpose as the foundation for thought leadership.
- Cultivate storytelling skills to effectively communicate ideas, experiences, and insights that resonate with audiences.
- Build a strong professional network and foster meaningful relationships to expand influence and collaboration opportunities.
- Master the art of engaging in difficult conversations and influencing others with empathy, respect, and persuasive communication.
- Acquire the skills to craft compelling thought leadership content through effective writing, publishing, and public speaking.
- Create a comprehensive thought leadership strategy, including defining target audience, positioning oneself as an authority, and leveraging various platforms for maximum impact.
- Foster diversity and inclusion in thought leadership by amplifying underrepresented voices and advocating for social impact.
- Develop a growth mindset, embrace continuous learning, and sustain thought leadership success in the long term.

Course Outcomes:

Speak: Finding Your Voice and Amplifying Your Message

Discover the power of your voice and the importance of expressing your unique perspectives and artful storytelling.

Write: Crafting Compelling Content and Thought Leadership

Hone your writing skills to create impactful and influential content and translate your voice into an influential voice.

Teach: Sharing Knowledge and Empowering Others

Embrace the role of a mentor and educator to share your expertise and empower aspiring

Brag: Owning Your Achievements and Building a Personal Brand

Embrace self-promotion as a powerful tool for advancement and recognition.



These course materials, mission, objectives and outcomes work together to create a cohesive and comprehensive learning experience for women leaders participating in the Break the Glass thought leadership program

Course Delivery:

Break the Glass: Thought Leadership Academy program is delivered via audio and video applications and is taught with live and pre recorded content by either the CEO of Witness My Life or coaches.

It is a 12-week thought leadership and advanced storytelling program with project-based focused learning. This is a hybrid course with self-paced and live instruction.

Break the Glass: Thought Leadership Academy is the only storytelling curriculum that offers our exclusive StoryTRAX system that not only builds on story foundation but also offers a secondary guided specialty curriculum based on the student's desired use of their stories and thought leadership.

StoryTRAX includes preparing for a TEDx, writing a book, pitching the media or building a course. These TRAX have been chosen to ensure students successfully advance their credibility, influence, visibility and/or profit with their thought leadership. StoryTRAX is an add-on. All students are required to develop and perform a 5-minute thought leadership piece for successful completion of the course.

Upon completion of Break the Glass: Thought Leadership Academy, students will be able to:

- Learn to navigate and overcome barriers faced by women in leadership
- Gain confidence to take action and make informed decisions
- Develop a legacy of empowerment by lifting up and advancing others
- Enhance self-awareness to navigate complex dynamics in the workplace
- Build strategic leadership skills aligned with goal
- Improve communication and visibility to increase influence
- Cultivate authentic presence and emotional intelligence
- Foster a network of like-minded professionals for collaboration and support
- Create a personal action plan for professional and leadership development



Prerequisites:

- Women or identify as women

Enrollment: Cohorts in August and February

Semester: 12 weeks

Tuition: \$5,000 (Tuition covers license of full-curriculum, workbooks and support)

Required Texts and Auxiliary Materials (We provide):

- Break the Glass Curriculum
- Supplemental Workbooks
- Templates
- Support Systems (Facebook group, access to Coach)

Technology requirements (You provide):

- A computer with an updated operating system (e.g. Windows, Mac, Linux) and an internet browser with basic audio/video equipment or smartphone with internet access
- Digital recorder or similar device

Exercises and Activities:

Students will engage in a variety of online activities and scheduled assignments including following program outline, reading information in the workbooks or on the internet, viewing video clips, listening to audio files, accessing support systems and taking required assessments.

Students will be instructed on how to create videos to complete independent speaking assignments and how to provide writing samples.

Students are expected to complete a variety of online activities, both oral and written, using a variety of technology tools and to actively engage in all class activities.



Assessments:

Throughout the Break the Glass Program, there are scheduled assessments at the end of each program section. The assessments are not pass or fail, just a gauge of understanding and retention.

Assessments include:

- Drills - Timed recordings (or writing) of thought-leadership principles
- Quizzes - Multiple choice written pop quiz style assessments

Class Announcements:

All official program announcements are made inside the classroom portal.

As a backup the Facebook group serves as our course “classroom.” Throughout the semester, I will post announcements, files, and documents in our FB Group, but note- **THE PRIMARY ANNOUNCEMENTS ARE IN YOUR PORTAL.**

You are expected to follow these announcements and posts as you would information in a classroom. Following directions and keeping up with this page is your attendance.

***NOTE:** Go into your portal at least once a week to assure you don’t miss anything. **DO NOT** wait for Facebook notifications to “attend class.” Waiting on Facebook notifications may result in missing pertinent program information, which may affect your success in the program.

Support Systems:

There are a number of ways to get support throughout the program. Be sure to look at the announcements for the designated group critiques and question and answer workshops.

How to be successful in Witness My Life:

- Review all curriculum materials
- Complete onboarding package
- Assess your starting point
- Choose your StoryTRAX



- Login to your portal at least once a week
- Show up for classes
- Do the assignments
- Participate in all activities
- Take the assessments
- Succeed with your your thought leadership

Access to Break the Glass:

Students will have access to the online course materials for the duration of the semester (12 weeks). At the end of that cycle, access to the materials will be removed. If students feel like they need additional training, they are welcome to purchase more access to the program or become a legacy member as part of the Break the Glass membership



Course Breakdown:

Module 1: Discovering Your Story and Building a Strong Foundation

In this module, we lay the groundwork for your thought leadership journey. You'll discover the power of your unique personal story, which forms the foundation of your thought leadership. We'll explore the significance of your lived experiences, expertise, and point of view as catalysts for change and transform your personal narrative into one that shatters societal boxes, so you can lead authentically.

- Recognize the value of your lived experiences, expertise, and unique perspective as the foundation of your thought leadership journey.
- Explore self-reflection exercises and activities to gain clarity on your core values, beliefs, passions, and purpose, aligning them with your leadership aspirations.
- Identify and leverage your key strengths and leadership qualities to establish your thought leadership brand.

Module 2: Personal Development for Thought Leadership

Personal development is integral to thought leadership success. In this module, we focus on enhancing self-awareness and building resilience and confidence. You'll embark on a journey of self-reflection and introspection, uncovering your strengths and growth areas. We'll help you cultivate an abundance mindset that embraces continuous learning and adaptability. By embracing your unique leadership style and managing fear and self-doubt, you'll rise above challenges and inspire others to do the same.

- Develop a deep understanding of yourself, including your strengths, limitations, triggers, and growth areas, to become an emotionally intelligent and self-aware thought leader.
- Learn techniques to manage fear and self-doubt and setbacks, and cultivate resilience, empowering you to navigate challenges and inspire others.
- Embrace a mindset of continuous learning, curiosity, and adaptability to foster personal and professional growth throughout your thought leadership journey.

Module 3: Crafting and Publishing Thought Leadership Content

Thought leadership is not just about having great ideas; it's also about effectively sharing them with the world. In this module, we explore the art of crafting impactful thought leadership



content. You'll learn principles of persuasive writing, structuring your ideas, and adapting to various mediums. You'll develop a consistent content strategy that resonates with your target audience and solidify your position as a thought leader.

- Learn the principles of impactful thought leadership writing, including structuring your content, conveying your ideas effectively, and adapting to various mediums.
- Explore different platforms and channels for sharing your thought leadership content, including blogs, articles, social media and industry publications.
- Create a content calendar and plan to ensure regular and engaging thought leadership content that aligns with your audience's interests and needs.
- Learn advanced techniques for creating high-quality, thought-provoking content across different mediums, such as whitepapers, eBooks, online courses, and live events.
- Understand the principles of search engine optimization (SEO) and apply them to increase the discoverability and visibility of your thought leadership content online.

Module 4: Speaking and Pitching Your Thought Leadership

In this module, we focus on honing your public speaking skills and crafting compelling thought leadership pitches. You'll refine your vocal delivery, body language, and storytelling techniques to captivate and engage your audience. We'll help you distill your complex ideas into concise and impactful messages that resonate with diverse audiences. By mastering the art of speaking and pitching, you'll have the confidence and ability to share your thought leadership with clarity and conviction.

- Hone your public speaking abilities, including vocal delivery, body language, storytelling techniques, and engaging your audience with confidence.
- Learn how to succinctly and compellingly communicate your thought leadership ideas and expertise to diverse audiences, including potential speaking engagements, media opportunities, and collaborations.
- Practice delivery methods for virtual and in-person presentations.

Module 5: Thought Leadership in a Digital World

Thought leaders must adapt and embrace new opportunities in the digital world. In this module, we explore the digital trends shaping thought leadership. You'll learn how to create compelling digital content, such as videos, webinars, and podcasts. You'll explore the role of social media and how it enhances your reach and influence as well as discuss the ethical considerations



associated with thought leadership in the digital realm, emphasizing authenticity, transparency, and maintaining trust with your audience.

- Adapt your thought leadership content to digital formats, such as video presentations, webinars, and podcasts, to engage and connect with your audience in the digital realm.
- Explore the role of social media platforms in thought leadership and how they can amplify your message and reach a wider audience.
- Learn strategies to build and maintain an authentic personal brand on social media, including developing a consistent voice, engaging with your audience, and sharing thought-provoking content.
- Discover techniques for utilizing different social media platforms effectively, including LinkedIn, Twitter, Instagram, and YouTube, to enhance your thought leadership visibility and engage with industry influencers.
- Implement strategies to monitor, protect, and enhance your thought leadership reputation, including managing online presence, responding to feedback and criticism, and leveraging testimonials and endorsements.

Module 6: Thought Leadership Collaboration and Partnerships

Collaboration and partnerships can amplify the impact of your thought leadership. In this module, we explore opportunities for collaborating with other thought leaders, industry experts, and influencers. You'll learn how to identify and cultivate strategic partnerships aligned with your thought leadership goals. We'll also discuss the value of participating in thought leadership networks and communities to exchange knowledge and foster collaboration, expanding your reach and influence.

- Explore ways to collaborate with other thought leaders, industry experts, organizations, and influencers to build meaningful relationships in thought leadership.
- Learn how to identify and cultivate strategic partnerships that align with your thought leadership goals, including sponsorships, joint ventures, and co-creating content.
- Discover the value of participating in thought leadership networks, communities, and mastermind groups to gain support, exchange knowledge, and foster collaboration.

Module 7: : Thought Leadership in Diversity and Inclusion

Thought leaders have a responsibility to amplify diverse perspectives and advocate for inclusivity. In this module, we explore the importance of diversity and inclusion in thought leadership. You'll discover strategies to challenge bias and stereotypes in your content and foster inclusive discussions. We'll guide you in leveraging your thought leadership platform to drive positive change, contribute to social justice, and create a more inclusive and equitable



industry.

- Learn strategies to amplify underrepresented voices and perspectives.
- Explore techniques for challenging bias and stereotypes in thought leadership content and fostering inclusivity in your messaging and interactions.
- Discover ways to leverage your thought leadership platform to drive positive change, advocate for social justice, and contribute to inclusive and equitable discussions in your industry.

Module 8: Mastering Difficult Conversations and Influencing Others

Effective communication and influencing skills are essential for thought leaders. In this module, we look at strategies for mastering difficult conversations and influencing others. You'll learn how to articulate your ideas clearly and persuasively, even in challenging situations. Through active listening and empathy, you'll develop deeper connections with your audience and stakeholders. By sharing compelling stories and evidence-based insights, you'll inspire others to embrace new perspectives and take action.

- Learn techniques for articulating your ideas clearly, persuasively, and respectfully, even in challenging or high-stakes situations.
- Develop active listening skills to foster empathy, understand diverse perspectives, and build stronger relationships with your audience and stakeholders.
- Gain tools and strategies to influence and inspire others through storytelling, compelling arguments, and presenting evidence-based insights.

Module 9: Thought Leadership Measurement and Evaluation

Measuring the impact of your thought leadership efforts is crucial for continuous improvement. In this module, we dive into defining key performance indicators (KPIs) and tracking and analyzing results. You'll learn to interpret data from various platforms and analytics tools and use data-driven insights to improve your thought leadership approach, ensuring you consistently deliver valuable content and engage your audience effectively.

- Identify relevant metrics to measure the impact and success of your thought leadership efforts, such as audience engagement, reach, influence, and conversions.
- Learn how to track, analyze, and interpret data from various platforms and analytics tools to gain insights into the effectiveness of your thought leadership initiatives.
- Develop strategies for continuously improving your thought leadership approach based on data-driven insights, feedback, and ongoing evaluation.



Module 10: Ongoing Thought Leadership Growth and Sustainability

Thought leadership is a journey of continuous growth and sustainability. In this final module, we focus on developing a mindset of lifelong learning and personal and professional development. You'll create a plan to sustain your thought leadership journey beyond the program, including strategies for ongoing content creation, engagement, and maintaining thought leadership relevance. We'll explore ways to monetize your thought leadership and for you to leave a lasting impact by mentoring others, sharing knowledge, and contributing to the growth of future thought leaders.

- Outline a step-by-step plan for achieving your thought leadership goals, including milestones, timelines, and actionable strategies for ongoing content creation, promotion, and engagement.
- Develop a mindset of lifelong learning and ongoing personal and professional development to continuously evolve as a thought leader.
- Explore various monetization models for thought leadership, such as speaking engagements, consulting services, book deals, online courses, and membership programs.
- Identify opportunities for strategic partnerships and collaborations to expand your revenue streams, reach new audiences, and enhance the value of your thought leadership offerings.
- Explore ways to leave a lasting impact through thought leadership by mentoring others, sharing knowledge, and contributing to the growth of future thought leaders.

Bonus Module: StoryTRAX

StoryTRAX is a specialized training program offered as part of the Break the Glass Academy curriculum. It focuses on developing key skills and strategies to excel in specific areas such as TEDx talks, book writing, media pitching, or course building. These TRAX have been carefully selected to help students enhance their credibility, influence, visibility, and potential for profit by effectively leveraging their life experiences. Mastery of at least one of these TRAX is a requirement for graduation from the Break the Glass Academy, serving as a major focus area within the program.

Graduation:

Participants will demonstrate their thought leadership in real time:



- Deliver a powerful, concise 5-minute thought leadership talk, synthesizing your key insights, experiences, and ideas.
- Complete StoryTRAX requirement
- Develop a comprehensive thought leadership strategy, including defining your target audience, positioning yourself as an authority, and outlining your ongoing content creation and distribution plan.

By the end of the 12 weeks, women will graduate with a solid foundation, a compelling thought leadership talk, and a comprehensive strategy to continue their thought leadership journey with impact and influence.