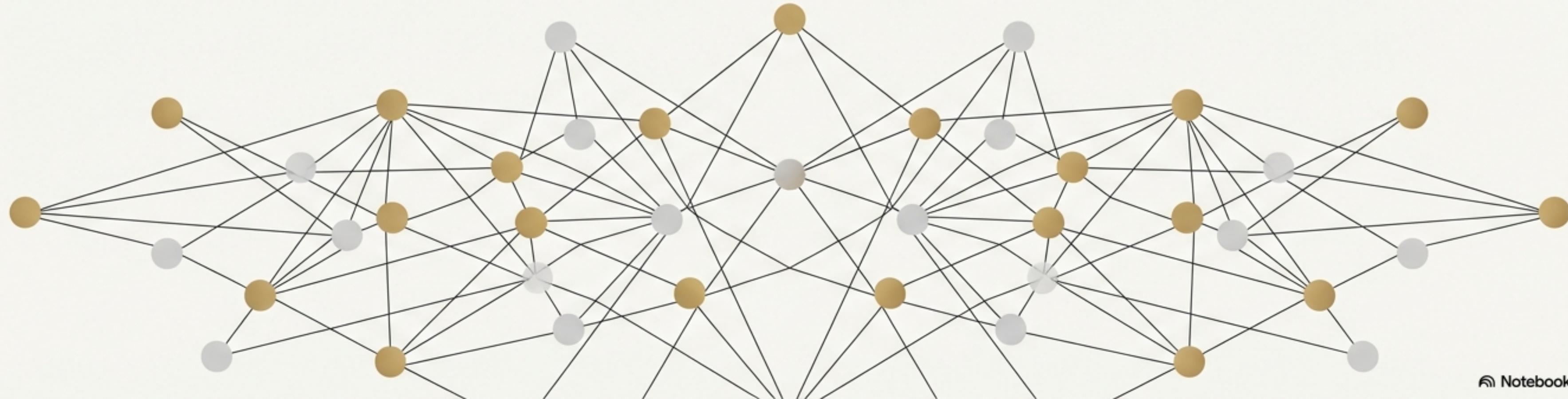


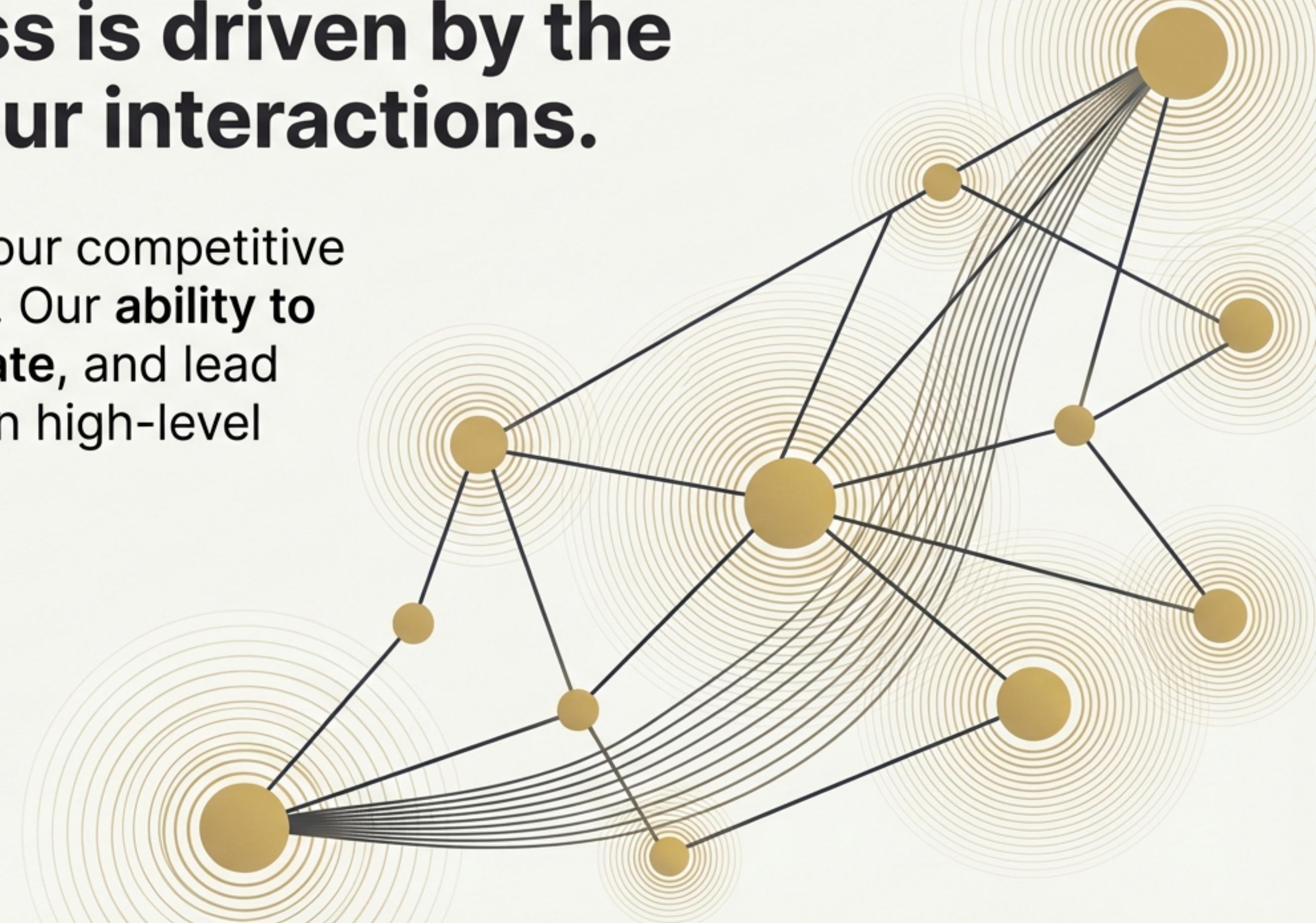
# Investing in Our People Intelligence

A Proposal to Develop an In-House Certified Science of People Coach



# Our success is driven by the quality of our interactions.

In today's market, our competitive edge is our people. Our **ability to collaborate, innovate, and lead** depends entirely on high-level communication.



# Yet, invisible friction in communication is costing us.

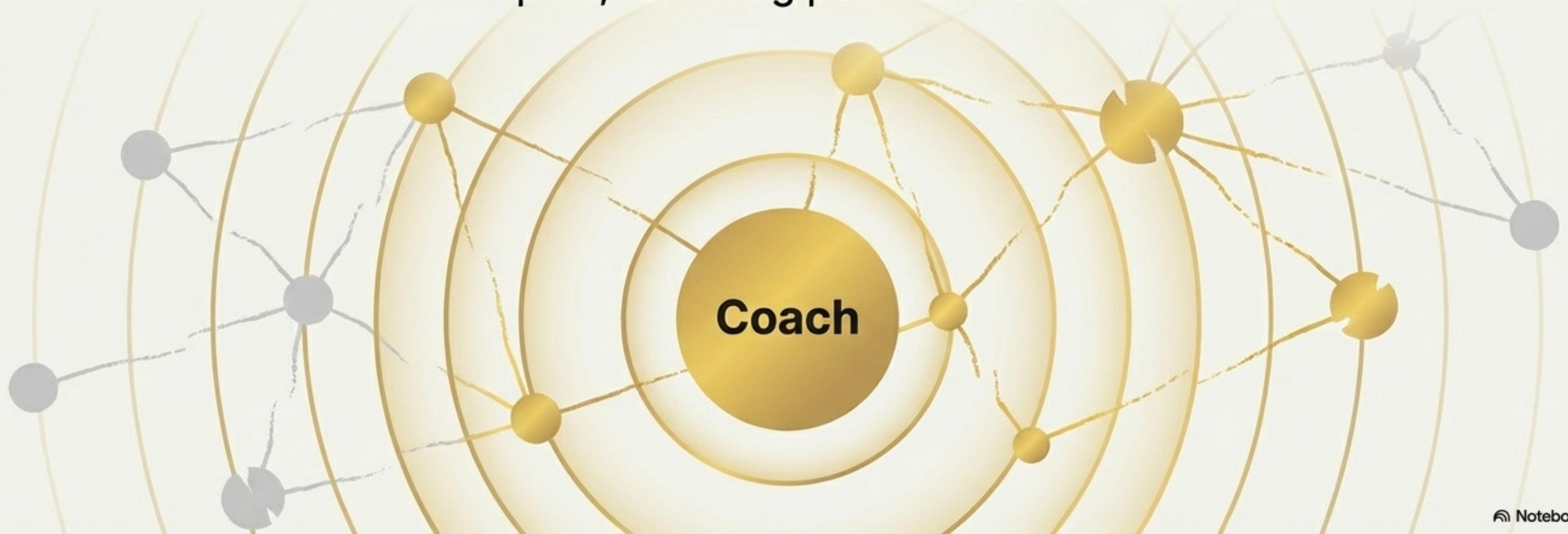
- **Productivity:** Misalignment and unclear direction lead to wasted cycles and lower morale.
- **Leadership:** Gaps in influence and presence limit the impact of our emerging and established leaders.
- **Engagement:** Teams with low psychological safety are less innovative and connected.

“MIT research shows teams with more positive, engaging communication patterns have higher collective intelligence and better performance.”  
(Source: Alex Pentland, Harvard Business Review)



# The solution is to build a sustainable, in-house capability.

By certifying an internal expert in the science of communication, we create a strategic asset—a **Science of People Coach**—to serve as a force multiplier, elevating performance from within.

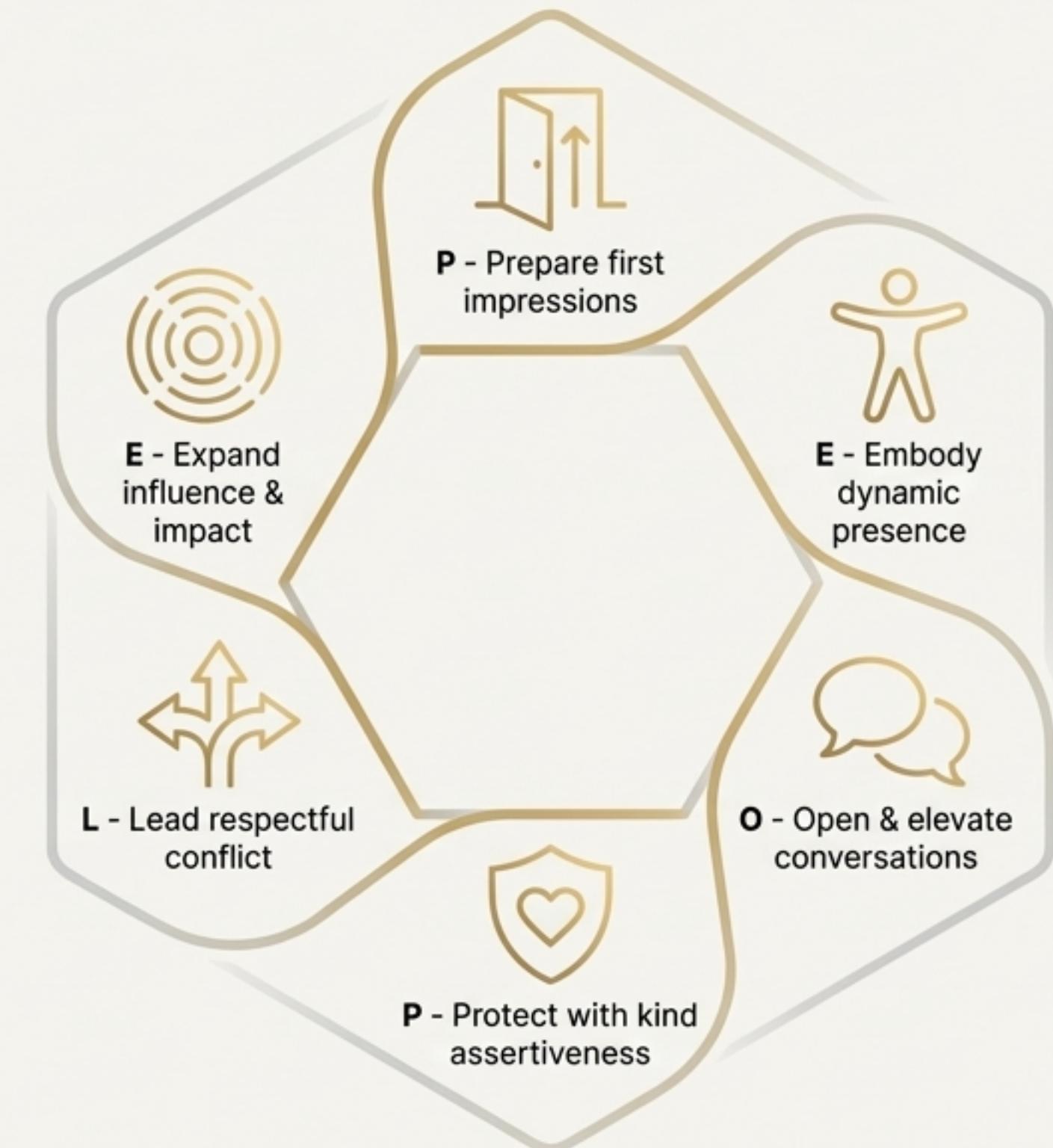


# The Curriculum: A Framework for Mastery

The program is built on the **PEOPLE Model**, a comprehensive framework covering the six core domains of high-impact communication. The pedagogy is our D3 Lesson Loop™: **Define** → **Demonstrate** → **Drill**, ensuring skills are learned and activated.

## **PEOPLE Model:**

- Prepare first impressions
- Embody dynamic presence
- Open & elevate conversations
- Protect with kind assertiveness
- Lead respectful conflict
- Expand influence & impact



# The Impact: Translating Skills into Measurable Business Outcomes

This certification provides a toolkit to drive tangible results across the organization:

- **For Teams:** Coach teams to improve collaboration, psychological safety, and resolve conflict.
- **For Leaders:** Elevate executive presence and influence in high-stakes moments.
- **For Performance:** Use the proprietary **People Skills Index (PSI)** to assess skills and track measurable improvement, with a goal of 100% efficacy.



# One Investment. Organization-Wide Impact.

A certified internal coach becomes a scalable resource who will:

- **Lead targeted workshops** for teams and departments.
- **Provide 1:1 coaching** to emerging and high-potential leaders.
- **Integrate a shared language** of effective communication into our culture.



# Program Details & Investment

**Program:** Science of People Coach Certification

**Duration:** 3-month, self-paced curriculum (approx. 3-5 hours/week)

**Includes:** Full curriculum license, workbooks, presentation slides, the People Skills Index™ assessment tools, and access to a private professional community.

**Total Investment:**  
**\$9,995**

\*Includes a \$500 annual renewal for continuous access to updated materials, community, and recertification, ensuring the credential remains current and respected.

# **My goal is to become our internal expert in People Intelligence.**

I am ready to undertake this training and bring these skills back to drive performance, elevate our leadership, and build a **more connected and effective culture**. This is an offer to lead a **critical** initiative for our long-term success.

