Make Your Mark for Teams

High-Level Overview

Thanks for your interest in my digital learning programme: Make Your Mark for Teams. Here are some preliminary details. If you like what you read and want to learn more, I can send you a Detailed Overview.

What is "Make Your Mark for Teams"?

A self-paced, online coaching programme that teaches my proven, practical and research-backed framework and toolkit for building mental, physical, verbal and vocal presence and impact.

Who is Make Your Mark for Teams for?

The programme is designed to build presence and communication capability at scale. It's suitable for all roles, functions and levels; organisation-wide rollouts; intact, mixed, new and established teams; emerging leaders; graduate/new-hire onboarding and more.

What outcomes can we expect?

Previous clients report stronger feedback cultures, higher psychological safety, less conflict, and greater readiness to seek opportunities and speak up in meetings.

Thousands across 40+ countries have benefited from Make Your Mark coaching since 2018; sponsors rebook; testimonials and case studies prove that it "works and sticks."

Who created Make Your Mark for Teams?

I did. A former C-suite leader with 20+ years' experience, I'm a qualified ICF Professional Certified Coach (PCC), a Master's in Voice Studies with distinction. This programme blends my lived leadership experience with powerful research-based insights, tools and techniques.

What exactly do participants get?

A structured, 90-day high-impact learning journey that comprises:

- Orientation section with initial skills assessment and goal setting
- Four core learning modules including:
    - 20 bite-sized video lessons (≈2h) with printable transcripts and summaries
    - Recommended action steps and guidance to build new micro habits
    - Valuable resources like worksheets and audio samples to deepen the learning
    - Carefully curated links to additional material for further study of key topics
- Wrap-up section to reassess skills and goals, plus suggested steps for maintaining momentum.

Participants have 45 days to study and learn the content and another 45 days to revisit the content, start building new habits, reassess skills and refine goals.

What's the structure and schedule?

The programme starts on a date of your choosing, runs for 90 days, and is structured as follows:

45 days (6 weeks) to work through the content

> **Week 1:** Welcome and Orientation
> **Week 2:** Find Your Inner Coach
> **Week 3:** Build Your Physical Presence
> **Week 4:** Speak With Confidence
> **Week 5:** Develop Your Voice Skills
> **Week 6:** Wrap-up and Next Steps

45 days (6 weeks) to

- Practice and start to establish new habits and behaviours.
- Reassess skills and refine development goals.

My goal is that participants completing the programme will:

- Better understand themselves and others
- Gain practical tools and habits they can apply immediately to boost their confidence, presence and communication skills
- Be seen by others as more confident, credible and effective at work.

How long does it take to complete?

Designed for busy schedules and immediate on-the-job use, the programme takes around one hour per week for learning and practice (6 hours in total).

Does it include live coaching with you?

No. This is an on-demand, digital self-study programme.

How much does it cost?

The price for 90-days' access for up to 10 team members is £5,000.00 (plus 20% VAT if applicable). In addition, there's a complimentary place on the programme for the programme sponsor so they can experience it first-hand. Contact me for pricing for larger groups.

How is it delivered? Can we integrate it?

Make Your Mark for Teams is hosted on Podia, a popular and well-established learning management system based in the US.

This means that all content is held outside of your organisation although participants can download supporting files, such as transcripts and worksheets to their desktops.

Note: There is not currently an option for you to self-host the programme.

What does the onboarding process look like?

The onboarding process for participants is as follows:

1. Once you buy the programme, we will ask you to provide the names and email addresses of your participants.
2. Next, we recommend you bring participants together to introduce the programme, set expectations and explain why they have been chosen to participate.
3. Once you've done that, we will provide a 'Getting Started!' email for you to send to participants before the programme begins.
4. On Launch Day (Week 1), each participant will receive an email from me (via Podia) prompting them to create a password for their account, and the first of six weekly emails introducing that week's content.
5. Once they've created a password, each participant will get immediate access to the programme, and the remaining five weekly emails.
6. From that point forward, participants can proceed at their own pace, within the context of the recommended six-week programme schedule.

Please note:

-   On a weekly basis, the sponsor will receive a simple report showing each participant's progress, as recorded in Podia.

-   We request that participant queries go initially to the sponsor or a nominated programme "ambassador" and are only passed on to us if necessary.

-   At the end of the six weeks, participants will have access to the programme for a further six weeks to allow them to review what they have learned.

Can the programme be tailored to our context?

No. The content is fixed and can't be tailored to a specific client or context. But it is carefully structured to be applicable to a wide range of learners and scenarios.

Collecting testimonials

Assuming you have a positive experience of the programme, I would really appreciate receiving a few short testimonials: one from the sponsor talking about the experience and benefits of putting a team through the programme, and two or three from team members from their perspectives as participants.

Ideally, testimonials would be in the form of a short iPhone video (e.g., 1-2 minutes) but written testimonials are also welcome.

What if I have more questions?

Email me at susan@susanroom.com

I'm in! What's the next step?

Email me at susan@susanroom.com to fix a Zoom call to talk about logistics and make sure this programme is right for your organisation and team/s.

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Appendix I: Data protection and security

What data is stored about participants?

By default, the Podia software stores each participant's name, email address, encrypted password and their activity within the programme (e.g., last login, lessons viewed, lessons completed, programme emails opened/clicked.)

In addition, Podia's servers will store low-level identifying information such as IP addresses for users, but this information is not available to us or to you.

User profiles

Podia users can create a simple user profile for themselves (photo and bio) but this is not required or recommended for this programme, and participants will not be able to see other participants or their profiles since the community feature is not enabled.

Use of data (GDPR)

Participants' data will only ever be used to deliver the Make Your Mark for Teams online service.

This means all emails sent by Podia on our behalf will either be essential transactional emails (e.g., verification codes, password resets) or programme-related informational emails (e.g., onboarding instructions).

We will never send promotional emails to those addresses or share them with any third party except Podia (as required for the delivery of the service.)

Note: Refer to Podia's *privacy policy* *and* *terms of service* *for more information.*

How secure is the learning management system?

Mark Your Mark for Teams is accessed via my own custom domain, learning.susanroom.com but hosted on Podia's infrastructure, which uses a secure connection (HTTPS) for all interactions.

In addition, two-factor authentication (2FA) has been enabled on our account which means that the first-time users log in, and every time they access the programme from a new device, they will be sent a verification code by email which will be required in addition to their password to log in.

Finally, we **strongly recommend** that participants create an entirely new password for their Podia account, avoiding any similarity to any current or previous passwords.

Note: You can read more about Podia's support for 2FA *here.*