



## CRACKING THE CODE ON: IMPACT & PRESENCE

### WITH THE **CABI™** MODEL

The 4-step CABI™ leadership impact model has enabled more than 8,000 professionals and leaders to find their authentic leadership voice, regardless of culture and personality style.

You are authentically impactful and have presence only when you are confident, a skilled communicator, convey a unique brand, and demonstrate cognitive thinking and agility when the unexpected happens. CABI™ empowers your employees by:

- Helping them find their authentic voice.
- Developing their agility and ability to dynamically navigate interactions with confidence.
- Unlocking the key to their contribution and leadership in your organization.



#### **C**onfidence & Courage

How can employees learn to tap into their confidence and courage when they most need it?



#### **A**rticulating with Impact

How can employees learn to connect with themselves, their content, and their audience?



#### **B**randing

How can employees implement a reputation-focused strategy that aligns with their values?



#### **I**nquiry

How can employees be curious and utilize emotional and cognitive agility to handle any unexpected situation?

*'The CABI™ model provides a highly relevant and practical framework for those looking to make the transition from strong individual contributor to leader. I've seen it provide the 'lightbulb' moment for staff many times during the courses we have run with Gina and her team.'* - Janelle Miller, MD, Global Bank

### About Gina Marescia

Gina is a thought-leader in talent and leadership development with over two decades of experience practicing in corporate MNCs and global consulting firms. She is driven by being a Catalyst, creating breakthroughs for inclusive workplaces, and enabling resilient and impactful leadership. She is an executive coach, dynamic facilitator, a change-maker, and, most recently, the primary author of *"Impactful Leadership: Unlock Your Power with CABI™"*.



# IMPACT & PRESENCE

FOR EMERGING & SUCCESSFUL LEADERS

## HOW WE DO IT?

### WORKSHOPS

#### VIRTUAL



Finding one's voice with CABI™ provides the *bridge* to unlock employees' true, authentic self to show-up with everyone they interact with.

Throughout the workshop, participants build the essential four CABI™ elements across formal and informal situations, enabling them to dramatically enhance their competence during presentations, meetings, and conversations.

Action-learning exercises and one-on-one peer feedback coaching accelerates learning and the discovery of leadership abilities.

Our **licensed TTT** program has the added value of enabling in-house trainers to build their own Impact & Presence while transferring this critical capability to the organization.

#### ON-SITE



### COACHING



Fast track Impact & Presence with one-on-one executive coaching or small group/team coaching. Match your Managers and Leaders with one of our CABI™ Executive Coaches.

### BOOKS



*"Impactful Leadership: Unlock Your Power with CABI™"*  
by Gina Marescia & Dr. Cherie Carter-Scott  
(#1 New York Times Best Selling Author)

## CLIENT TESTIMONIAL

*'CABI™ has given me the insight, influence and confidence to own and drive my personal brand. My Leadership continues with CABI™. Through challenge and change, the CABI™ model is there to support my growth and development.'* - Jacinta Crosby, Director, Global Bank

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