PROFESSIONAL DEVELOPMENT OVERVIEW & EMPLOYER APPROVAL

Self-Leadership Academy

Program Guide & Employer Approval Summary

The Self-Leadership Academy, led by Dr. Shadé Zahrai (PhD), is a six-month professional development program built to strengthen the psychological, behavioral, and interpersonal capabilities that drive sustained performance, effective communication, and career growth.

Drawing on organizational psychology, behavioral science, performance psychology, and applied workplace research, the Academy helps professionals understand how they think, respond, and perform, and gives them practical strategies they can apply directly within their current professional roles. The six-month format gives participants repeated opportunities to learn, apply, reflect, and reinforce these capabilities over time, rather than a single training event that fades after a few weeks.

This document is intended for employers, HR teams, and Learning & Development departments assessing the Self-Leadership Academy for professional development approval, employer reimbursement, or learning-budget purposes.

PROGRAM AT A GLANCE

PROGRAM	Self-Leadership Academy
PROVIDER	Influenceo Global Pte. Ltd. (UEN 202620870M), 68 Circular Road, #02-01, Singapore 049422, owner of the Self-Leadership Academy and Self-Leadership Test brands
FACILITATOR	Dr. Shadé Zahrai, PhD
DURATION	6 months of live learning and support, with lifetime access to the modules, Interactive Action Book, and bonus resources
START DATE	Flexible. Participants start when they're ready, after a personal enrollment call
DELIVERY	Online. Nine on-demand modules, live virtual sessions, and a private professional community
LIVE LEARNING	4 live sessions per month (approximately 6 hours), every session recorded and available within 24 hours
TIME COMMITMENT	2 to 4 focused hours per week
ENROLLMENT FEE	USD $3,000 single payment · or 6 × USD $550 (USD $3,300 total)
TEAM OR COMPANY ENROLLMENT	Available for organizations (see Enrolling a team or a company)

PROGRAM OVERVIEW

The Academy is built on a simple principle: before professionals can effectively lead projects, teams, or organizations, they need the ability to lead themselves. Over six months, participants develop capabilities across three interconnected phases.

Phase 1 · Build Big Trust

Participants strengthen the internal foundation that shapes how they interpret setbacks, handle uncertainty, and act under pressure, developing self-belief, agency, and emotional regulation, and learning practical strategies to interrupt patterns like

excessive self-doubt, hesitation, overthinking, and inaction.

Phase 2 · Own and Express Your Value

Participants develop the interpersonal capabilities that turn expertise and contribution into recognized professional impact, including communication, executive presence, professional visibility, influence, and navigating workplace relationships.

Phase 3 · Create Momentum and Opportunities

Participants build practical systems for turning intention into sustained action, covering goal pursuit, attention and prioritization, overcoming procrastination, and the behavioral patterns required to maintain momentum well beyond the program itself.

HOW THE PROGRAM IS DELIVERED

The Academy combines structured learning with ongoing application and reinforcement across six months. Participants receive:

- **Base Camp.** A structured orientation in which participants complete their intake and receive a personalized six-month roadmap.
- **Six 90-minute Masterclasses.** Structured sessions introducing the research, frameworks, and practical strategies behind that month's core development theme.
- **Twelve 90-minute Live Q&A and Application Sessions.** Interactive sessions that help participants work through practical challenges and apply the material to their own professional circumstances.
- **Six 90-minute Group Coaching Calls.** A monthly live group call, led by one of our Academy coaches, trained by Dr. Shadé Zahrai, giving participants time to work through real situations from their own roles.
- **Recordings and learning resources.** Participants can continue their development even when work or personal commitments prevent live attendance.
- **Interactive Action Book.** A personalized workbook built around each participant's roadmap, for applying the material to their own role.
- **Private Academy community.** A dedicated online space for continued reflection, application, and peer support throughout the six months.
- **Community coaching support.** Experienced coaches are active within the Academy community to provide timely guidance and support as participants apply the learning.
- **Dedicated Academy Success Manager.** Each participant is assigned an Academy Success Manager who checks in weekly within the Academy community to help them stay engaged and maintain progress throughout the program.
- **Self-leadership diagnostic and progress tracking.** Participants complete a research-informed self-leadership diagnostic at the beginning of the program and at two-month intervals, providing a structured way to reflect on and track development over time.
- **Certificate of completion.** Every participant receives a certificate of completion.

PROFESSIONAL CAPABILITIES DEVELOPED

- Self-leadership and personal accountability
- Self-awareness and emotional intelligence
- Confidence and self-efficacy
- Adaptability and resilience
- Communication and interpersonal effectiveness
- Professional visibility and presence
- Influence and relationship-building
- Initiative and proactive behavior
- Goal execution and follow-through
- Attention and prioritization
- Overcoming procrastination and barriers to action
- Career ownership and professional development

BENEFITS TO THE PARTICIPANT

- Approaches challenging situations with greater confidence, so decisions and difficult conversations happen without unnecessary delay
- Recognizes and interrupts patterns that limit performance, such as hesitation, overthinking, and self-doubt, before they cost time or opportunities
- Responds more effectively to pressure, uncertainty, and setbacks, recovering faster and staying productive through change
- Communicates ideas and expertise with greater clarity, so contribution gets recognized rather than overlooked
- Builds stronger professional presence and visibility, opening access to higher-stakes conversations and opportunities
- Takes greater initiative and ownership within their role, reducing the need for direction or follow-up
- Converts goals and intentions into consistent action, closing the gap between planning and execution
- Strengthens focus, prioritization, and follow-through, improving the reliability of their output
- Takes greater ownership of their own career trajectory and ongoing development

BENEFITS TO THE ORGANIZATION

- **Greater ownership and accountability.** Employees take a more active role in their own performance, development, and contribution, reducing the management overhead required to keep work moving.
- **Stronger communication and collaboration.** Employees communicate ideas more effectively and navigate professional relationships with more confidence, improving cross-functional and stakeholder-facing work.
- **Increased initiative.** Employees move from intention to action more consistently, taking a more proactive approach to opportunities and problems instead of waiting to be directed.
- **Adaptability during change and uncertainty.** Employees have practical strategies for managing pressure, setbacks, and shifting circumstances, supporting steadier performance during disruption.
- **Improved execution and follow-through.** Stronger approaches to goals, attention, and prioritization translate into more reliable delivery against commitments.
- **Greater utilization of employee capability.** Capable employees communicate their expertise and make their value visible, so the organization gets fuller use of talent it already has.
- **Future leadership capability.** The program builds the foundational self-leadership skills relevant to employees who already lead others, and to those likely to move into leadership roles.

The Evidence

- Stronger self-leadership is associated with better **job performance** (Harari et al., 2021), **greater creativity and innovation** (Knotts et al., 2022), **greater self-efficacy** and **more positive job** attitudes (Harari et al., 2021). Self-leadership has also been shown to increase **work engagement** (van Dorssen-Boog et al., 2021).

ENROLLING A TEAM OR A COMPANY

When one employee joins the Academy, the capabilities stay with one person. When several colleagues join, they can share a common language for self-leadership, hold each other to what they've applied, and bring it into how the team works day to day.

Organizations can enroll more than one employee: a team, a group of emerging leaders, managers across functions, or staff across the company. We'll talk through who would benefit most, how the six months fit around their roles, and invoicing in the company's name.

To discuss enrolling a team or a company, email **support@selfleadershipacademy.com** with “Team or company enrollment” in the subject line.

ABOUT DR. SHADÉ ZAHRAI

Dr. Shadé Zahrai is a leadership strategist, behavioral researcher, and educator specializing in self-leadership, performance, and professional development. She holds a PhD in Organizational Behavior and an MBA, along with further qualifications in psychology, law, and coaching, and her doctoral research examined psychological factors related to workplace performance and career outcomes.

Through her work, Dr. Zahrai translates research from psychology and behavioral science into practical strategies for professionals and organizations. She has designed and delivered development programs for teams at Google, Microsoft, LVMH, JP Morgan, and McKinsey. She is a LinkedIn Top Voice and a top LinkedIn Learning Instructor, with more than seven million learners having taken her courses, and is the bestselling author of *Big Trust: Rewire Self-Doubt, Find Your Confidence, Fuel Success* (HarperCollins/Penguin).

PROFESSIONAL DEVELOPMENT INFORMATION

The Self-Leadership Academy may be relevant to organizational learning and development objectives including:

Leadership Development | *Self-Leadership* | *Professional Effectiveness* | *Communication* | *Emotional Intelligence* | *Performance* | *Career Development* | *Resilience & Adaptability* | *Influence*

PROGRAM INVESTMENT

The enrollment fee provides access to the complete six-month Self-Leadership Academy program and the associated learning resources described above.

The “Keep Going” Guarantee

Enrollments are non-refundable. In place of a refund, participants who complete the required work during their six months and feel they haven't got what they came for receive a further six months of everything included in the first six: live Masterclasses, Q&As, and group coaching calls, community access, and Academy Success Manager support, at no cost. Payment-plan participants qualify once fully paid. One extension per participant, and a free pause of up to 12 weeks is also available. Full conditions are set out in the Terms & Conditions: selfleadershipacademy.com/terms-conditions

PROGRAM ENQUIRIES

For questions about the Self-Leadership Academy, professional development approval, or employer reimbursement, please contact **support@selfleadershipacademy.com**. Invoices can be issued in the company's name, and organizations can pay directly.

REFERENCES

Harari, M. B., Williams, E. A., Castro, S. L., & Brant, K. K. (2021). Self-leadership: A meta-analysis of over two decades of research. *Journal of Occupational and Organizational Psychology*, 94(4), 890–923.

Knotts, K., Houghton, J. D., Pearce, C. L., Chen, H., Stewart, G. L., & Manz, C. C. (2022). Leading from the inside out: A meta-analysis of how, when, and why self-leadership affects individual outcomes. *European Journal of Work and Organizational Psychology*, 31(2), 273–291.

van Dorssen-Boog, P., van Vuuren, T., de Jong, J. P., & Veld, M. (2021). Facilitating health care workers’ self-determination: The impact of a self-leadership intervention on work engagement, health, and performance. *Journal of Occupational and Organizational Psychology*, 94(2), 259–281.