

# Executive Presence & Interview Mastery Program

90-Day Global Communicator Intensive • 12 weeks • 2x 60-min live sessions/week • Proof-led progress tracking

## Target Outcome

Move from **Functional English** to **Persuasive English** so the student can secure a high-stakes job offer or university placement within 90 days.

## How We Prove Growth (4 Pillars of Proof)

- **Baseline Audit (Day 1):** Recorded mock interview scored on Fluency, Tone, Structure, and Confidence.
- **Weekly Job Ready Scorecard:** Track fillers/min, BLUF clarity, downward inflection %, power pauses, STAR structure, signposting, eye contact %, and posture.
- **Library of Wins:** A bank of “Success Scripts” and templates used to answer high-stakes questions with confidence.
- **Milestone Recordings:** Monthly video reviews (Day 1 vs Day 30 vs Day 60 vs Day 90) so families can see progress clearly.

## Program Structure (12 Weeks)

Phase	Weeks	Focus	What Students Build
Foundation	1-4	Audit speech patterns + build identity as a speaker	BLUF clarity, reduced fillers, executive tone, first STAR stories
Performance	5-8	High-intensity simulations (interviews, boardroom, admissions, conflict)	Reliable structure under pressure + persuasive delivery
Launch	9-12	Personalized prep for the student’s real upcoming high-stakes event	Final polish + peak performance by Day 90

## What Happens Each Week

- **Skill of the Week:** One high-leverage communication skill (BLUF, tone, STAR, signposting, persuasion).
- **High-Stakes Simulation:** Recorded interview/presentation scenario with immediate coaching.
- **Scorecard Review:** Students see their numbers improve weekly (less filler, stronger structure, better presence).
- **Homework:** Short daily voice notes + script practice (10-15 minutes/day).

**Risk Reversal (Proof-Led):** If the student completes milestones and does not show a 50% improvement in scorecard metrics by Day 90, coaching continues free until they do.

This program is not “12 English lessons.” It is a performance system designed to produce measurable, video-backed communication gains.