



Are you ready to embark on a transformative journey from being an experienced individual contributor toward becoming a top tier people manager?

The Ignite Program is your pathway to achieving your career aspirations.

This program is for you, if:

- ☛ You're an **experienced individual contributor** with the ambition and drive to step into a management role.
- ☛ You currently **feel stuck in your role**, don't know where to start and want concrete strategies to position yourself effectively for the next management opportunity, whether it's creating one within your current organization or pursuing roles elsewhere.
- ☛ You **lack confidence** in pursuing a management role and seek a clear, step-by-step methodology to gain confidence, complete necessary preparations, apply for positions, and land the job.
- ☛ You're **caught in the 'experience' paradox**: You need management experience to secure a management role, yet obtaining that experience remains a challenge.
- ☛ You lack **a robust network of sponsors, mentors, and advisors** to navigate internal dynamics and guide you through the opportunity identification, interview, and selection processes.



WHAT WE ARE SOLVING FOR

Let's solve the 3 main problems that prevent brilliant ICs, from becoming brilliant people managers:

🤔 **Problem 1: Aspiring to Management but Feeling Stuck** 🤔

Many senior individual contributors aspire to transition into management roles but often feel stuck, unsure of how to position themselves for such opportunities, or lack the necessary leadership skills, experience, and a step-by-step 'How to Get There' guide.

Answer: IGNITE Your Leadership Journey 🚀

- **Self-Discovery & Clear Direction:** Embark on a journey of self-assessment and clarity using the Leadership Styles Assessment tool, pinpointing strengths, areas of growth, and charting actionable career objectives.
- **Skill Mastery:** Dive headfirst into Leadership Mastery strategies encompassing effective communication, team management, decision-making, negotiation, and strategic business development.
- **Strategic Prowess:** Implement the Personal Brand Elevator technique, ensuring your profile resonates with decision-makers, elevating your visibility and recognition.

🤔 **Problem 2: Overcoming Confidence and Role Clarity Gaps** 🤔

The transition from an individual contributor to a manager can be daunting. Many lack the confidence or clarity about the expectations and responsibilities of a managerial role.

Answer: Build Confidence & Clarity

- **Cultivate a Growth Mindset:** Boost your self-assurance by harnessing your unique skills and aspirations.
- **Role Clarity Workshops:** Gain an in-depth understanding of the intricate expectations and responsibilities tied to management roles.
- **Peer Collaboration:** Engage in thought-provoking Group Coaching Sessions, sharing experiences, addressing challenges, and exchanging insights with fellow aspiring managers.
- **Gradual Exposure to Managerial Duties:** Gradually warm up to managerial responsibilities, gain hands-on experience, and proactively build your managerial profile before stepping into the role.

🤔 **Problem 3: A Need for Sustained Support & Guidance** 🤔

Transitioning to a new role requires continuous support, guidance, and resources to

navigate challenges and make informed decisions.

Answer: Ongoing Support & Rich Resources

- **Leadrise Community:** Connect with a vibrant Leadrise Community, uniting like-minded people like you for mutual support, feedback, and strategic networking.
- **Tailored Toolkit:** Harness the IGNITE Workbook, a collection of practical exercises, real-world case studies, and resources meticulously curated for aspiring managers.
- **Leveraging Merve's Experience:** Learn from the insights of someone who's walked the same path. Benefit from my personal experience and wisdom, along with the lessons from others I've coached and mentored.
- **Accountability Partner:** Consider me your dedicated accountability partner, ensuring you stay on track and committed to your journey to becoming a top-tier people manager.



STRUCTURE & CONTENTS

THE IGNITE PROGRAM INCLUDES:

- ◆ **6 One-on-One Coaching Sessions:** Personalized guidance tailored to your specific challenges and goals.
- ◆ **3 Group Workshops:** Collaborate with other aspiring managers in a supportive community, sharing insights and experiences.
- ◆ **Tailored Workbook and Resources:** A customized workbook and curated materials with practical exercises and resources to accelerate your growth.
- ◆ **6-Month Access to Merve:** Ongoing support, feedback, and guidance between sessions as you navigate your career progression.
- ◆ **Access to the Leadrise Coaching Community:** Connect with like-minded individuals for additional support and guidance.

PROGRAM PILLARS

The Ignite program uses the bespoke **LEAD** Framework:

- **L - Leadership Assessment**
 - Personal SWOT Analysis
 - Leadership Style Identification

- Gap Analysis
- **E – Empowerment and Skills Development**
 - Communication Mastery
 - Team Management Techniques
 - Decision-making Strategies
 - Negotiating with Confidence
- **A – Advancement and Strategic Positioning**
 - Your Current Status in the Organization
 - Personal Branding Blueprint
 - Building and Utilizing Your Network of Mentors, Sponsors, Advisors, Peers
 - Interview and Promotion Preparation
- **D – Development and Mindset**
 - Confidence Building
 - Overcoming Imposter Syndrome
 - Adopting a Growth Mindset
 - Skill-Will Matrix



FAQS

Why Work With Merve?

👉 **Passion for Empowering Aspiring Managers:** I am energized by working with aspiring managers like you. Witnessing your growth, seeing you overcome challenges, and achieving your career aspirations brings me immense satisfaction and fulfillment.

👜 **Experience and Expertise:** Boasting over a decade of hands-on involvement in sales, marketing, customer success, and people management at Google, coupled with five years in management consulting, and extensive experience in coaching, training, and facilitating leadership workshops, I bring a substantial background in business administration, leadership, and management to the table. Additionally, I've personally navigated the transition from an individual contributor to a successful people manager, and I'm committed to sharing both my proven strategies and the invaluable lessons I've learned from my own journey.

🎓 **Education and Certifications:** Holding an MBA from INSEAD, an Advanced Diploma in Leadership and Executive Coaching from Kingstown College, and Executive Education on Leading, Innovating, Negotiating from Harvard University, along with hundreds of additional hours of coaching and management training, I am well-versed in coaching,

business administration, leadership, and management. Additionally, I continually invest in professional development to stay updated on the latest trends and best practices in leadership development.

🌟 **Proven Results:** I have a track record of helping aspiring managers like you successfully transition into management roles. Through my coaching, past coachees have achieved career advancements, improved leadership capabilities, and experienced personal growth – their stories are yours to explore [on the my website testimonials page](#).

💡 **Thought Leadership:** I actively contribute to the field of leadership and management through my thought-provoking articles, industry presentations, and insights. By staying current with the latest trends and research, I provide you with cutting-edge strategies and perspectives.

What is the investment required for the program?

The enrollment fee for the Ignite Program is €2,150 Euros, and we've designed flexible payment options to cater to your needs:

1. Upfront Payment: Seize the opportunity to save with our discounted price of €2,150 when you pay the full amount upfront.

2. Monthly Installments: Alternatively, you can opt for the convenience of dividing your investment into 6 manageable monthly instalments of €425.

We recognize that investing in your development is a significant decision. However, here's the exciting aspect: your investment in the Ignite Program is an investment in your growth and future success. It's an investment that will yield substantial returns as you:

- 1. Cultivate Confidence:** Acquire the skills and mindset required to excel as a brilliant people manager. 🤝
- 2. Attain Your Desired Career Progression:** Secure the people manager role you aspire to, differentiate yourself, outperform the competition, ace interviews, and seamlessly transition into your managerial position. 🚀
- 3. Advance your Influence:** Increase your earnings, boost your professional stature, and take the lead in managing teams. Say goodbye to feeling stuck. 📈

While the Ignite Program requires an initial financial commitment, the return on this investment encompass not only financial gains but also personal and professional growth.

When can I start?

The Ignite Program operates on an evergreen basis, which means you can secure your spot and commence your transformation right away! Participants join our program

continuously, and we arrange our small group sessions based on availability. However, your one-on-one coaching begins immediately!

Ready to take the plunge? LET'S DO THIS!

Book now using the link [HERE](#)

OR

[Contact me today](#) to schedule a complimentary consultation and learn more about how my coaching program can support your journey to becoming a successful manager.

I look forward to working with you!

Merve K. Hokamp



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