

**4 weeks**  
**2-4 hours per week**

## Executive Strategic Presence & Systemic Storytelling Program (ESP)

The Executive Strategic Presence & Systemic Storytelling Program (ESPS) is a rigorous 4-week online course designed specifically for leaders, executives, and professionals in Kenya and East Africa who seek to cultivate an authentic leadership presence rooted in deep self-awareness and systemic understanding.

This is not a conventional communications course. It is a transformational journey that integrates the proven tools of the Decalogue Management Methodology™ with the timeless principles of executive presence and storytelling. You will learn to see yourself as a system—understanding the mental models, constraints, and conflicts that shape how you show up—and to craft narratives that are not just compelling, but systemically true: stories that reveal the interconnected reality of your organization and inspire genuine alignment.



*"Young people see the world differently—they notice things adults have learned to ignore. That freshness of vision is the starting point of all real innovation. This program gives you the tools to turn what you see into something real."*

**Domenico Lepore**

Co-author, Deming and Goldratt: The Theory of Constraints and the System of Profound Knowledge

*"The most important thing you'll learn is that every problem is a system. When you understand how the pieces connect, you can change the whole picture. And you're never too young to start changing the picture."*

**Angela Montgomery**

Co-author, Deming and Goldratt: The Theory of Constraints and the System of Profound Knowledge



### Topics Covered

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|---|--|
| <p><b>1</b> <b>Develop a Strong Executive Presence</b><br/>Understanding yourself as a system—identifying the mental models and constraints that shape how you show up. The Conflict Cloud reveals the inner conflicts that block authentic presence.</p> | <p><b>2</b> <b>Craft Compelling Narratives</b><br/>Systemic storytelling—crafting narratives that reveal cause-and-effect relationships, expose core conflicts, and invite others into a shared understanding. The Future Reality Tree becomes a storyboard for your vision.</p> |
| <p><b>3</b> <b>Adapt Communication Styles</b><br/>Recognizing that different stakeholders operate from different mental models. The Prerequisite Tree helps you identify what each audience needs to hear to move forward.</p>                            | <p><b>4</b> <b>Build Authentic Connections</b><br/>Deep listening as systemic diagnosis—understanding that what people say is rarely the full story. The Negative Branch tool helps you hear what they fear.</p>   |
| <p><b>5</b> <b>Develop a Compelling Elevator Pitch</b><br/>The Unrefusable Offer applied to your leadership story—crafting a narrative that resolves your audience's core conflict in 60 seconds</p>  | <p><b>6</b> <b>Manage Nervousness</b><br/>Nervousness as data about a constraint. The Conflict Cloud reveals what you're truly afraid of—and points directly to the solution.</p>  |
| <p><b>7</b> <b>Utilise Visual Aids</b><br/>Visual aids as systemic maps—using diagrams (Conflict Clouds, Future Reality Trees) to make the invisible structure of your argument visible and compelling.</p>   | <p><b>8</b> <b>Receive Constructive Feedback</b><br/>Feedback as data about your system. The "negative branch" of any feedback reveals opportunities for growth that you cannot see alone.</p>   |
| <p><b>9</b> <b>Thought Leadership in Events, Magazines &amp; Digital</b><br/>Building a public presence that reflects your systemic understanding—positioning yourself as a leader who sees the whole, not just the parts.</p>                            | <p><b>10</b> <b>Public Image</b><br/>Aligning your external presence with your internal reality—ensuring that how you are perceived is a faithful representation of who you are becoming.</p>  |

## Who Should Attend

This program is built for leaders who carry responsibility for shaping and executing strategy in their organizations—and who understand that who they are is inseparable from how they lead.

1. **Senior Executives & Functional Heads** Enhance your impact and foster a culture of empowerment within your teams through strategic storytelling and authentic presence.
2. **Client-Facing Leaders & Consultants** Build and sustain long-term, meaningful relationships with key external stakeholders by communicating with clarity and conviction.
3. **CXOs, New CEOs, and Founders** Craft impactful narratives that engage internal and external stakeholders and drive organizational success.
4. **High-Potential Professionals** Stand out and accelerate your career by developing the presence and communication skills that distinguish senior leaders.
5. **Entrepreneurs & Business Owners** Command attention with investors, partners, and customers by telling the story of your venture in a way that builds trust and alignment.

## The GSE Advantage: Why This Program is Different

Traditional Executive Presence Programs	The GSE Systemic Approach
Focuses on techniques—body language, vocal tone, presentation skills	<b>Reveals executive presence as a systemic phenomenon</b> —understanding the underlying structure of your identity, mental models, and constraints
Teaches storytelling as a set of narrative structures	<b>Teaches systemic storytelling</b> —crafting narratives that reveal the interconnected reality of challenges and solutions, creating genuine alignment
Treats nervousness as a problem to overcome	<b>Sees nervousness as vital data</b> —revealing the core conflicts and limiting mental models that constrain your authentic expression
Provides feedback on performance	<b>Provides feedback on systemic coherence</b> —helping you align your presence with your purpose and context
Uses case studies from Western multinationals	<b>Uses rich, relevant cases</b> drawn from Kenyan and East African leaders across sectors
Separates communication from organizational context	<b>Grounds presence and storytelling in the larger system</b> —understanding how every interaction affects and is affected by interconnected stakeholders

## Your Learning Journey: 4 Weeks of Integrated Discovery

*You will progress through four interconnected modules, each building on the last. Every week combines conceptual frameworks from the Decalogue tradition with practical application to your real-world leadership challenges.*

### Week 1: Seeing Yourself as a System—The Foundation of Executive Presence

**Core Question:** *Who am I as a leader, and what shapes how I show up?*

This week establishes the foundational lens: executive presence is not a set of techniques to be applied, but an authentic expression of a well-understood self. You will learn to see yourself as a system—with its own history, mental models, constraints, and conflicts—and to diagnose what blocks your full presence.

#### Weekly Topics & Key Takeaways

	Topic	Key Integrated Case Study	Key Takeaways
1	<b>Leadership Identity: The Stories We Tell Ourselves</b>	<b>Nairobi Tech Founder Case:</b> A successful Kenyan tech founder is struggling to command respect in investor meetings. Despite a strong track record, he feels invisible in the room. His self-story: "I'm a builder, not a presenter."	<ol style="list-style-type: none"> <li>1. Your identity is not fixed—it is a story you tell yourself, shaped by past experiences and mental models.</li> <li>2. The mental models that served you in one context may constrain you in another.</li> <li>3. Deming taught: understanding the system is the first step to improving it. The same is true for understanding yourself.</li> </ol>
2	<b>The Conflict Cloud: Diagnosing Your Inner Blockages</b>	<b>Family Business Heir Example:</b> A second-generation leader in a Mombasa family enterprise feels torn between honoring her father's legacy and bringing modern practices to the business. This inner conflict manifests as indecisiveness in leadership meetings.	<ol style="list-style-type: none"> <li>1. Surface-level challenges (e.g., "I'm not confident presenting") mask deeper conflicts (e.g., "I must respect my father's way AND introduce new approaches").</li> <li>2. The Conflict Cloud process reveals the underlying mental models creating the blockage.</li> <li>3. A clearly defined inner conflict points directly to the solution—an "injection" that resolves the dilemma.</li> </ol>
3	<b>Mental Models: The Hidden Constraints on Your Presence</b>	<b>Government Leader Scenario:</b> A senior Kenyan county official is highly effective in one-on-one meetings but freezes in public forums. His mental model: "If I make a mistake publicly, I will lose all credibility."	<ol style="list-style-type: none"> <li>1. Our mental models create the boundaries of what we believe is possible.</li> <li>2. Goldratt's Theory of Constraints teaches: identify the constraint, then decide how to exploit it. Here, the constraint is a limiting belief.</li> <li>3. The "human constraint" (Montgomery) is often the most powerful—and the most invisible.</li> </ol>

	Week 1 Deliverables	Key Activities
1	Leadership Identity Diagnosis: Using the Conflict Cloud, analyze a situation where your presence felt blocked or inauthentic. Submit:	<ol style="list-style-type: none"> <li>1. A clear description of the situation</li> <li>2. The positions you found yourself torn between</li> <li>3. The underlying needs and fears on each side</li> <li>4. The mental models you believe are operating</li> <li>5. A first draft of your "injection"—what would resolve this inner conflict?</li> </ol>
2	Required Reading & Resources	<ol style="list-style-type: none"> <li>1. "Mental Models" (Deming and Goldratt: The Theory of Constraints and the System of Profound Knowledge — Oded Cohen &amp; Domenico Lepore)</li> <li>2. "Understanding the Inner System" (The Human Constraint" (Angela Montgomery))</li> <li>3. Decalogue Methodology™ Guide to the Conflict Cloud</li> <li>4. Case Study: "Seeing Yourself as a System"</li> </ol>

## Week 2: The Systemic Storyteller—Crafting Narratives That Reveal Truth

**Core Question:** *How do I tell stories that illuminate the real structure of challenges and invite genuine alignment?*

Building on your self-understanding, this week focuses on the craft of systemic storytelling. You will learn to move beyond anecdotes and persuasive techniques to narratives that reveal cause-and-effect relationships, expose core conflicts, and create shared understanding.

### Weekly Topics & Key Takeaways

	Topic	Key Integrated Case Study	Key Takeaways
1	<b>Beyond Anecdotes: Storytelling as Systemic Diagnosis</b>	<b>Kenyan Bank Transformation Case:</b> A regional bank's new CEO needs to communicate why a major transformation is necessary. Employees are anxious and skeptical. Previous communications have been ignored or met with resistance.	<ol style="list-style-type: none"> <li>1. Most organizational stories are told to persuade. Systemic stories are told to reveal.</li> <li>2. The best story is one that helps listeners see the system they're part of—the undesirable effects, the core conflict, the need for change.</li> <li>3. The Current Reality Tree is a storyboard: "Here is where we are, and here is why."</li> </ol>
2	<b>The Future Reality Tree as Narrative Arc</b>	<b>Social Enterprise Example:</b> A Kenyan social enterprise expanding into new counties needs to align its team, board, and funders around a shared vision. Each audience has different concerns.	<ol style="list-style-type: none"> <li>1. A compelling vision is not just a picture of a desirable future—it is a logical map of how to get there.</li> <li>2. The Future Reality Tree tells the story: "If we do X, then Y will follow, and here's why."</li> <li>3. A systemic narrative anticipates objections—the "negative branches"—and addresses them before they arise.</li> </ol>
3	<b>The Unrefusable Offer: Your Story as Solution</b>	<b>Investor Pitch Scenario:</b> A Kenyan fintech founder has three minutes to convince investors. She knows her data, but her pitches fall flat. Investors don't feel the "why."	<ol style="list-style-type: none"> <li>1. An elevator pitch is not a summary of your business plan—it is the resolution of your listener's core conflict.</li> <li>2. The Unrefusable Offer framework helps you craft a narrative that answers: "What problem of theirs are you solving?"</li> </ol>

3. The most compelling stories are those that resolve a tension the listener already feels.

	Week 2 Deliverable	Key Activities
1	Systemic Story Draft: Craft a narrative for a key leadership situation (a presentation, a team meeting, an investor pitch) using systemic tools:	<ol style="list-style-type: none"> <li>1. Identify the core conflict your audience is experiencing</li> <li>2. Map the Current Reality (where they are)</li> <li>3. Map the Future Reality (where they could be)</li> <li>4. Draft your story arc, showing how your proposal resolves their conflict</li> <li>5. Anticipate two "negative branches" (objections or fears) and address them in your narrative</li> </ol>
2	Required Reading & Resources	<ol style="list-style-type: none"> <li>1. "Communicating Strategy" (Moving the Chains" (Domenico Lepore))</li> <li>2. "The Language of Systemic Thinking" ("Sechel: Logic, Language and Tools" (Lepore))</li> <li>3. "Narrative and Alignment" (From Silos to Network" (Angela Montgomery))</li> <li>4. Decalogue Methodology™ Guide to the Future Reality Tree and Unrefusable Offer</li> </ol>



*"The program helped me to delve into the sort of operator I am and work toward getting people on board to achieve change in the workplace."*

**Jasmine Wangui**  
Communications Manager 2025 Pilot Participant

### Week 3: Presence in Action—Body, Voice, and the Architecture of Influence

**Core Question:** *How do I embody my authentic presence in every interaction, from boardrooms to one-on-ones?*

With a clear sense of your inner system and a compelling narrative, this week focuses on the practical embodiment of presence. You will explore how body language, vocal dynamics, and visual aids can either reveal or obscure your authentic self—and how to align them with your systemic understanding.

#### Weekly Topics & Key Takeaways

	Topic	Key Integrated Case Study	Key Takeaways
1	<b>Body Language as Systemic Expression</b>	<b>Nairobi Law Firm Partner Case:</b> A brilliant young partner at a top Nairobi law firm is consistently overlooked for leadership roles. Her technical expertise is unquestioned, but partners describe her as "not having presence."	<ol style="list-style-type: none"> <li>1. Your body is always communicating—whether you intend it to or not.</li> <li>2. Incongruence between your inner state and outer expression creates distrust.</li> <li>3. Deming's teaching: "In God we trust; all others must bring data." In presence, your body is the data. Alignment is everything.</li> </ol>
2	<b>Vocal Dynamics: The Music of Meaning</b>	<b>Kenyan Broadcast Example:</b> A senior government official is technically competent but his public addresses fail to inspire. He speaks in a monotone, and his messages are forgotten as soon as they're delivered.	<ol style="list-style-type: none"> <li>1. Your voice carries not just words, but emotion, conviction, and relationship.</li> <li>2. The "music" of speech—pace, pitch, pause, emphasis—either amplifies or undermines your message.</li> <li>3. Vocal alignment means: your voice reflects the structure of your thinking. A systemic argument needs vocal dynamics that reveal its logic.</li> </ol>
3	<b>Visual Aids as Systemic Maps</b>	<b>Regional Infrastructure Presentation:</b> A project manager must present a complex infrastructure plan to county officials, community leaders, and potential investors. His slide decks are dense and confusing.	<ol style="list-style-type: none"> <li>1. Most visual aids obscure more than they reveal.</li> <li>2. Systemic tools—Conflict Clouds, Future Reality Trees, Prerequisite Trees—are not just analytical tools; they are communication tools.</li> <li>3. A well-drawn diagram can communicate in seconds what paragraphs cannot.</li> </ol>
4	<b>Managing Nervousness: The Constraint Revealed</b>	<b>Public Sector Leader Scenario:</b> A senior Kenyan woman leader is highly effective in small groups but experiences debilitating nervousness before public speaking. She has tried "relaxation techniques" without success.	<ol style="list-style-type: none"> <li>1. Nervousness is not a problem to eliminate—it is data about a constraint.</li> <li>2. The Conflict Cloud reveals what you're truly afraid of: "I must be perfect AND I might fail."</li> <li>3. The solution is not relaxation; it is resolving the conflict. When you are fully present to your purpose, nervousness transforms into energy.</li> </ol>

	Week 3 Deliverable	Key Activities
1	Presence Practice & Reflection: Record a 3-minute video of yourself delivering a key message (your elevator pitch, a team update, a vision statement). Then:	<ol style="list-style-type: none"> <li>1. Watch with the sound off—what is your body communicating?</li> <li>2. Listen with your eyes closed—what is your voice communicating?</li> <li>3. Identify one incongruence between your inner intention and outer expression</li> <li>4. Use the Conflict Cloud to diagnose what might be blocking full alignment</li> <li>5. Re-record, incorporating your insights</li> </ol>
2	Required Reading & Resources	<ol style="list-style-type: none"> <li>1. "Communication as System" ("Quality, Involvement, Flow" (Montgomery &amp; Lepore)</li> <li>2. "Embodied Leadership" (The Human Constraint" (Angela Montgomery))</li> <li>3. Decalogue Methodology™ Guide to Visual Communication</li> <li>4. Case Study: "The Body Knows the System"</li> </ol>

## Week 4: Leadership as Living System—Public Presence, Thought Leadership, and Legacy

**Core Question:** *How do I sustain and grow my presence over time, building a public leadership identity that reflects who I truly am?*

The final week synthesizes everything into a coherent approach to your ongoing leadership journey. You will explore how to build thought leadership, manage your public image, and create a leadership legacy that extends beyond your immediate role.

### Weekly Topics & Key Takeaways

	Topic	Key Integrated Case Study	Key Takeaways
1	<b>Thought Leadership: Presence at Scale</b>	<b>Kenyan Economist Example:</b> A respected Kenyan economist has deep expertise but is rarely featured in media or invited to major forums. She doesn't know how to translate her knowledge into public influence.	<ol style="list-style-type: none"> <li>1. Thought leadership is not self-promotion—it is service through systemic understanding.</li> <li>2. Your unique contribution is not your expertise alone, but your ability to see the system that others miss.</li> <li>3. The Prerequisite Tree helps you map the path from where you are to where you want to be as a public voice.</li> </ol>
2	<b>Public Image: Alignment in the Digital Age</b>	<b>NGO Leader Scenario:</b> A Kenyan NGO leader is doing powerful work, but her organization's public profile does not reflect her leadership. She feels invisible in a crowded sector.	<ol style="list-style-type: none"> <li>1. Your public image is not a "brand" to be manufactured—it is an authentic expression of your purpose and impact.</li> <li>2. In a digital world, presence extends beyond the room. Every post, every interview, every public appearance is data about your leadership.</li> <li>3. Alignment across contexts—boardroom, team meeting, public forum, social media—creates trust. Inconsistency creates doubt.</li> </ol>
3	<b>Feedback as Systemic Data</b>	<b>Family Business CEO Case:</b> The CEO of a Kenyan family business receives feedback that he is "not approachable." His instinct is to defend himself. The feedback stings, and nothing changes.	<ol style="list-style-type: none"> <li>1. Feedback is not judgment—it is data about how others experience your system.</li> <li>2. The "negative branch" of feedback is where growth lives. What are people afraid to tell you? What are you afraid to hear?</li> <li>3. Quality, Involvement, Flow: a leader who cannot receive feedback cannot create genuine involvement.</li> </ol>
4	<b>Legacy: The Story You Leave Behind</b>	<b>Reflection Exercise:</b> Participants consider: What do I want to be remembered for? What story do I want my leadership to tell?	<ol style="list-style-type: none"> <li>1. Your leadership is a story in progress—and you are both the author and the protagonist.</li> <li>2. The tools you have learned are not just for solving problems; they are for shaping a life.</li> <li>3. Deming's legacy was not his methods, but his students. Goldratt's legacy was not his books, but the thinkers he inspired. What will your legacy be?</li> </ol>

	Week 4 Deliverable	Key Activities
1	Complete Leadership Presence & Storytelling Portfolio: Submit a comprehensive portfolio that includes:	<ol style="list-style-type: none"> <li>1. Your Leadership Identity Diagnosis (from Week 1, refined)</li> <li>2. Your Systemic Story (from Week 2, refined)</li> <li>3. Your Presence Reflection (from Week 3, with insights)</li> <li>4. A Thought Leadership Plan: topics you will speak on, venues you will pursue, and the systemic contribution you will make</li> <li>5. A Personal Legacy Statement: the story you want your leadership to tell</li> </ol>

2	Required Reading & Resources	1. "Logic, Language, and Leadership" (Sechel (Lepore)) 2. "Networks and Legacy" (From Silos to Network (Montgomery)) 3. "The Leader as System" (Quality, Involvement, Flow" (Montgomery & Lepore)) 4. Decalogue Methodology™ Guide to the Prerequisite Tree and Transition Tree
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*"The program helped me to delve into the sort of operator I am and work toward getting people on board to achieve change in the workplace."*

**Jane Mwai,**  
Communications Manage ESP 2025 Pilot Participant

## Tangible Outputs

By the end of this program, you will have:

1. A complete **Leadership Presence Portfolio** ready to guide your ongoing development
2. A **portfolio of tools and frameworks** (Conflict Cloud, Future Reality Tree, Unrefusable Offer, Prerequisite Tree, Transition Tree)
3. A **personal leadership identity** diagnosis and understanding of your development areas
4. A **systemic story** for your most important leadership context
5. A **thought leadership** plan for building your public presence
6. A **network of peers** facing similar challenges across East Africa
7. **Certificate of Completion** from the Graduate School of Entrepreneurs



## Learning Methods

This program is designed for busy church leaders. Each week combines:

	Method	Description
1	<b>Interactive Video Lectures</b>	Short, focused videos introducing key concepts with real-world examples from East Africa
2	<b>Case Study Analysis</b>	Rich cases drawn from Kenyan and regional organizations, analyzed through Decalogue frameworks
3	<b>Self-Assessment Diagnostics</b>	Tools to understand your leadership identity, presence style, and mental models
4	<b>Weekly Mentor Huddles</b>	Live small-group sessions with experienced practitioners to workshop your specific challenges
5	<b>Peer Learning Circles</b>	Engage with a diverse cohort of leaders facing similar challenges across industries
6	<b>Practical Application</b>	Each week's deliverable builds toward your final Leadership Presence Portfolio
7	<b>Personal Reflection</b>	Guided journaling and reflection exercises to deepen self-understanding

## What You'll Take Away

### Core Capabilities

	Superpower	You Will Be Able To...
1	<b>Systemic Self-Understanding</b>	See yourself as a system—understanding the mental models, constraints, and conflicts that shape your presence
2	<b>Authentic Executive Presence</b>	Show up with confidence and congruence in any setting, from boardrooms to public forums
3	<b>Systemic Storytelling</b>	Craft narratives that reveal the interconnected reality of challenges and inspire genuine alignment
4	<b>Deep Listening</b>	Hear what others are truly saying—including what they cannot articulate—and respond to their core needs
5	<b>Unrefusable Communication</b>	Frame your messages so that others experience them as solutions to their own conflicts
6	<b>Thought Leadership</b>	Build a public presence that reflects your systemic understanding and serves your community
7	<b>Feedback Integration</b>	Receive feedback as vital data about your system, not as personal judgment
8	<b>Legacy Thinking</b>	Lead with an eye toward the story you are creating—and the impact you will leave behind

### Learning Requirements & Assessment

To earn the Certificate in Executive Strategic Presence & Systemic Storytelling (ESPS), you must:

1. Complete all module work by stated deadlines
2. Actively participate in course discussions, reflections, and mentor huddles
3. Complete all self-assessments and reflections
4. Submit a passing Leadership Presence Portfolio that demonstrates application of Decalogue tools and frameworks

### The GSE The Systemic Entrepreneur Program Key Facilitators

Our faculty brings together decades of experience in systemic management, the Decalogue Methodology, and working with young people across five continents. They're not just experts—they're mentors who care about your journey.



[Domenico Lepore](#)

Domenico Lepore is a physicist, management thinker, and co-creator of the Decalogue Management Methodology™. For over 30 years, he has worked with organizations across Europe, North America, and Africa to embed systemic thinking into daily practice. His books, including *Moving the Chains* and *Sechel*, have transformed how leaders understand complexity and constraint. A former student and collaborator of Dr. W. Edwards Deming, Domenico brings unparalleled depth to the question of what it means to develop authentic presence in complex systems.

*Co-creator of the Decalogue Management Methodology™*



[Angela Montgomery](#)

Angela Montgomery is a cognitive scientist, organizational consultant, and author who has spent three decades helping leaders build organizations that function as networks rather than hierarchies. Her work integrates insights from cognitive science, complexity theory, and the Theory of Constraints into practical tools for daily leadership. Angela's books—including *The Human Constraint* and *From Silos to Network*—are studied by leaders around the world who seek to build organizations that are both humane and high-performing. Her focus on the "human constraint"—the mental models that limit what we can see and do—is central to this program's approach to authentic presence.

*Co-creator of the Decalogue Management Methodology™*



[Giovanni Siepe](#)

Dr. Giovanni Siepe is a management consultant and practitioner of the Decalogue Management Methodology™ with extensive experience across Europe and Africa. He specializes in helping CEOs and leadership teams apply systemic thinking to leadership development, organizational design, and strategy execution. Giovanni brings a pragmatic, results-oriented approach to leadership development, grounded in decades of hands-on consulting experience with organizations ranging from manufacturing firms to financial institutions to public sector agencies.

*Co-creator of the Decalogue Management Methodology™*



[Hannah Adari](#)

Hannah Adari is an executive communication specialist and faculty member at the Graduate School of Entrepreneurs. With extensive experience coaching senior leaders across East Africa, Hannah helps executives discover and embody their authentic presence. Her approach integrates the systemic tools of the Decalogue Methodology with deep understanding of the East African leadership context. Hannah's clients describe her as a transformative coach who helps them not just communicate better, but lead more fully.

*GSE Faculty, Executive Communication & Presence*



Josiah Oduor is a leadership development practitioner and faculty member at the Graduate School of Entrepreneurs. With deep experience across East African organizations, Josiah specializes in helping leaders integrate systemic thinking into their daily practice. His work focuses on the intersection of authentic leadership, organizational culture, and sustainable performance. Josiah brings a rare combination of rigorous methodology and deep empathy to his work with leaders at all levels.

## The GSE Experience

### Beyond the Classroom

Your journey with GSE does not end after four weeks. When you complete the Executive Strategic Presence & Systemic Storytelling Program, you become part of something larger—a community of leaders committed to building organizations that work better for everyone and leading from a place of authentic self-understanding.

#### What you can expect:

- 1 **A Supportive Environment** Small cohort sizes ensure that every participant receives individualized attention and feedback.
- 2 **Deep Personal Engagement** The program creates space for genuine reflection and growth. You will be challenged, supported, and seen.
- 3 **Practical Tools You Use Immediately** Every concept is paired with a tool you can apply to your real leadership challenges, starting Day 1.
- 4 **Peer Learning That Lasts** The connections you build with fellow leaders facing similar challenges become a lasting network of support.
- 5 **Faculty Accessibility** Our faculty are not distant experts—they are practitioners who engage directly with your questions and challenges.

#### A Supportive Environment

Strategic thinking requires space to reflect, experiment, and test ideas.

The ESP program is designed to provide that space: small groups, skilled facilitators, and a cohort of peers who will challenge and support you.

## A Global Network: The Decalogue Network

When you complete the Executive Strategic Presence & Systemic Storytelling Program, you gain access to the Decalogue Network, a global community of leaders, practitioners, and organizations committed to systemic management

#### The network includes:

1. **Practitioners across five continents** who apply Decalogue tools in diverse contexts
2. **Ongoing learning opportunities** including advanced programs, workshops, and peer gatherings
3. **Access to new research and tools** as they are developed
4. **A community of support** when you face your toughest strategic challenges

Leaders in the Decalogue Network include CEOs of multinational corporations, founders of high-growth startups, public sector leaders, and social entrepreneurs. What unites them is a shared commitment to building organizations that are both effective and humane—and leading from a place of authentic presence.



## Next Steps

When you complete the Executive Strategic Presence & Systemic Storytelling Program (ESP), you gain access to the Decalogue Network—a global community of leaders, practitioners, and organizations committed to systemic management.

#### For Individuals

If you are ready to transform your leadership and join a community of women leaders committed to making a difference, we invite you to apply.

- Prepare your application including a brief personal statement about your leadership journey and what you hope to achieve

#### For Organisations

Evidence indicates that churches with aligned, systemic leadership significantly outperform their peers in every measure of health and growth. Executive Strategic Presence & Systemic Storytelling Program (ESP) is an effective way to invest in your church's future.

- Volume booking discounts available

- Submit your application by the deadline
- Join an information session (optional) to meet faculty, hear from alumnae, and ask questions
- Complete your enrollment and begin your pre-program preparation, including access to pre-reading and self-assessment tools
- Custom programs tailored to your specific context
- In-house options for leadership teams
- Measurable impact on your effectiveness



*"I came with a sense that something was holding me back as a leader—a gap between my intention and my impact. I left with a clear diagnosis of my inner constraints, a compelling story that reflects who I truly am, and the confidence to show up fully in every room. This program didn't just teach me about presence—it gave me my presence."*

**David Owino, Nairobi**  
ESP Alumnus 2025 Participant

## Programmes for Organisations

### Develop Your Organization's Leadership Capability

Organisations that invest in authentic leadership at all levels outperform those that concentrate presence and influence in the C-suite. The Executive Strategic Presence & Systemic Storytelling Program is an effective way to build leadership capability across your organization.

#### Our bespoke solutions include:

1. **Volume booking discounts** available for multiple participants from the same school or organisation
2. **Custom programs** tailored to your specific group context
3. **In-house options** for special groups and leadership teams
4. **Measurable impact** on your group's effectiveness and unity

For more information about bespoke solutions for your group or organization, please contact: [africa@crystalperk.com](mailto:africa@crystalperk.com)



## Bespoke Business Solutions: Custom Programs for Your Organization's Unique Strategic Context

Every organization faces unique leadership challenges. We integrate a range of components into a bespoke and powerful learning experience to deliver your desired outcomes.

### Our bespoke solutions include:

1. **Customized curriculum** addressing your organization's specific strategic challenges
2. **Industry-specific case studies** drawn from your sector
3. **In-person or blended delivery** options
4. **Leadership team alignment** sessions
5. **Ongoing coaching and support** for participants as they execute strategic initiatives

We have collaborated on executive education solutions for organizations across Africa, including:

- Financial services institutions
- Manufacturing and agribusiness companies
- Technology and fintech firms
- Professional services organizations
- Public sector agencies
- Non-governmental organizations
- Family businesses preparing for next-generation leadership

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