

Speak Like a Senior Leader™

# Speak Like a Senior Leader™

Become a crisp, clear, confident communicator and be handed opportunities before you ever ask for them.



The first cohort of the program SOLD OUT in record time. The next round begins January 16th.

Sign up below to be notified about VIP enrollment. Get dibs on spots before anyone else, and our best pricing and bonuses.

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If you're reading this, then chances are...

- ✓ You're highly qualified and an expert at what you do.
- ✓ You're trusted by your team and someone others rely on to execute well.
- ✓ You deliver great results and value for your organization.

But when the big decisions get made – when promotions are on the line, high-visibility projects are handed out, or headcount is assigned...

You might get passed over or feel as if you have to *fight twice as hard* as your colleagues to be taken seriously.

Or maybe you're noticing that lately your leaders have been pressing you harder. Asking lots of follow-up questions, frustrated with your lack of clarity, and signaling that your approach *isn't quite landing*.

It's chipping away at your credibility and confidence.

*What gives?*

You're caught in the "gravitas gap."

You're not hitting a ceiling because of your talent. You're stuck because of *how you're coming across*.

Your performance may suggest you're ready for more, but you're not articulating the value you provide well enough or projecting executive presence. And in the eyes of decision-makers, that perception makes all the difference.

Because it doesn't matter how:

<i>Brilliant</i> your insights are	IF YOU CAN'T →	Pitch ideas in a way that gets them funded not just "considered"
<i>Prepared</i> you are for promotion	IF YOU CAN'T →	Sound strategic, instead of being seen as a "do-er"
Much credit you <i>deserve</i>	IF YOU CAN'T →	Socialize your wins and convert them into clout

You have to communicate in a way that makes decision-makers trust you with *bigger projects and budgets*, and yes...give you that *nice title and 20-40% salary bump to match*.

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INTRODUCING

# Speak Like a Senior Leader™

*Position yourself for the next level and get paid what you deserve.*

You've been in the work world long enough to know that the best, most well-respected high-level leaders communicate differently. They can:

- ✓ Distill complexity down to *the one thing* that matters most
- ✓ Tie every point or update back to business outcomes and results
- ✓ Come to the table with a point of view while also inviting dialogue
- ✓ Say "That's outside our scope" without sounding defensive or difficult
- ✓ Steer derailed conversations back on track and handle resistance without getting rattled

And they do it without annoying buzzwords or 10 hours of prep (because who has time for that?)

They know how to make their *thinking clear*, their *presence credible*, and their message *undeniably worth listening to*.

That's exactly what Speak Like a Senior Leader™ will help you do.

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This is a new, 3-month coaching program created and led by me, Melody Wilding, LMSW – author of two best-selling books, *Trust Yourself* and *Managing Up*.



Over the last 13 years, I've helped thousands of high-achieving professionals across the globe earn the respect, recognition, and pay they deserve...without becoming someone they're not.

That includes leaders from Fortune 500 companies like Google, Meta, Apple as well as fast-growing startups, mission-driven non-profits and NGOs, and top universities.

I'm not just another fly-by-night executive coach who hung a shingle up yesterday and will tell you to "just believe in yourself more!"

As a trained therapist with a degree from Columbia University and human behavior professor at Hunter College in NYC, I can tell you this:

**Influence is psychological.**

Every conversation is shaped by invisible forces: cognitive biases, emotional triggers, and social dynamics that most people don't even realize are at play.

Those who rise the fastest have the tools to decipher these hidden patterns so people *trust, follow, and bet on them*.

*I'm most proud of how I've grown in public speaking skills. When I now do presentations, I'm able to tackle them confidently and present myself as a well-spoken leader with a clear head – whereas before I would lose sleep. I increased my skills at jumping in more quickly to contribute my opinions, presenting at global meetings on topics I knew little about, and stretching myself to lead initiatives with our executives that I wouldn't have normally been involved in.*

*The COO and CEO gave me kudos and my boss even recognized that I brought additional skills and experience to the table!*

- J.C., Global Compliance Senior Manager



*I'm more strategic in my communication and now have more influence (e.g. bigger and better relationships and trust with key allies) and an improved relationship with my manager.*

- I.T., Head of Data Platform



*I've made tremendous progress in showing my client team the value of my work and winning them over to my side to show that I can provide value.*

- C.D., Technical Lead at Google

# What You'll Learn

You'll receive teaching and coaching on the **SPEAK System™**.

## S – Shift Your Style

Your colleagues, leaders, clients, and cross-functional partners all process information differently. What lands with one person might completely miss with another. This module shows you how to flex your style in real time so you can adapt your delivery, earn instant credibility, and get the outcome you want – without sacrificing your own voice.

- Decode how different personalities tick. How they make decisions, process information, respond to pressure, and assert control.
- Stop second-guessing or hitting walls. Discover exactly what words and angles to emphasize vs. avoid and how to frame your message to get buy-in faster.
- Read a room, adjust your approach, and move people to action. Become more agile without feeling fake, so your message lands but still sounds like *you*.

## P – Present with Poise

You probably spend the majority of your work hours on calls or around the conference table. It's where visibility is built and your presence gets evaluated at scale. Whether you're leading the session or want to get heard more strategically, you'll learn to make your ideas stick and handle curveballs like a pro – no matter who's in the room.

- Perfect the art of executive-ready delivery. Including the Rule of 3's for structuring your ideas, the "accordion technique" for adjusting your depth on the fly, and how to use silence and pacing for emphasis.
- Master simple shifts and scripts to interject and take back control when your agenda gets hijacked. Even if you're cutting off or redirecting someone more powerful.
- Sharpen your ability to think on your feet. No more rambling or looking incompetent when you're hit with something out of left field.

## E – Express Your Impact

Doing great work is NOT enough. You have to communicate your contributions in a way that leadership *immediately* recognizes as valuable. This module shows you how to

shift your language from effort and tasks to outcomes and results, so your ideas and accomplishments are given the weight they deserve.

- Refine how you communicate your results. Get the 2-word phrase that instantly makes run-of-the-mill updates impactful and convey the ripple effects of your work so decision-makers see the level you're actually operating at (not just tasks you completed).
- Eliminate "low status" signals hurting your reputation. Frame setbacks in a way that inspires trust and trade wishy-washy, permission-seeking language for phrasing that reflects both conviction *and* openness.
- Create strong advocates and internal champions. Retool your 1:1s to position yourself as a thought partner, make the most of skip-levels with your boss's boss, turn casual run-ins with execs into visibility-building moments.

## A – Articulate in Writing

Studies show the typical worker sends 30-40 emails a day and up to 85 messages a day across Slack, Teams, or text. Add to that decks, status summaries, meeting notes, etc. – and it's clear: *every message you send shapes perception*. This module helps your words *sound just as* compelling on the page and screen as they do when said aloud.

- Get your messages out of the "I'll read this later" folder. Write for fast-scrolling stakeholders, including overlooked subject line and formatting tips that nearly guarantee your emails are opened, read, and replied to *fast*.
- Upgrade your tone and timing. Learn when your message needs to move offline (and how to pivot with authority). Strike the right balance between polished and personal, so your writing conveys leadership without sounding robotic.
- Turn your thinking into influence-building assets. Get your contributions to travel further and keep working long after the meeting ends by creating impressive recaps, strategic summaries, one-pagers, and more.

## K – Keep Composure

You're fielding competing requests and navigating conversations that come loaded with unspoken expectations and politics. You're expected to advocate for your priorities without ruffling feathers. To protect your time and your team without burning bridges. To speak up *firmly*, but not *forcefully*. This module shows you how to walk that tightrope.



- Disagree without being seen as combative. Challenge assumptions, raise risks, and push back when yet another task is dropped in your team's lap.
- Hold powerful people accountable. Get the support and follow-through you need from those across functions or up the chain of command.
- Keep control of the narrative when defusing defensiveness. Discover subtle, disarming tactics when someone reacts emotionally or lashes out.

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# About Your Executive Coaches



**Melody Wilding, LMSW**

Melody Wilding is the author of *Managing Up: How to Get What You Need from the People in Charge*. For more than a decade, she's helped smart, thoughtful top performers at the world's most successful companies – including Google, JP Morgan, and Verizon – get the recognition, respect, and pay they deserve.

She's a licensed social worker with a master's degree from Columbia University, professor of human behavior at Hunter College in New York City, and former emotions researcher at Rutgers University. Her work has been featured in *The New York Times*, *Wall Street Journal*, and dozens of other respected publications.

Melody is a regular contributor to Harvard Business Review, Forbes, Fast Company, and CNBC. She is also the author of *Trust Yourself: Stop Overthinking and Channel Your Emotions for Success at Work*.



**Wendy Cary, PCC**

With three decades of corporate experience in fast-paced organizations, Wendy knows firsthand the same pressures you're feeling and the complexities you're navigating.

She received her International Coaching Federation certification from the prestigious Institute for Professional Excellence in Coaching. Wendy has now worked closely with Melody for over two years – so she's not just familiar with Melody's tools, but she's mastered and developed them further through hundreds of hours working with professionals like you.

Wendy has a talent for tackling the subtle ways you're holding yourself back. Sure, she's warm and supportive, but she'll be direct and ask the questions you've been avoiding.

# How It Works

This is the inaugural round of Speak Like a Senior Leader™. As a founding member, you'll get a front-row seat to help shape the curriculum in real time.

## ✓ 13 weeks of live coaching (\$5,000 value)

Never wonder "what should I do/say here?" again. The program begins September 10th 2025 and ends December 3rd 2025. Every Wednesday at 3pm ET, we'll meet for 90 minutes of live coaching, training, and real-time application. These are roll-up-your-sleeves working sessions where you'll get Melody's coaching in a group setting.

Melody no longer offers private 1:1 coaching, so this is the only way to get access to input and feedback from her, with the same depth and nuance she's known for. You'll also get expert coaching from Wendy Cary, a certified coach with over 500 hours of training, a former tech leader with 30 years of experience, and Melody's trusted co-coach for 2+ years.

## ✓ Access to recordings and searchable transcripts (\$1,000 value)

Can't make it live? Want to revisit a script or strategy later? You'll be able to download every call recording to keep forever. Plus, the searchable transcripts make it easy to quickly reference key phrases, examples, and language you want to reuse.

## ✓ Skill-building lessons and drills (\$2,000 value)

Get bite-sized, on-demand lessons with clear, actionable strategies to master the SPEAK System. Apply what you learn through practical exercises and our weekly coaching, which will help make these skills second nature.

## ✓ Coaching Tools Library (\$2,000 value)

Upon registering, you'll get immediate access to Melody's private Coaching Tools Library – a vault of +80 resources including templates, guides for decoding communication styles and asking strategic questions, plus managing your own mindset under stress.

## ✓ Private community (\$1,000 value)

You'll have a dedicated space to stay connected, post questions, and get real-time coaching from Melody and Wendy. It's also where you workshop tricky conversations and tap into the wisdom of an accomplished peer group walking the same path as you.



*I've found my strong voice. I'm more confident in my own shoes to make calls and tackle issues head-on without fear. A ton has been asked from me and I've grown and excelled to the challenge while my role has grown in complexity.*

*I'm viewed cross-functionally as a key leader at my company with lots of room to expand my impact. And my supervisor says I continue to exceed expectations.*

*Today I found out that I will be getting a raise! 20%!*

– K.G., Product Management Lead

# Join The Waitlist

The first cohort of the program SOLD OUT in record time. The next round begins in January.

Sign up below to be notified about VIP enrollment. Get dibs on spots before anyone else, and our best pricing and bonuses.

[>> JOIN THE WAITLIST <<](#)

Questions? Email [hello@melodywilding.com](mailto:hello@melodywilding.com)

# Frequently Asked Questions

## 1. Who is Speak Like a Senior Leader™ for?

Speak Like a Senior Leader™ is for mid- to senior-level professionals who have strong business acumen and a track record of success, but aren't being seen, heard, or valued at the level they should be. You've proven you can DO the work, but you're not the one being tapped for a seat at the table or bigger opportunities.

This program is for you if...

**YOU'RE TRUSTED TO EXECUTE, BUT NOT SEEN AS A LEADER.**

Upper management gives you a lot of tasks, but they don't see you as someone to bring into high-level discussions or decision-making.

**YOU WANT CLOUT AND CREDIBILITY.**

Instead of chasing recognition, you want to be the one leaders seek out for high-impact roles.

**YOUR COMMUNICATION ISN'T LANDING THE WAY YOU WANT.**

Maybe it's taking too long to get buy-in, you struggle to articulate yourself succinctly, or worse, someone else repackages your idea and gets the credit.

**YOU WANT THE PRESENCE OTHERS HAVE.**

You know those people who have a natural aura of authority that commands attention? You want to build that executive demeanor, too.

**YOU NEED TO PUSH BACK WITH FINESSE.**

You want to feel sure-footed in these situations, whether negotiating competing demands, advocating for resources, or giving input up the chain of command.

**YOU WORK IN A FAST-MOVING ENVIRONMENT.**

New stakeholders, new projects, and shifting priorities are your norm. You need to make an impact and a positive impression *pronto*.

## 2. Is this only for people trying to get promoted?

Nope! While many participants do want a raise or a more senior role, the program is just as powerful if you're already seasoned in your career and want to be seen, heard, and respected more. Whether you're angling for a promotion or just tired of being underestimated, this program sharpens your influence and executive presence so your voice carries more weight in the room.

## 3. What if I'm not in a formal leadership role yet?

If you're operating at a high level but not yet getting recognized or rewarded for it, this program will give you the communication skills that make people see you differently – as someone ready for more. You'll learn to "sound" senior before your title catches up.

## 4. What happens after I enroll?

[Click here to select your payment option](#) and complete your registration (takes less than 2 mins). You'll then receive a confirmation email from me along with instructions to set up your instant access to the Coaching Tools Library. In September we will get you officially onboarded into our program classroom and private community.

## 5. I'm super busy. What's the time commitment?

Speak Like a Senior Leader™ is designed for working professionals in demanding roles. The on-demand lessons are short (under ~10 mins each). There are weekly, 90-minute live calls. Everything is recorded if you miss it and posted to our private podcast and classroom within 24 hours.

## 6. What if I can't make the live calls?

No worries. Life happens and there's no requirement to attend every single call. They'll be recorded and uploaded within 24 hours to our private podcast and classroom.

## 7. Can I expense this through my company?

Yes! Many companies cover programs like this under professional development budgets or continuing education funds. [Here is a letter to request funding from your employer](#) and [here is a PDF you can share with details about the program](#). Once you enroll, you'll get a receipt you can use to request reimbursement. If you need help with

that process or other documentation, we're happy to help. Just email [hello@melodywilding.com](mailto:hello@melodywilding.com).

## 8. What level of support will I get?

This isn't a watch-some-videos-and-hope-for-the-best kind of program. On our weekly coaching calls, you'll have the chance to submit your real-life challenges and get guidance from me and my co-coach Wendy in a group setting. You'll also have access to our private community, where you can post questions anytime and get support between calls from us and from a sharp group of like-minded professionals going through the program with you.

## 9. How long do I get access to the materials?

You'll have access to all the materials for the full 3 months of the Speak Like a Senior Leader™ program. After that, ongoing access is available through my mastermind, Lead from Within, which includes continued access to all of my programs, plus advanced coaching and community for those who want to go deeper.

## 10. How is Speak Like a Senior Leader™ different from Melody's other program RESILIENT?

Everything Melody offers is designed to help you speak into your professional power position – the sweet spot where confidence in yourself (mastering your own psychology) and influence with others (mastering others' psychology) comes together.

Melody's [RESILIENT](#) program addresses the “mastering your own psychology” side of that equation. It's all about getting out of your own way at work. Specifically, managing your doubts, insecurities, fears, emotions, and energy so they work *for* you, not against you as a Sensitive Striver. In other words, RESILIENT lays the internal foundation that makes confident communication possible.

On the other hand, Speak Like a Senior Leader™ tackles the “influencing others' psychology piece”. It's for you if what you need now is advanced, practical, tactical communication skills. It's a better fit if your main goal is to speak with more clarity, authority, and impact so that others immediately see you as credible and strategic. We tackle topics related to executive presence, managing up, visibility, persuasion, and more.

Ask yourself this:



Do I know what to say and how I want to show up, but struggle with the confidence to follow through? → Start with [RESILIENT](#).

Or do I feel emotionally solid, but want to sharpen how I come across so I can lead with more authority? → Then [Speak Like a Senior Leader™](#) is your next step.

## 11. Is this program just a recap of Melody's books?

No. The SPEAK System is a brand-new framework that goes far beyond what I covered in *Trust Yourself* or *Managing Up* in both breadth and depth.

While my books focus on foundational concepts like building confidence and navigating upward relationships, Speak Like a Senior Leader™ is specifically designed for the advanced communication challenges that mid-to-senior level professionals face when positioning themselves for higher-level roles in demanding environments.

This program provides hands-on coaching, real-time feedback on your actual workplace situations and tactical frameworks for complex scenarios that books simply can't address. The depth and specificity of both the tools and application plus the personalized coaching makes this a completely different (and more effective) experience than simply reading about the concepts

## 12. What is the refund policy?

When you join this program, my team and I commit time and bandwidth to be available to serve you. That affects how many others can join the program. For that reason, there are no refunds. If you have questions before enrolling to ensure it's right for you, email [hello@melodywilding.com](mailto:hello@melodywilding.com).

## 13. What if I need an extended payment plan?

We offer a 3 and 6 month payment plans option [right here](#).

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