

## Own Your Influence

### Become the strategic voice senior leaders listen to and trust

At your level, doing a good job isn't what moves your career forward anymore.

You can be delivering consistently, hitting expectations, working hard...  
and still find yourself:

- brought in too late to shape decisions
- not fully heard by senior stakeholders
- overlooked when opportunities come up
- stuck in execution when you should be influencing direction

That's not a capability issue.

It's how you're positioned.

And in a competitive, fast-moving market, that gap becomes more visible over time.

### Who this is for

This is for experienced communications professionals who know they're capable of more...  
and are ready to be seen at that level.

You'll recognise yourself if:

- You're trusted to deliver, but not always to lead
- Your ideas are good, but don't always land with impact
- You're working hard, but not consistently recognised for it
- You're ready for the next step, but not yet being viewed that way

At this stage in your career, effort isn't the differentiator. Positioning is.

## What this work is about

Over 12 weeks, we focus on one thing:

**Changing how you are seen, trusted, and listened to inside your organisation**

Because when that shifts:

- conversations change
- decisions change
- opportunities change

This is not generic leadership coaching.

We work directly on your role, your stakeholders, and the real situations you're navigating

## What we'll work on

Every programme is tailored, but our focus will include:

- how you position yourself in conversations that matter
- how you communicate your thinking, so it lands clearly and confidently
- how you build credibility with senior stakeholders
- how you increase your visibility in a way that reflects your actual value
- how you handle challenge, pushback, and complexity without stepping back

This is practical, applied work not theory.

## What will Change

By the end of the programme, you won't just feel different.

You'll notice the difference in how people respond to you.

You'll find yourself:

- included in conversations you may currently be outside of
- listened to more carefully in meetings
- trusted to contribute at a higher level
- clearer and more direct in how you communicate
- more in control of your role and direction

And importantly...

You will be in a far stronger position for:

- promotion
- increased responsibility
- or your next move externally

### **How we will work together**

This is a 12-week, high-touch coaching partnership.

You'll receive:

- 6 x 60-minute one-to-one sessions (every two weeks)
- direct access to me via WhatsApp for ongoing support and real-time guidance
- practical tools and frameworks tailored to your situation
- a 30-minute follow-up session after the programme

You won't be left trying to apply this alone.

### **Investment**

GBP 1,600 / AED 7,500 / SGD 2,600 / HKD 16,000

Payment plans available.

### About Emma

I'm Emma Dale, an executive coach and recruiter with over 30 years' experience in the communications industry across the UK, Asia, and the Middle East.

Through my work in recruitment, leadership, and coaching, I've worked with thousands of professionals and senior leaders across industries.



I see the same pattern repeatedly: highly capable people staying stuck not because of their ability, but because of how that ability is perceived.

My work focuses on closing that gap.

### The Decision

If you continue as you are, you'll likely keep delivering at a high level.

But you may still be:

- under-recognised
- under-utilised
- or waiting longer than you need to for the next step

If you're ready to change how you're seen so your contribution is recognised at the level it already deserves you're welcome to [book a call](#) with me or [email me](#) to fix a time.

We'll look at where you are now, what you're aiming for, and what may be holding you back. If it feels like a good fit, I'll outline how we could work together to support you in moving forward.