LEADERSHIP WORKSHOP · ENLIGHTENED COACH · FROM THE AUTHOR OF THE DURING™

Competence Can Become Camouflage

A working session for revenue teams

What it is

High performers in the middle of change keep delivering, and the delivering hides what's underneath. A new territory, a bigger number, a stretched team or a new partner gets absorbed without a word, and the forecast looks green right up until it doesn't. This workshop gives revenue leaders language for that pattern and practice with the conversations that bring risk and need forward early. It works with fictional revenue-team cases, live practice and a short private reflection. No one is ever asked to share their private life.

> *"You don't have to see everything. You have to make it easy for your people to tell you what you can't see."*

Who it's for

Revenue leaders with people responsibility: CROs, VPs, directors, and frontline sales and SE managers. 12 to 40 per facilitated room. Typically brought in by the CRO or the sales or enablement leader.

Formats

90 minutes after the keynote, or a half day for a leadership offsite or standalone session.
In person or virtual.

What leaders leave with

A shared language, opening questions practiced out loud, a map of where risk goes missing in their own rhythm, and one 30-day commitment.

SIGNALS THIS WORKSHOP IS THE RIGHT FIT

- Top performers are carrying more than ever, and leaders hear "I've got it" more than "I need help."
- Risk surfaces late in the quarter, after the forecast calls looked clean.
- Regrettable attrition comes from people no one was worried about.
- Teams are newly combined, reorganized or selling with a new partner, and no one wants to be the one who isn't keeping up.

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The core session: 90 minutes

The session follows the keynote and moves the room from recognition to practice to commitment.

Time	Segment	What happens
0:00–0:10	**Bridge and private reflection**	A direct link to the keynote's central idea, then three quiet minutes on a private page: where competence might be covering something in a deal, on the team, or in me. It's never shared.
0:10–0:30	**Case one: the top performer**	A fictional account executive at 140 percent of plan absorbs a bigger territory, says "I've got it," and resigns in Q2. Tables find the signals, the sentence that closed the conversation, and what the system rewarded them for hiding.
0:30–0:50	**Conversation practice**	Trios of leader, seller and observer turn closing phrases ("You've got this") into opening questions ("What's harder about this quarter than it looks from the outside?") and practice following up without fixing.
0:50–1:10	**Case two: where the information disappears**	A region with a disciplined rhythm still misses. Tables map where the risk was known, where it stopped moving across the 1:1, forecast call, deal review and QBR, and design one change that makes bringing risk forward normal.
1:10–1:25	**The 30-day commitment**	Each leader writes one specific, observable action for their team, with a partner and a day-30 check-in.
1:25–1:30	**Close**	One line to carry into the quarter.

HALF-DAY VERSION

About three hours, for a leadership offsite or a standalone session. It opens with a 20-minute story and recognition exercise in place of the keynote bridge, gives each case a full-room debrief, adds forecast and deal-review practice prompts, and closes with a team-level redesign of one meeting in the operating rhythm.

GROUND RULES FOR A REVENUE ROOM

- Nothing personal is required. The opening reflection is private and stays on each participant's own page.
- The cases are fictional. People discuss the characters, not themselves or their colleagues.
- Leaders are not owed anyone's private information. The skill is making it easy to ask for support and to raise risk, and responding well when someone does.
- When Tamera's own story enters the room, it's as a witness to what it looked like from where she stood, never as a lesson anyone is told to take.

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Ways to work together

These are connected offerings, not a sequence to buy in order. An organization can start with any one of them.

- **The keynote.** Competence Can Become Camouflage, for a kickoff, leadership summit or sales conference.
- **The workshop.** The 90-minute session after the keynote, or the half day as a standalone or offsite session.
- **The Strategic Partnership Engagement.** For two companies that have signed an agreement to sell together. Described in its own overview.
- **Follow-on facilitation.** Day-30 and day-90 working sessions, facilitated deal and forecast reviews, and Enlightened Coach leadership cohorts for managers.

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