

# Get Momentum Leadership Academy

Overview and Description of the Membership Program



*"Get Momentum is a highly-personalized online coaching program in response to the need for continuous, lifelong learning among professionals in today's working world."*

*Our mission is to educate, equip and empower leaders to apply leadership skills and the mindset necessary to build great systems, products, teams and organizations."*

**— Jason and Jodi Womack**  
Cofounders, Get Momentum



## What GET MOMENTUM Provides:

We provide leaders with management strategies and leadership tactics tailored for today's workplace.

During the 12-month curriculum, we highlight the topics you need to learn so that you can do your work more effectively at a higher level of professionalism and quality.

You'll gain *momentum* as you move from ideas to action to results.

Each month, you access the training materials and bonus resources to up-level your leadership mindset, skill-set and tool kit. With each monthly Momentum theme, we provide you with coursework that supports you as a leader, managing multiple projects and teams of employees.

**Get Momentum** makes 2 assumptions:

- (1) you are currently in a position of leadership, influencing the workflow and prioritization of teams of people, and
- (2) within 12-24 months the project complexity and team makeup you manage will change.

**Get Momentum** is designed to provide you with world-class information and one-on-one coaching to support your professional development needs and goals.

Each part of the training course is offered in a variety of learning modes.

For example, you can call in and actively participate in the Master Class webinar every month, watch a recording of that presentation later, and listen to the audio track on your phone or MP3 player.

As you have time on your commute or at night after the day has quieted down, you'll have the options that work best for how you prefer to learn.

*"Jason Womack has emerged as a new and exciting voice in the world of professional development. **YOUR BEST JUST GOT BETTER** offers an action-oriented and powerful set of resources leaders can use to improve themselves and help others achieve their greater potential."*

**- Daniel H. Pink**  
author of Drive and To Sell Is Human

## **When you join Get Momentum, you gain access to:**

### **1. The Momentum Master Class**

Attend the Master Class from your office or home computer, your tablet or smart phone. The live course is co-facilitated by your coaches, Jason and Jodi Womack. Send in questions prior to the event as well as have live interaction during the class by submitting comments and actively engaging in the Q&A. We deliver a custom Master Class each month, with concise and practical insights on the leadership theme that you're studying that month. The Master Class presentation is recorded so you can watch it later.

### **2. The Momentum Course Work**

The Course Work provides you with specific activities (you can print the PDF or download the MP3) that transform your leadership skills (see the curriculum, pages 4-6). You'll complete the activities in the workbook with directed, week-by-week guidance. We make each activity immediately practical, so you can practice it and make progress on that leadership skill.

### **3. The Momentum Virtual #CoffeeChats**

Monthly, we host a virtual #CoffeeChat. Think of a college professor's "office hours" where you can stop by and talk about what's going on. These informal and friendly conversations get members to know one another, share wins and request support. Call or video in to the Virtual #CoffeeChats.

### **4. The Momentum Community**

Join the private, Member's-Only Online Discussion Forum. This community is active and supportive in sharing information as well as personal experiences of success and setbacks. Members ask questions on a variety of topics like implementing new technology, building the capacity of team members and setting personal and professional goals. The forum is a safe and professional place to share and feel the value of the community support. The forum is monitored and facilitated by your Get Momentum coaches.

### **5. \*Professional PLUS membership\* Executive Coaching Call**

During the private coaching call with your Get Momentum Coaches, you review your goals based on the leadership trait you're focused on that month. During the call, we'll make recommendations that you can use immediately to save time, work on your priorities and be a better leader. This is the secret to Momentum: to work with coaches who hold you accountable to what you said you'd do, so you make consistent progress on your goals.

# 12-Month Leadership Curriculum

## **1. Meetings: Lead Efficient & Effective Meetings**

Save time and money by conducting more productive meetings with internal team members, external clients and vendors. Learn how to efficiently plan for and facilitate meetings. Practice effective follow up after your meetings to build teams and improve communication.

**Outcome:** Skills to manage meetings better.

## **2. Technology: Be More Productive With Technology**

Basic “productivity” tools such as paper notebooks, email and smart phones are at the epicenter of our work AND personal lives. Leaders who don’t trip over their tools will gain time and focus to direct toward their priorities.

**Outcome:** Tools to maximize your gear, stay connected, and be more productive.

*“I’ve known Jason for over 8 years. We’ve used him to train executives at General Mills, I’ve had him speak to my Leadership class for the University of Minnesota Executive MBA program, and I’ve benefitted first hand from his coaching.”*

**Kevin D. Wilde**, Chief Learning Officer, General Mills.  
Executive Leadership Fellow, Carlson School of Management, University of Minnesota

## **3. Wellness: Create a Wellness Advantage**

Those who study the foundations of wellness - health, fitness, nutrition and sleep - lead better and are more productive. By addressing the basics of how food, nutrition, movement and fitness impact your productivity, you’ll be a better leader at a sustainable pace for your career.

**Outcome:** Routines to create a healthy advantage.

## **4. Time: Manage Your Time Efficiently**

Effective and efficient time management is key to every successful leader. Leaders must understand the psychological, sociological and technological factors that impact their ability to manage time.

**Outcome:** Skills managers practice to regain 60+ minutes/day.

# 12-Month Leadership Curriculum (continued)

## 5. *Presenting: Present Like a Pro*

Every day you have the opportunity to “share what you know,” on a stage in front of a large audience, in a conference room with senior leaders or on the phone with a client or customer. The ability to present effectively in each of these settings will make you money.

**Outcome:** Ways to be a better presenter and command the stage.

## 6. *People: Understand and Motivate People*

People look to leaders for guidance, counsel and feedback. You’re in a position to influence not just the productivity of those around you, but also their overall buy-in to the mission and direction of the organization.

**Outcome:** Ways to influence and motivate.

“*Get Momentum* is exactly the kind of tool we need to help us work most effectively—in life and at work.”

**Frances Hesselbein**, CEO, Leader to Leader Institute

## 7. *Resilience: How to Be Resilient*

Effective and efficient leaders know there is a tight connection between maximum productive behavior, overall well-being and stress management. A resilient leader focuses every day physical, psychological and emotional health practices. Knowing how to manage their own stressors makes it possible to be a better, more compassionate and empathetic leader.

**Outcome:** Resilience skills you can use to experience less stress.

## 8. *Team-Building: Empower Your Team*

Success - in life and at work - requires that you are able to work effectively AND efficiently with those around you. In order to go far AND fast, you need to lead people using specific empowerment techniques that build others’ self-efficacy while simultaneously encouraging them to step in to and up to ever increasing challenges.

**Outcome:** Tactics to use weekly that empower your teams to be more effective.

## **12-Month Leadership Curriculum (continued)**

### **9. *The Whole Leader: Lead Strategically/Work Tactically***

Strategic: the long-term or overall aims and interests. Leadership: the act of leading a group of people or an organization. Leaders who spend time focused on the future, are better able to manage and direct what needs to be done in the short and mid-term. Working this way gives you time to think.

**Outcome:** Ways to build strategic thinking habits.

### **10. *Productive Habits: Build Better Habits & Routines***

Your “productive day” starts long before your alarm clock jolts you awake in the morning. What you do before you fall asleep, what you eat for dinner, what you talk about on your way home, how you end your day before you leave the office...

**Outcome:** How to improve your habits and change your routines.

“The most valuable component of Get Momentum are my monthly calls with Jodi. She helps me stay accountable and provides tangible encouragement. She also provides resources and information that is personalized and relevant to me.”

**Ariana Friedlander**, Founder, Rosabella Consulting, LLC  
Get Momentum Member since October 2014

### **11. *Find Your People: Build Meaningful Relationships***

Every day, you’re being positively (encouraged) or negatively (distracted) influenced by the few people you call friends, family and colleagues. People you spend the most time with will have the biggest impact on your professional life and your personal experiences.

**Outcome:** Ways to grow your network with influential people.

### **12. *Innovation: Creativity and Innovation in Leadership***

Innovation: Creative ideas implemented successfully. Your success as a leader to your team, and organization is tied directly to your ability to change, assimilate, and innovate.

**Outcome:** Learn how to think more creatively and drive innovation.

## **Membership Additions (aka: Perks)**

Included in the curriculum, coaching from Jason and Jodi, and opportunity to learn from other GMLA members worldwide, you will receive access to curated resources that help you work at your best. Perks included with your membership:

### **getAbstract.com BOOK SUMMARIES**

(\$90 value, 3 months of Gold Level membership)

3-month access to the library of 5-page PDF summaries of more than 12,000 of the best books essential to growth in your job and career. And, there are also summaries in audio format to listen to "on the go." (Included with Professional and Premium memberships.)

### **DESK-YOGI.com**

(\$150 value, 12-month membership)

Turn your workstation into a Wellness station. Access to expert teachers and over 200 courses on mindfulness, yoga, strength training and meditation that you can do from your workspace. Great leaders take care of themselves, even when they're busy. (Included with Personal, Professional & Premium memberships.)

### **TIME MANAGEMENT MAGAZINE**

(\$14.97 value, quarterly subscription)

Subscription to Time Management Magazine to gain the guidance of the world's foremost productivity experts at your fingertips on your OS or Android device. (Included with the Professional and Premium memberships.)

### **GET MOMENTUM: How to Start When You're Stuck (Wiley, 2016)**

by Jason W. Womack and Jodi Womack

### **BONUS COURSES**

(\$179 value, each)

In addition to the monthly theme, the Bonus Courses are available to dive deeper into specific skill and tools such as Outlook, iPhone and overall productivity boosts! We add 2-3 courses a year to this video library. Open to all levels of membership.