

The background image shows a woman with dark hair tied back, smiling and looking towards the right. She is wearing a light-colored button-down shirt. In the foreground, the hand and arm of another person, wearing a light blue shirt, are visible, reaching towards the woman. The entire image has a blue tint.

Cultivating Female Leadership

A Panel Demonstration





Introduction Remarks

Simona Filip Racek, CGBP

WITOC / TradeZiris
United States



Women in International Trade Orange County (WITOC.org), part of Organization of Women In International Trade (OWIT.org), has supported the advancement of women in business and international trade for 35 years through networking, collaboration, education, and mentorship, while welcoming all trade professionals to their growth-focused events and embracing a growing community of members.

Influential U Alumni Panel

Elza Malok

Blue Monarch Group
United States



Jenn Oliver

University of Virginia
United States



Kim Corbett

Astrix
United States



Nicole Briones

Consortium Health Plans
United States



Marne Power

MPower Consulting
United States



Karina Christensen

Contigo Venturas Baja
Mexico



M Ramona Bryson

Business Strategy & Agility
Expert, TimeBxx
United States



Trisha Tyler

Sosalient
United States



Facilitators

John Patterson

Influential U
United States



Khem Khoeun

Personify Health
United States



Marika Meertens

Western Digital
United States



Vernice Armour

Flygirl
United States



Professional Development



About Influential U®

Influential U is a global professional development and training organization. **We provide innovative, customer-focused coaching, content, and tools to enhance performance.** Our certified Faculty and Consultants offer results-driven training and consulting solutions for productivity, management, and leadership challenges.

Our courses help professionals and their companies construct new solutions, reach elusive goals, and connect with an expanding resource of ambitious experts from diverse industries and occupations. These solutions are accessible via multiple delivery options, including in-person, virtual, and self-guided training, to allow our clients to learn when, where, and how it makes sense for them.

Good Company

We've taught professionals from these organizations.



Recent Projects

The future belongs to those with influence.

- Teach individuals and teams to leverage differences, optimize performance, and accelerate results.
- Discover the unavoidable conditions all human beings transact to satisfy (or struggle to achieve).
- Learn how to construct potent business offers for products, services, projects, initiatives, and markets.
- Discover the exponential power of diversity, adaptability, and shared leadership to accelerate results.
- Learn how to construct resource-driven planning and potent strategies, tactics, and implementation.
- Manage the stages of successful buy-in of value propositions for people, products, services, and companies.

01 Western Digital

Transactional Competence™ Across Teams (TCX) training for Agile senior team – reducing product development time and time to launch.

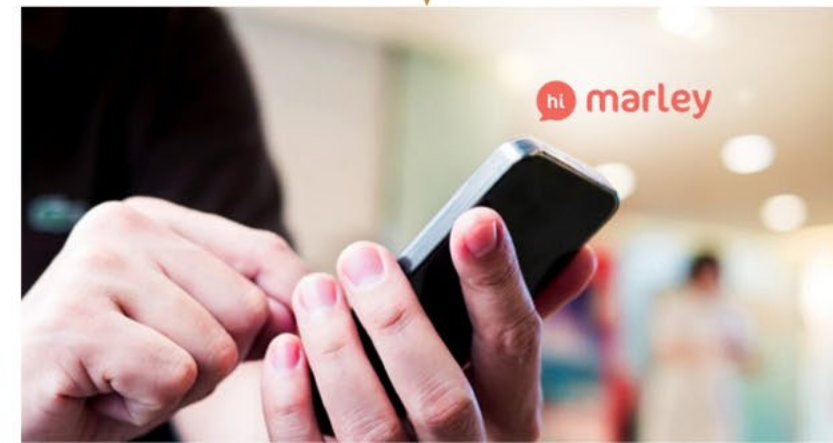


02 University of Virginia

Customized Fundamentals of Transaction program to enhance team workflow, cohesion, and efficiency.

03 Hi Marley

Transactional Competence™ Across Teams (TCX) training for executive team – developing the company culture framework.



Those who transact powerfully, thrive.™

Results

Average Income Over Anticipated



Health Goal Met



Money Goal Met



Continue to Advanced Programs



Demographics

Female



Male



Self Employed



Employed Full Time



Net Worth

\$50-100K



\$100-500K



\$500K-1M



\$1-2.5M



\$2.5-5M

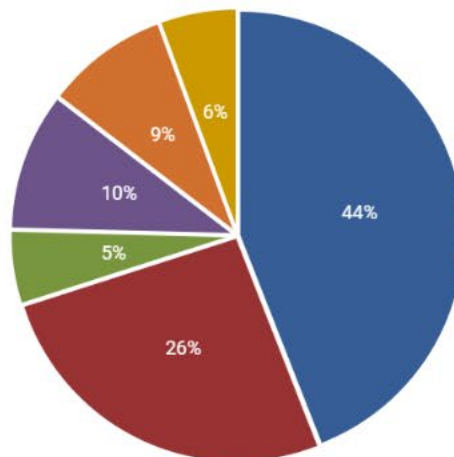


\$5M+



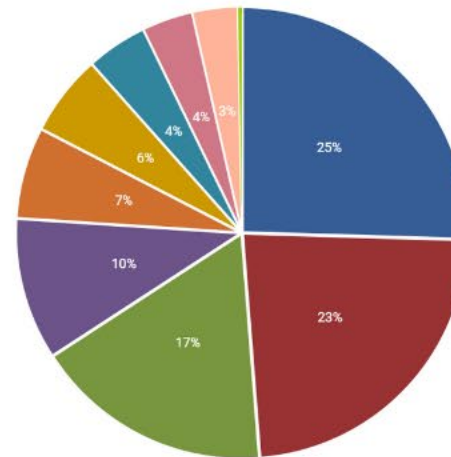
Education

- Bachelors
- Masters
- Associates
- Some College
- High School
- Other



Role

- Owner
- Director
- CEO
- President
- Managing Director
- Financial Advisor
- Founder
- Principle
- Managing Partner
- Partner



Global Participants



 Team / Faculty

A background image showing a group of business professionals in a meeting. In the center, two men are shaking hands. Other people are visible in the background, some holding documents or laptops. The entire image is overlaid with a semi-transparent blue filter.

You are always transacting.
Do you transact powerfully?

Our Leadership Premise

At Influential U, we emphasize that genuine leadership is a social phenomenon—it fundamentally relies on the understanding that a leader cannot exist without followers.

Followership is earned with the acceptance of your judgments, assessments, assertions, invitations, and requests. When acceptance is lacking, any leadership defaults to force, compelling obedience rather than inspiring voluntary action.

Effective leaders know that their true power lies in their ability to influence, not in their capacity to dictate.

We aim to demonstrate:

- Leadership is about influence (not coercion).
- Leadership is cultivated by having your judgments, assertions, invitations, offers, and requests accepted by others.
- Influence and authority are further cultivated by declining.
- Influence and value are cultivated by understanding your personality's role in transactions.
- Anyone, in any role, can transact to produce influence, value, and authority.

Panel Questions

Based on experience, what is your advice for overcoming biases and challenges?

Panel Questions

How do you transact to produce influence, value, and authority?

Panel Questions

What examples do you have of any of these statements?

- Leadership is cultivated by having your judgments, assertions, invitations, offers, and requests accepted by others.
- Influence and value are cultivated by understanding your personality's role in transactions.
- Leadership is about influence (not coercion).
- Influence and authority are further cultivated by declining.

Panel Questions

Q&A

The Thirteen Steps for Making Offers

- Step One: Articulate Your Aims for Each Condition of Life™
- Step Two: Evidence the State of Mind of an Ambitious Adult and Prove Fitness
- Step Three: Demonstrate Accurate Thinking in General Knowledge
- Step Four: Demonstrate Accurate Thinking in Specialized Knowledge
- Step Five: Identify Personality and Behaving Transactionally™
- Step Six: Articulate Solutions to a Substantial Breakdown in a Specific Ecology
- Step Seven: Specify Your Customer
- Step Eight: Invent the Transaction
- Step Nine: Apply Levers of Influence
- Step Ten: Apply Concentration and Focus
- Step Eleven: Build and Expand Influence Ecologies and Cooperation
- Step Twelve: Study the Environment and The Current™
- Step Thirteen: Plan for Inquiry and Reinvention

Conditions of Life™

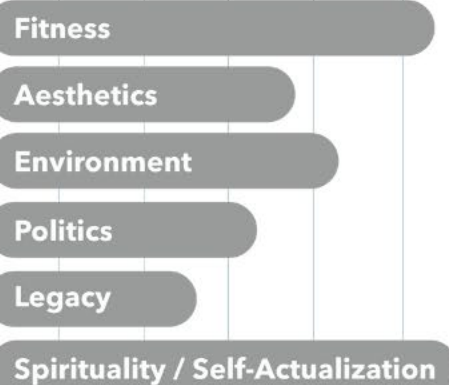
Biological



Linguistic



Transactional

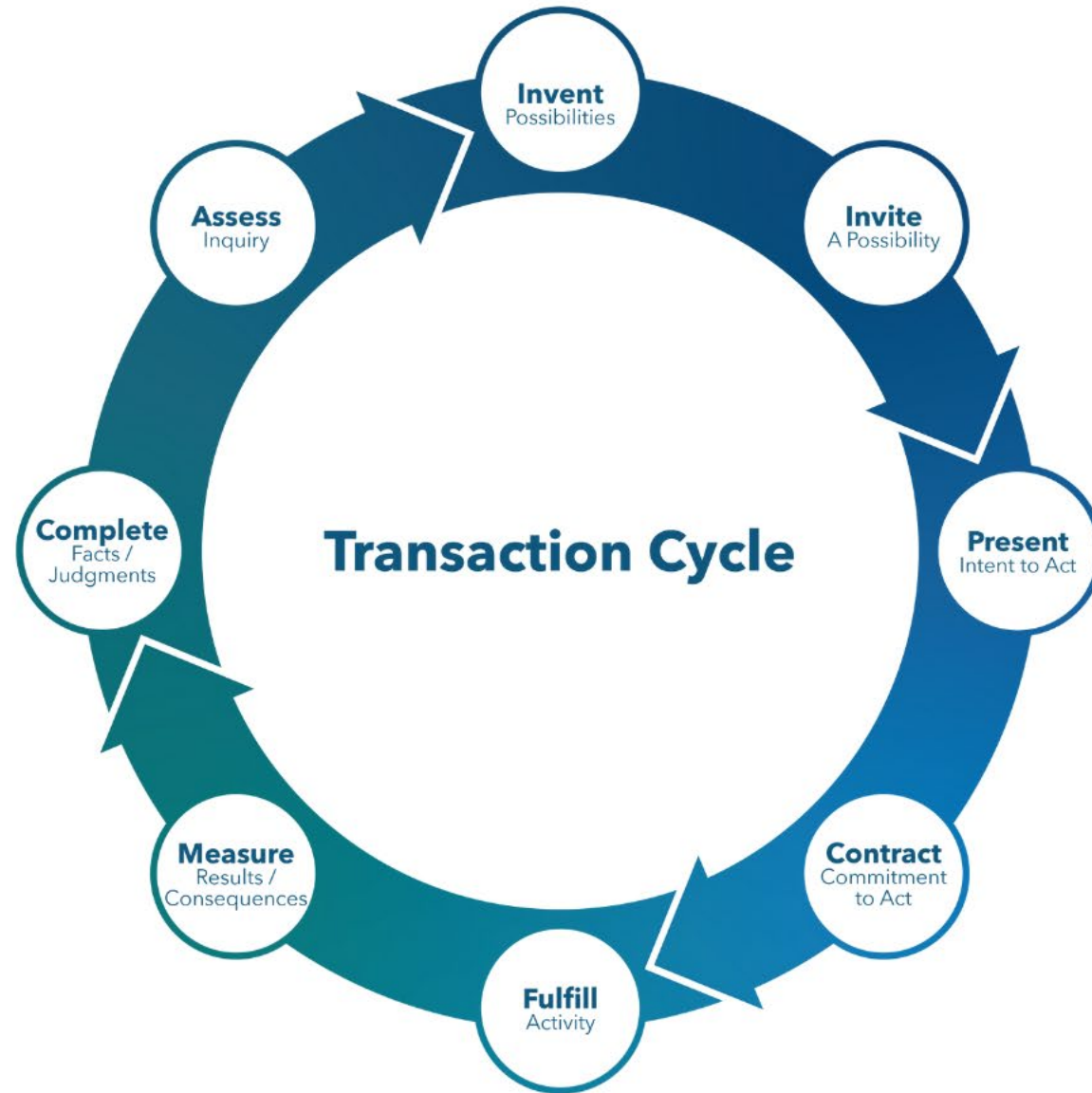


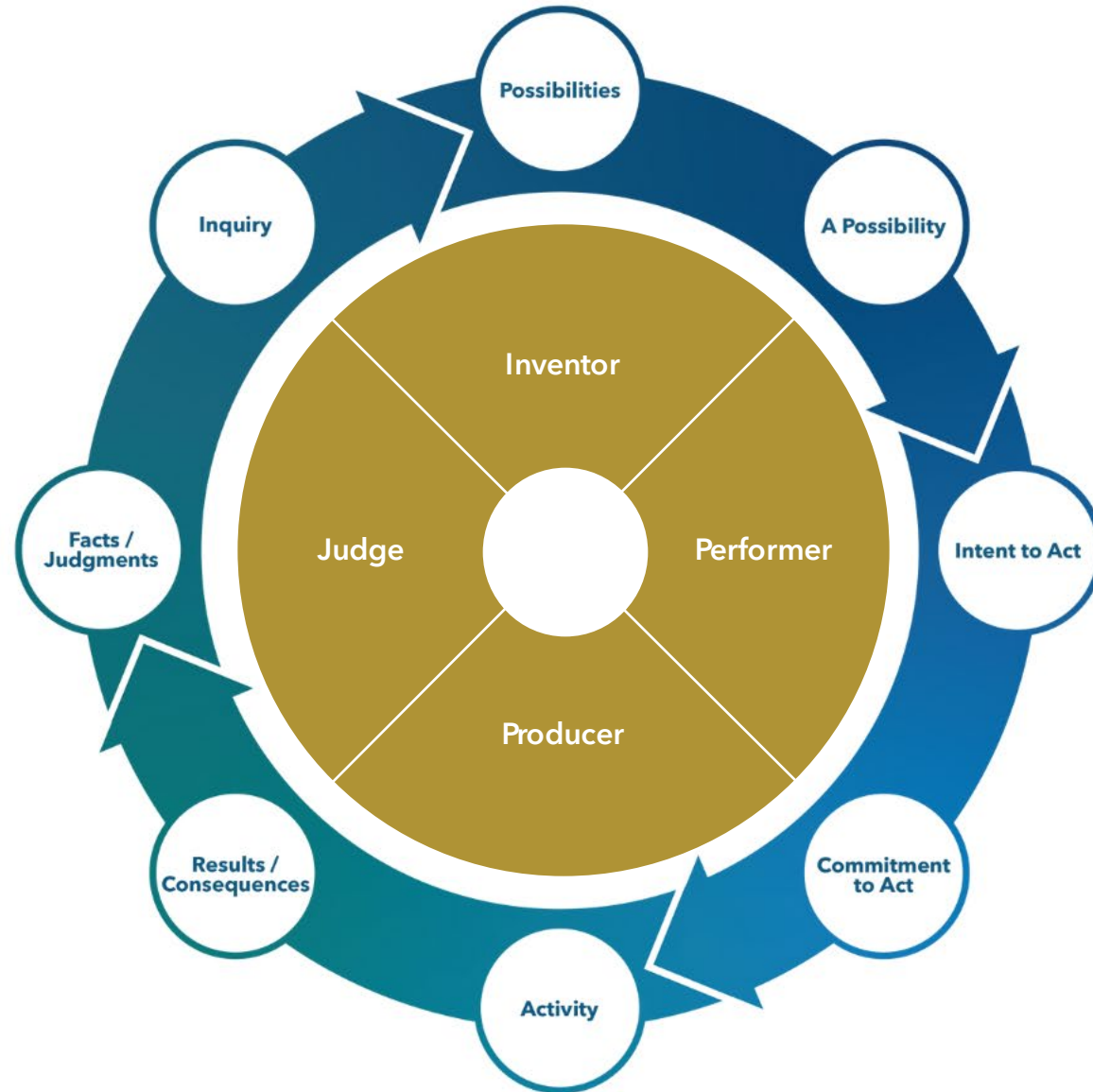
Level of Satisfaction

Each of us **transacts** only to satisfy these unavoidable and inescapable **Conditions of Life**.

These **four Conditions of Life** **support** or **threaten** the satisfaction of all other conditions.

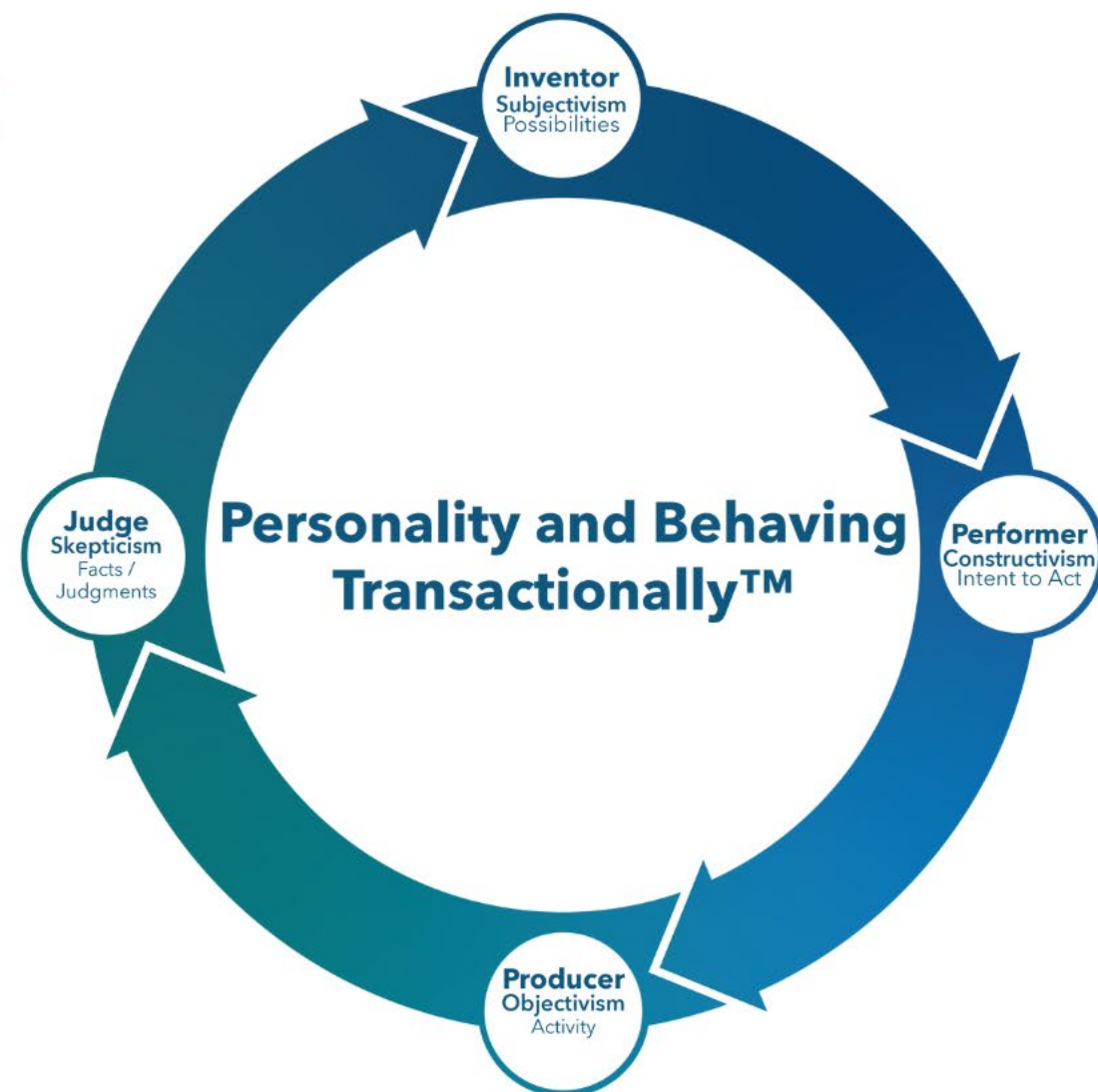
Our entire curriculum is built for **whole-life satisfaction**, to satisfy the Conditions of Life in their **totality**.





Personality Characteristics

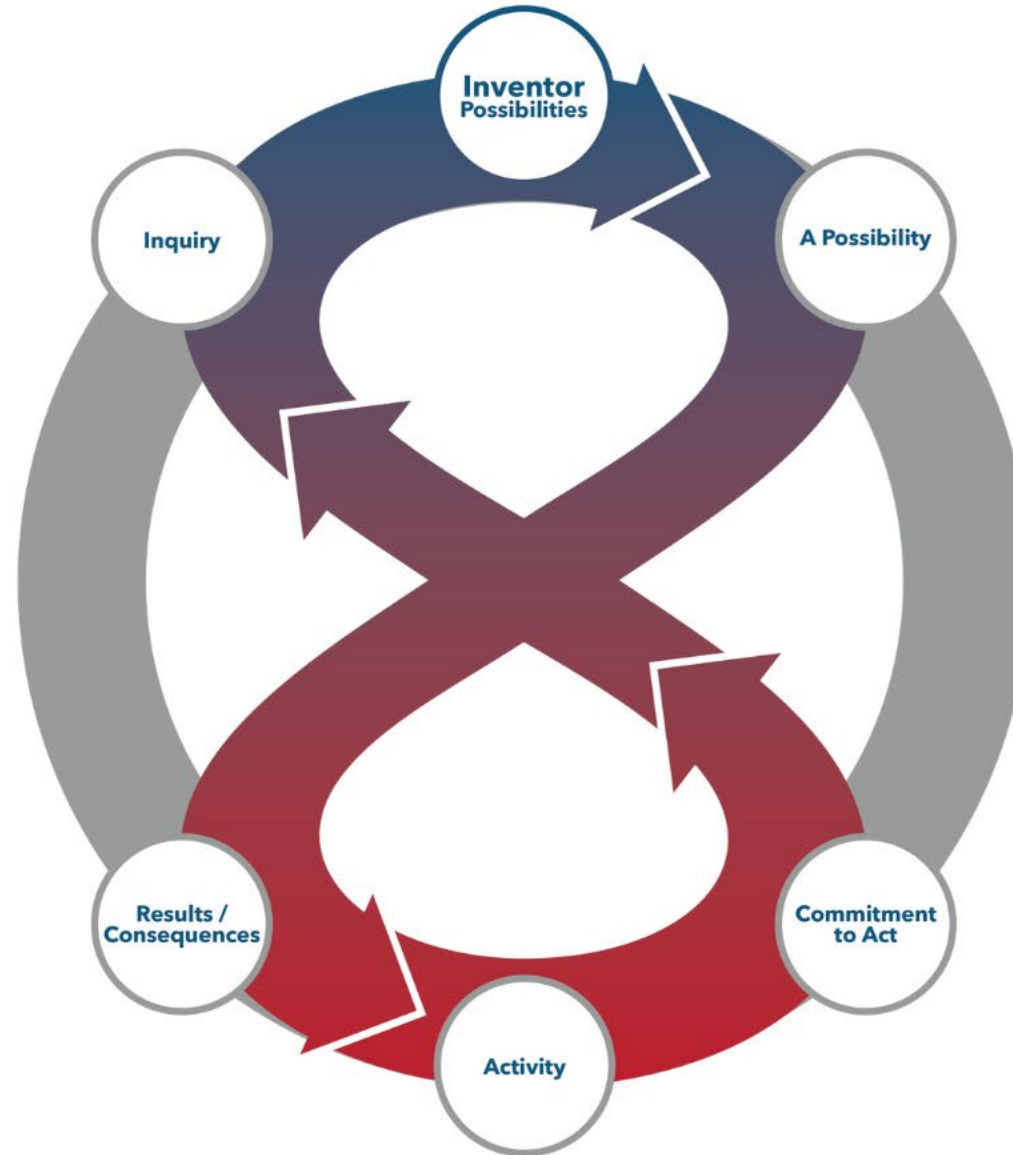
Attribute	Inventor	Performer	Producer	Judge
Transactional Move	Invent	Present	Fulfill	Complete
Relationship to Time	Long Term Future	The Present	The Immediate Future	The Past
Proficiency	Vision & Control	Mood & Intention	Alliance & Force	Confrontation & Authority
Currency	The Future	Influence	Deadlines	Evidence
Types of Speaking	Declaration	Promise	Request	Assess
Asset / Liability	Ego	Relationship	Being Included	Standards
Kudos	Being Acknowledged	Being Liked	Being Liked	Being Acknowledged
Appropriate Moods	Imaginative, Strategic, Optimistic	Sociable, Lithe, Gregarious	Determined, Austere, Rigorous	Skeptical, Critical, Confrontational
Moods Projected	Positive	Positive	Negative	Negative
Behavioral Orientation	Thought	Action	Action	Thought
Transactional Orientation	Creative	Creative	Protective	Protective
Contractual Orientation	On Time	Just In Time (Often Late)	On Time (Often Early)	Just In Time
Learn Best By	Thinking / Reading	Talking / Writing	Doing / Listening	Listening / Reading
Relationship to Possibility	Every Thing	Any Thing	Some Things	Nothing
Self vs Others	Self - Self	Others - Others	Others - Self	Self - Others
Say to Others	You Should / I Will	We Could / You Could	We Need To / I Have To	You Should Have / I'm Willing To If
Mood / Attitude in Breakdown	Brooding / Arrogance	Annoyance / Intolerance	Irritation / Belligerence	Resignation / Righteous
Assessment of Others	Equals / Idiots	Respectful / Buffoons	Loyal / Traitors	My or Our Standards / Stupid
Misinterpret as Results	New Invention / Ideas	New Relationship	Repetition	Assessment
Dominant Need for Happiness	Certainty	Freedom	Consistency	Security





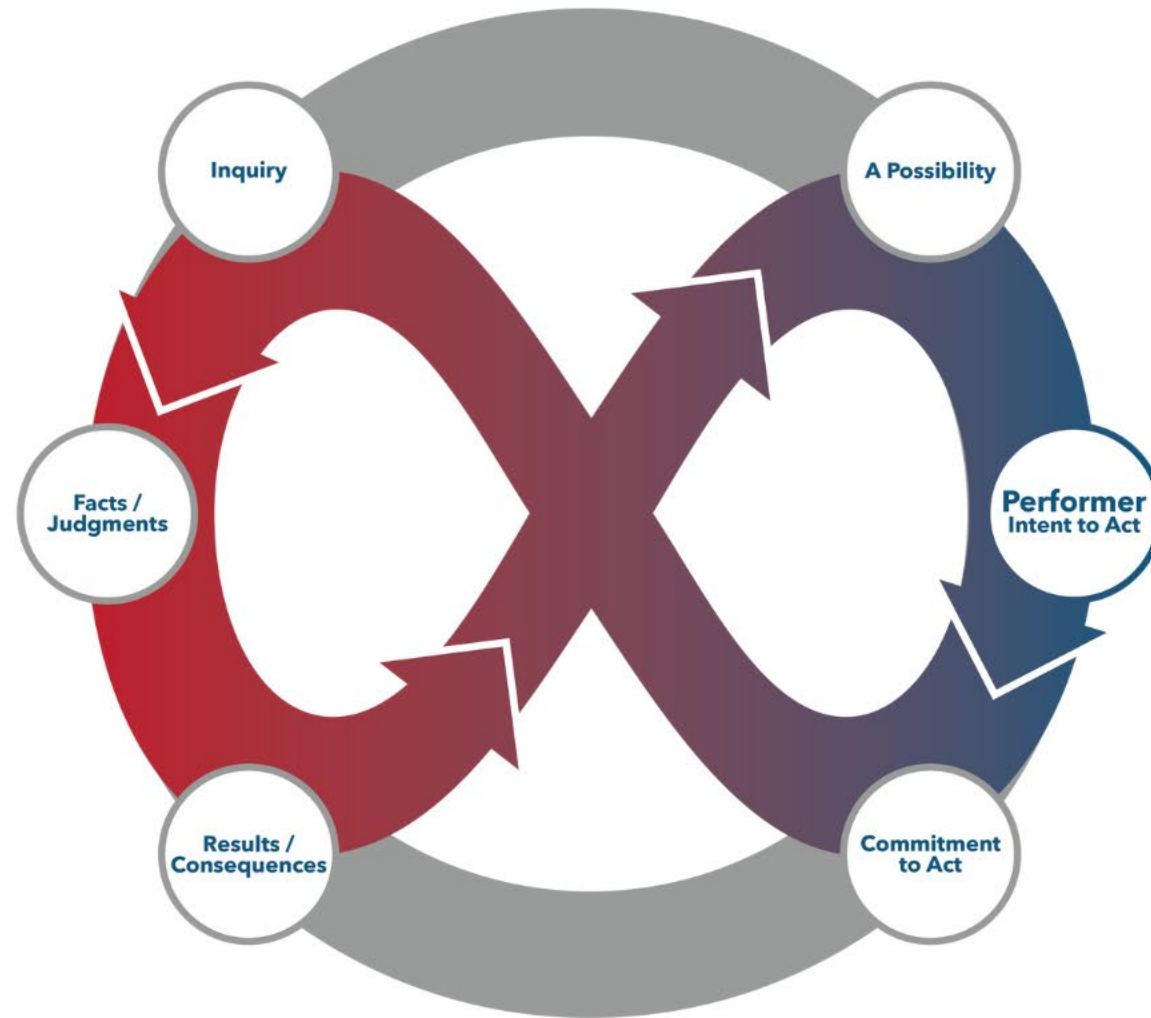
Infinity Loop – Inventor

(The Loop of Arson)



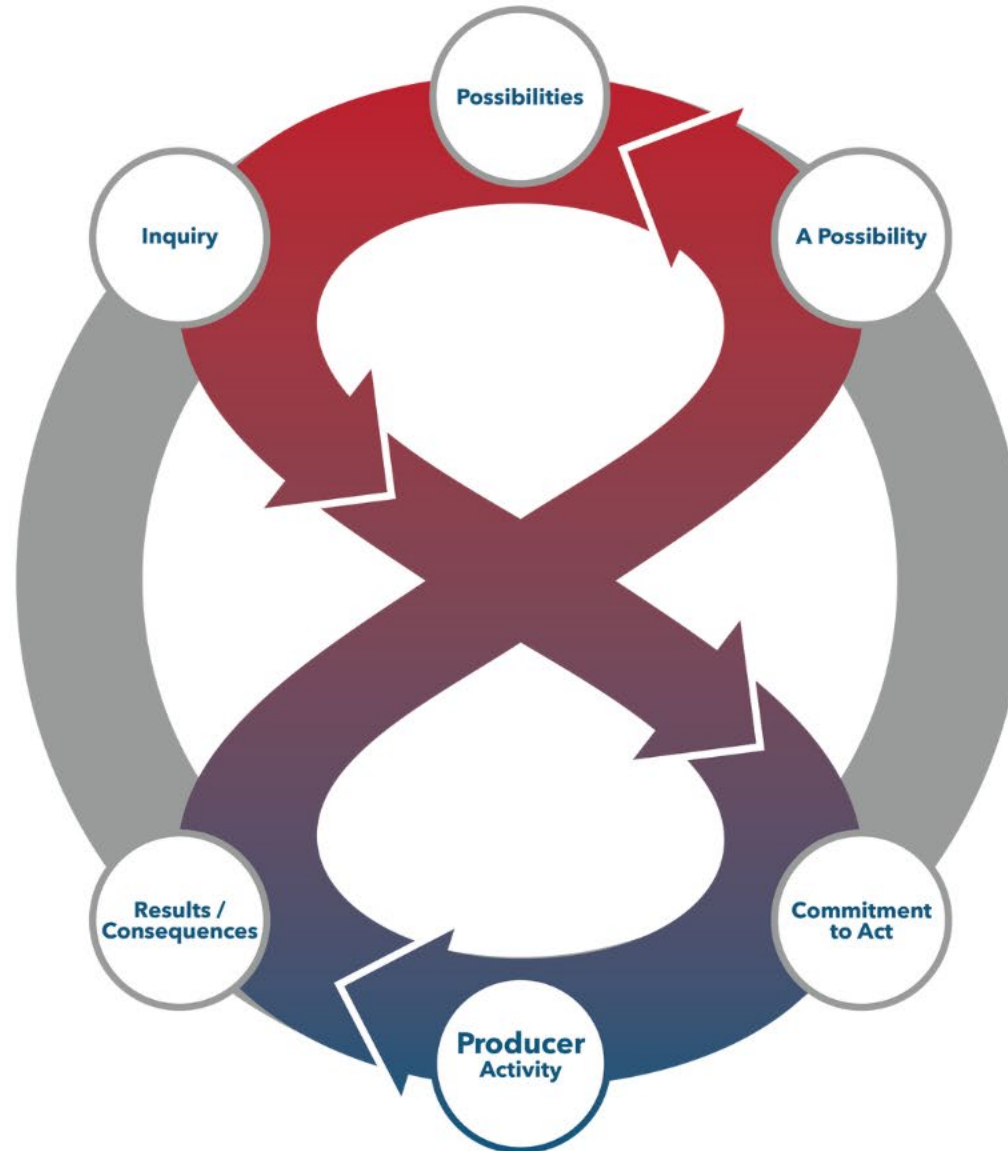
Infinity Loop – Performer

(The Loop of Bullshit)



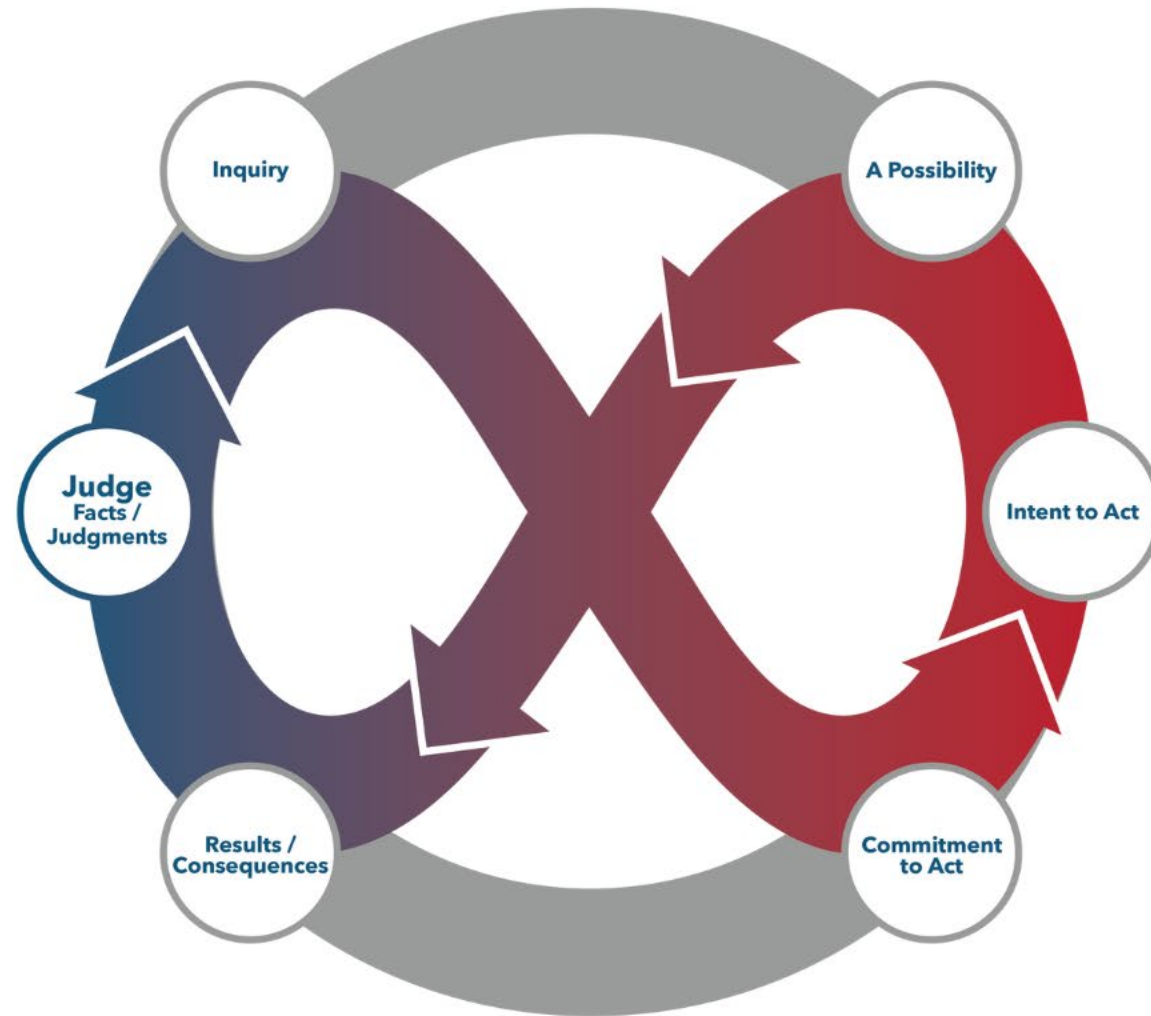
Infinity Loop – Producer

(The Loop of Overworking)



Infinity Loop – Judge

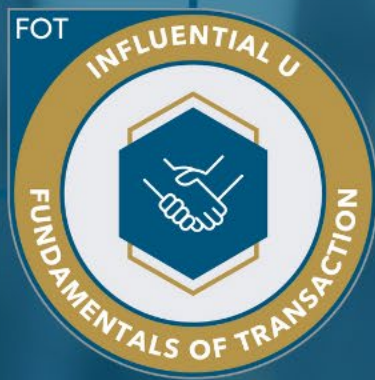
(The Loop of Force)



Tomorrow's Leaders

The Future Belongs to
Those with Influence.





1. **Apply**
2. **Interview**
3. **USD \$5550***

***Prices vary by country.** Young Business Professionals, 35 and under, can qualify for discounted tuition. Conditions apply.

Tuesday, August 20

4-5 pm Pacific Time

8/20, 9/3, 9/17, 10/1, 10/15, 11/5,
11/19, 12/3, 12/17, 1/7, 1/21, 2/4

Facilitated by Faculty + Co-Founders

The Fundamentals of Transaction

This course teaches individuals the study, practice, and application of Influential U fundamentals. Learn how to build and present business offers that get accepted quickly by your specific customer. Practice negotiating with differing personality types and behaviors. Learn how to satisfy the fifteen unavoidable Conditions of Life™.

The course that started it all, is virtual training with online study modules. It directly applies the principles to your business or situation. Twelve 60-minute sessions with associated learning modules.



2025
January

Annual
Conference

PERFORMING

Ojai Valley Inn & Spa
January 13-17


Influential U

Our Annual Flagship Event. An unparalleled
opportunity to aim toward the future.



THE BUSINESS
OF WINNING

PLEASE OFFER FEEDBACK

YOU'LL BE REDIRECTED TO OUR PERSONALITY QUIZ
UPON COMPLETION OF THE FEEDBACK

TRANSACTIONAL COMPETENCE™

