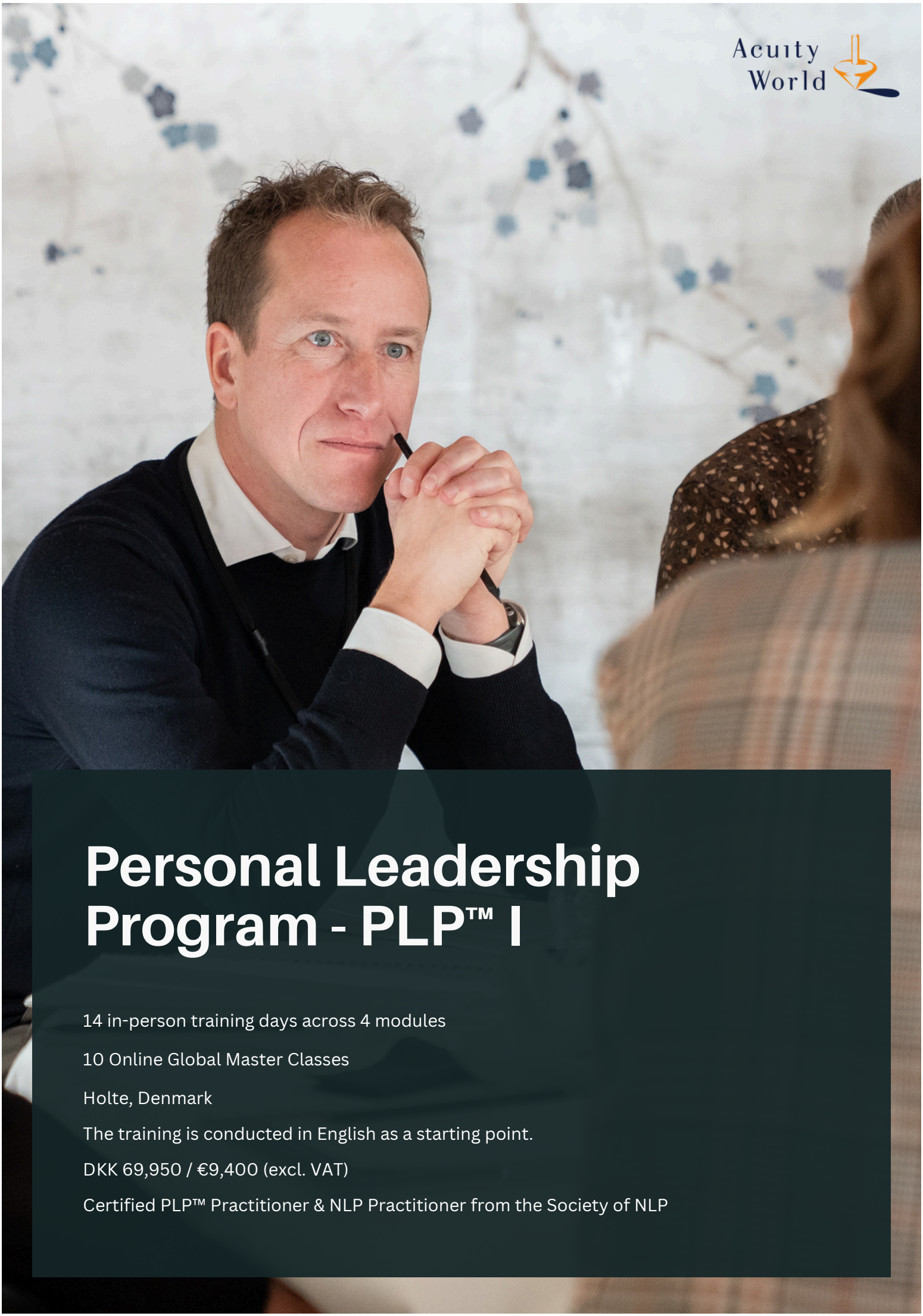


Personal Leadership Program - PLP™ I

14 in-person training days across 4 modules

10 Online Global Master Classes

Holte, Denmark

The training is conducted in English as a starting point.

DKK 69,950 / €9,400 (excl. VAT)

Certified PLP™ Practitioner & NLP Practitioner from the Society of NLP

Personal Leadership Program – PLP™

Personal Leadership for Sales Leaders and Commercial Executives Driving Growth

Most sales leadership programs focus on tools and targets. PLP™ develops the personal leadership that makes performance sustainable.

Sales leaders learn how to create motivation, ownership and consistent results through people, not pressure and micromanagement.

Many participants come from sales and commercial leadership roles in global B2B companies.

Introduction

The Personal Leadership Program – PLP™ is designed for leaders responsible for creating performance through people.

Many participants come from sales and commercial leadership roles, where the ability to motivate, coach and influence others directly impacts results.

Rather than focusing only on tools and techniques, the program develops the personal foundation behind effective leadership – clarity, communication and the ability to bring out the best in others.

For many leaders, PLP™ becomes a turning point in how they lead teams, develop people and create sustainable performance.

Program highlights

At the Personal Leadership Program – PLP™ I, you work with leadership, communication, and coaching tools designed to strengthen your personal leadership, the foundation for leading others effectively.

Many participants come from sales and commercial leadership roles, where the ability to motivate and guide people directly impacts results.

The program provides practical ways to create clarity, build motivation, and develop the daily behaviors that drive strong and consistent performance.

What You Will Develop

- Personal leadership clarity for leading people responsible for results
- Communication that activates motivation and ownership
- Coaching skills for developing salespeople and teams
- Influence and leadership presence in performance-driven environments
- The ability to create consistent performance through people

The program includes

- 14 in-person training days across 4 modules (3.5 days each) over the course of one year
- 10 online Global Master Classes (2 hours each) throughout the year
- 5 Online Training Evenings (about 1.5 hours each), required for certification
- Personal conversation with a Business Coach before and after the program
- Program materials and books
- Certification as a PLP™ Practitioner and NLP Practitioner from the Society of NLP
- Access to a professional cross-industry network



The PLP™ Learning Journey

PLP™ is a practice-based leadership development program structured around four modules over the course of one year. The program unfolds as a continuous learning journey, where you develop your personal leadership as your responsibility and influence expand.

The program is built on active engagement, training, and reflection, starting from what already works in your leadership. Through exercises, feedback, dialogue, and real-world application, participants work within a structured process where strengths are reinforced and insights are translated into action between modules.

Personal Interview and Learning Goals

The program begins with a personal conversation with a Business Coach, where you explore your current leadership role, responsibilities, and ambitions for the program. This dialogue forms the basis for defining your personal learning goals and provides a clear direction for your development throughout the program.

Completion and Evaluation

PLP™ concludes in Module 4 with a written evaluation and a practical exercise.
The evaluation demonstrates that you have integrated the program's core elements and are able to apply them professionally in practice. The practical component involves conducting a structured coaching process with an external participant.

Between the Modules

Development in PLP™ does not take place only during the modules. Between the in-person modules in Holte, participants also take part in:

- 10 Online Global Master Classes (2 hours each, held on the last Monday of each month)
- 5 Online Training Evenings (about 1.5 hours each) with a PLP™ IV Facilitator

The online training is part of the education and is required for certification. During this period, you continue working with integration, reflection, and real-world application in your own leadership. The ongoing dialogue and training with fellow participants create continuity, deepen learning, and build a trusted professional network that supports your development throughout the year.

Module 1

Personal Leadership for Sales Performance. Develop the personal clarity and mindset required to lead people who are responsible for revenue and customer relationships.

Focus areas

- Clarifying your personal leadership mission and commercial impact
- Understanding what truly motivates people to perform
- Leading through strengths rather than pressure or control
- Creating direction and energy in sales and commercial teams

Module 2

Communication that Drives Motivation. Learn how leaders create motivation and ownership through communication.

Focus areas

- Communicating in ways that activate people's intrinsic motivation
- Creating clarity and alignment in sales teams
- Building trust in performance-driven environments
- Handling difficult leadership conversations

Module 3

Coaching for Sales and Performance. Develop coaching skills that strengthen responsibility and performance in teams.

Focus areas

- Coaching salespeople toward stronger customer conversations
- Developing ownership and initiative in employees
- Turning everyday situations into learning and development
- Supporting consistent performance rather than short-term pressure

Module 4

Influence and Leadership Impact. Strengthen your ability to influence decisions, people, and direction across the organization.

Focus areas

- Leading without micromanagement
- Influencing stakeholders and decision processes
- Creating alignment around goals and strategy
- Building sustainable performance through people



Option to Begin with Module 1

Module 1 can be taken as a standalone course. It provides the opportunity to work with the foundation of your personal leadership before deciding whether to continue with the full PLP™ program.

- 1 module (3.5 days)
- 3 Online Global Master Classes (2 hours each)
- Program materials and books
- Price: DKK 19,950 (excl. VAT)
- PL™ Diploma

After Completing PLP™

PLP™ is not only about developing personal competencies. It is about strengthening the foundation of your leadership so you can create meaningful impact in your organization.

Your Development as a Leader

- Increased confidence when navigating complex situations
- Greater clarity and direction in your leadership
- Stronger personal presence and influence
- The ability to create commitment and engagement
- Mental resilience in times of pressure and change
- Leadership grounded in integrity and self-awareness
- The ability to develop others by creating responsibility and ownership

Organizational Impact

- A stronger strategic foundation for leadership and collaboration
- Leaders who communicate clearly and create direction
- Leaders who build ownership and professional strength within their teams
- Leaders who translate vision into meaningful action
- Leaders who navigate change with stability and confidence
- Leaders who create results through people

Do You Have Questions?

You are always welcome to reach out for a conversation about whether the Personal Leadership Program – PLP™ could be the right next step for you.

Frederik W. Schiøtz

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In-Company Programs

The Personal Leadership Program – PLP™ can also be delivered as an in-company program.
An internal program is tailored to the organization's leadership context and strategic ambitions, creating a shared foundation for leadership, communication, and collaboration across the leadership team.

Participant Perspectives

Communication is at the heart of leadership. PLP™ gave me a deeper understanding of how communication can create extraordinary results by strengthening both individual and collective potential. The program is highly practical and provides tools that can be applied immediately in real leadership situations.

John Raabo Nielsen, Vice President, Coloplast A/S

I lead 11 people and am responsible for around 700 customers. I use the Satisfaction Cycle in many situations, with new customers to understand their dreams and with existing customers to follow up on them. My focus has shifted to what is already there and what works, and that gives me calm and strength to reach my goals.

Svend Erik Andersen, Manager, Danske Capital A/S

I listen more closely and ask better questions, so my employees find the answers themselves. I rest in myself, and my team has moved noticeably. Today we have a really good collaboration.

Charlotte Foelsby, Section Manager, Rockwool International

In my work with strategic partnerships and international projects, I experienced how powerful it is to invest consciously in the relationship itself. The tools from PLP™ opened new possibilities and made my leadership both more effective and more meaningful.

Claudia Lindby, Coach & Consultant, former Director at Carlsberg