THE SE LEADERSHIP INSTITUTE PRESENTS

BlackBelt Workshop
Session Guide

Two weeks, eight live sessions, and a leadership toolkit. See below for the sessions, templates, and operations of the program.

Please note: *dates and times for each workshop are published at seleadership.com/workshops. Session content may be refined before the workshop begins.*

DURATION
Two weeks, with two session days and one office hours session each week

LIVE SESSIONS
Eight 2-hour sessions: a morning and an afternoon session on each session day

OFFICE HOURS
One 2-hour session at the end of each week

TIME COMMITMENT
16 hours of live training across eight sessions, plus optional office hours

FORMAT
All sessions and office hours are conducted live on Zoom, with a cohort of SE leaders

RECORDINGS
Every session is recorded and available to participants for 30 days

Session by Session

Eight live sessions across four domains, plus weekly office hours, all conducted on Zoom.

WEEK 1

Day 1	Morning session	Session 1	Introductions, Priorities, and Vision
Day 1	Afternoon session	Session 2	Personal Domain: Leadership Excellence
Day 2	Morning session	Session 3	Commercial Domain, Part 1
Day 2	Afternoon session	Session 4	Commercial Domain, Part 2
Day 3	Office hours	Office Hours, Week 1	Live artifact review, group or individual

WEEK 2

Day 1	Morning session	Session 5	Operational Domain, Part 1
Day 1	Afternoon session	Session 6	Operational Domain, Part 2
Day 2	Morning session	Session 7	Organization Domain
Day 2	Afternoon session	Session 8	Bringing It All Together
Day 3	Office hours	Office Hours, Week 2	Live artifact review, group or individual

What Each Session Covers

Every session pairs a short teaching block with an interactive exercise. You work on your own organization, and you leave with a completed template.

Proven Frameworks You Work With Live

Every template below is SELI's own IP, built on the frameworks from the #1 Amazon bestseller, *Sales Engineering Leadership*. The BlackBelt Workshop is the only place you put them to work live, on your own business. You do not just hear how a coverage model works. You build yours.

SELI trademarked framework Exercise or worksheet

WEEK 1

01 Introductions, Priorities, and Vision
Vision and charter setting
YOU BUILD: Goals and Priorities; V2MOM (personal or organizational); MAPS™

02 Personal Domain: Leadership Excellence
The making of an SE leader
YOU BUILD: 5 Roles Review; Emotional Intelligence Assessment

03 Commercial Domain, Part 1
Sales process alignment, rules of engagement, and discovery
YOU BUILD: Rules of Engagement; ROSES™ Discovery and Demo Best Practice

04 Commercial Domain, Part 2
Evaluations, technical close, and AI across the SE practice
YOU BUILD: Technical Win Blueprint™; SE AI Cockpit™

WEEK 2

05 Operational Domain, Part 1
Coverage strategy and compensation planning
YOU BUILD: CASE™ for SE Coverage; PACE™ Compensation Model

06 Operational Domain, Part 2
Metrics, measurement, and business cadence
YOU BUILD: DICE™ Framework; Business Cadence Worksheet

07 Organization Domain
Organization design, high-performance culture, and talent
YOU BUILD: Org Review and Design; Culture and Values Design; Talent Review™

08 Bringing It All Together
Your priorities and plan across all four domains
YOU BUILD: Domain Review; Priority Setting; Q&A

If You Miss a Session

Every session is recorded and available to participants for 30 days after it is held. Recordings are then removed to protect the privacy of attendees. Recordings are for registered participants only and are not shared outside the cohort. If a customer meeting or a time zone gets in the way, watch the recording, complete the template, and bring it to that week's office hours for review.

Office Hours: Where the Work Gets Reviewed

BlackBelt adds two hours of office hours each week for the part that matters most: applying the artifacts to your business and getting feedback on what you built.

Live artifact review. Stephen Morse reviews your completed artifacts with you and gives direct feedback.

Your choice of format. Join for the whole session, or book an individual 20-minute slot, in the group or in a private breakout.

Learn from every review. Stay for the group session and learn from the questions and artifacts of your peers.

Come prepared. Submit your artifact before your slot so the 20 minutes go to feedback and not to reading.