

# MY Journey<sup>®</sup>

Siegfried's MY Journey<sup>®</sup> program helps people enhance and improve their leadership capabilities via a mix of live events with special guest speakers, leadership advisory trainings, on-demand courses, unique allowances, and more.

At Siegfried, we help people transform themselves into better leaders to exponentially improve their lives. With that in mind, our founder and CEO, Rob Siegfried, created our MY Journey<sup>®</sup> program, a powerful way to encourage people to continuously work toward transformative growth in their personal lives **and** their professional lives.

## Influence your life

We all have the enormous and important ability to influence where we want to be in life and how we get there. But it's important to recognize that we need to lean in and do the hard work that's required to build the futures we want. MY Journey<sup>®</sup> can help turn possibilities into realities.

## Leadership Advisory

One of the services we offer at Siegfried is leadership advisory, both for our clients and our employees. Leadership advisory is an essential element of MY Journey<sup>®</sup> and it provides our people with the space and tools to think, grow, learn, evolve, and become stronger, more well-rounded, and informed professionals.

## What you can expect

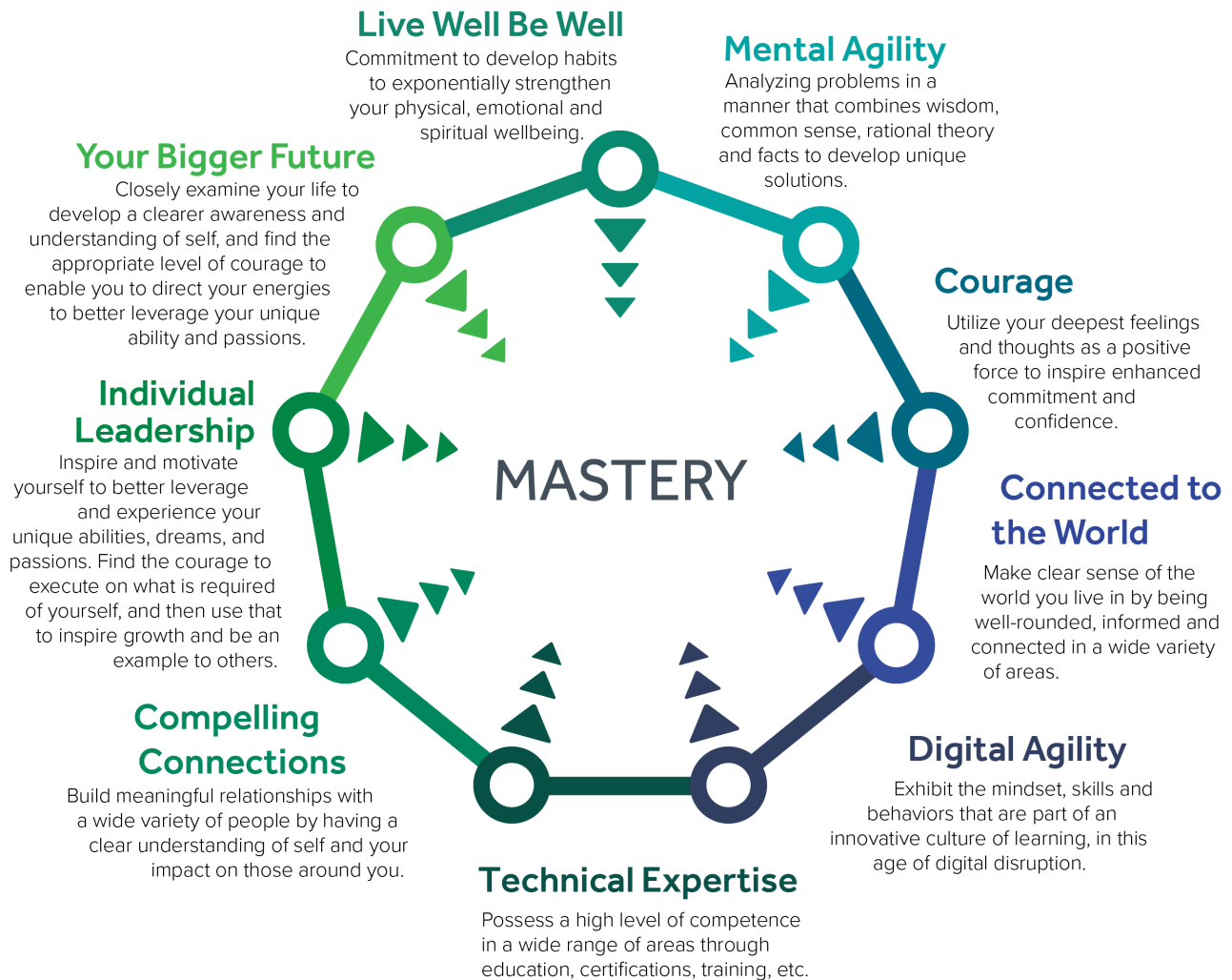
MY Journey<sup>®</sup>, which is one of the 5 Promises that we make to our Professionals, is a constantly evolving mix of interactive and engaging elements, including:

- Several live **and** virtual events each year with broadcasts around the country
- Incredible guest speakers like Angela Lee Duckworth, Elizabeth Gilbert, Geraldo Rivera, Dana Perino, Bill McDermott, and Sarah Robb O'Hagan
- On-demand courses and trainings that provide the flexibility and freedom to make time between projects highly meaningful
- Leadership development webinars that cover topics like having difficult conversations, LinkedIn networking, pursuing your passion, and financial fitness
- State-of-the-art education to continue building the skills and acumen needed to create extreme value for clients
- Customized tools and exercises to encourage thoughtful self-reflection and determine next steps
- And much more!



## Building Mastery

The “MY” in MY Journey® stands for **Mastering Your**, because the entire program is a unique way to create mastery in several focus areas, including Compelling Connections, Courage, Digital Agility, Live Well Be Well, and Connected to the World. Explore all of our MY Journey® focus areas below!



## Beyond Siegfried

The benefits of a program like MY Journey® go far beyond our Firm. When fully leaned into the program, our Professionals become better leaders and spread their knowledge to those closest to them, including their friends, family, clients, and colleagues.

And because we know the program is so powerful, we have found innovative ways to bring it to different communities, including students via our Siegfried Youth Leadership Program® and young professionals via our Leadership Development Program events.



**MY Journey® is one of the hallmarks of Siegfried’s company culture and can put you in a position of strength when it comes to your life, relationships, and career.**