

Delivered by:



**SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING**

In partnership with:



The **90-second** Advantage

**Coherence-Powered Leadership for Clear
Decisions and Credible Presence**



A 2 days leadership

The 90-Second Moment That Determines Credibility

A 2-day leadership performance lab + 30-day integration that equips leaders with a practised 90-second reset to move from reactivity to clarity—before speaking, deciding, or responding.

The boardroom goes silent. Your recommendation is being challenged—publicly, forcefully, unexpectedly. Stakeholders are watching. The next 90 seconds will determine whether you're seen as defensive or decisive, whether trust deepens or fractures, and whether the initiative moves forward or stalls.

This isn't about what you know. It's about what you can access when pressure spikes.

Most leaders lose their advantage in the first 90 seconds of a high-stakes challenge.

At Coach Masters Academy, we've engineered a leadership performance system that gives you back those 90 seconds.

The Hidden Cost of Reactive Leadership

In complex organisational environments, leadership missteps rarely stem from lack of intelligence, experience, or strategic intent. They emerge from a biological reality:

When a challenge hits, the brain defaults to survival patterns—not executive function.

The result is predictable and costly:

- **Narrowed perception**– Missing critical signals, stakeholder dynamics, and emerging opportunities
- **Premature closure**– Deciding to relieve tension rather than optimise outcomes
- **Defensive communication**– Eroding trust, credibility, and alignment in real time
- **Prolonged recovery**– Staying dysregulated long after the moment has passed

Traditional leadership development strengthens what leaders know. The 90-Second Advantage strengthens what leaders can access under pressure—the difference between reactive leadership and coherent leadership.



Program Architecture: 2 Days + 30-Day Integration

Format: Intensive in-person or live virtual lab
Audience: Directors | Senior Managers | Executives
Cohort Size: 15–30 participants (optimal for coached repetition)
Delivery: Experiential learning with real-world simulations

The Design Logic Reset



Presence



Leadership Action

This is not a lecture-based workshop. It's a capability-building accelerator structured around coached repetitions, realistic pressure scenarios, and immediate application.

Inside the Learning Experience

Part 1: Build to reset, Translate to Executive Presence

Learning Outcomes: translating coherence into observable executive presence behaviours:

- Purposeful pause before responding
- Steadier vocal tone under pressure
- Holding clarity in uncertainty
- Non-defensive communication

Part 2 – Integration and Sustainability

Learning Outcomes: Gain a practical capability that they can use immediately

- How to reset under disruption
- Practice making and defending decisions without defensiveness or hedging
- Respond to the challenge while maintaining
- composure and credibility

Inside the Two Days

Day 1: Build to reset, Translate to Executive Presence

- learn and rehearse the 90-second reset (coached reps)
- identify personal defaults under challenge (defend / control / hedge / escalate)
- translate reset → presence behaviours: purposeful pause, steadier tone, clarity in uncertainty
- short practice cycles with feedback until it is dependable in real time

Day 1: Apply it where leaders are judged

- reset with disruption: interruptions, rapid questioning, time pressure, ambiguity
- communicate decisions without defensiveness; stay composed under scrutiny
- simulations that mirror MNC reality: accountability moments, conflict temperature, stakeholder pushback
- integration: embed the reset into real meetings and decision forums for 30 days

How Impact Is Measured



Reset speed

How quickly leaders return to clarity after a trigger.



Recovery after challenge

How fast do they stabilise after pushback, interruption, or tension?



Observable executive presence behaviours

Measured during simulations using a simple rubric (composure, emotional self-management, purposeful pause, clarity in uncertainty)

What Makes This Program Different

Beyond Mindfulness. Beyond Stress Management.

This is not another workshop on emotional intelligence or executive presence theory. The 90-Second Advantage is an intensive performance lab built on three scientific pillars:

1. **Heart-Brain Coherence Science**– Grounded in established psychophysiological research on self-regulation and cognitive performance
2. **Real-Time Application**– Designed for high-stakes leadership forums where decisions happen in seconds, not hours
3. **ICF Professional Standards**– Aligned with International Coaching Federation core competencies for sustainable behaviour change

The outcome: Leaders acquire a practised, repeatable method to reset their nervous system and restore executive function in 90 seconds—before speaking, deciding, or responding.

What Leaders Gain: Four Performance Shifts

After completing The 90-Second Advantage, leaders demonstrate measurable capability to:

1. **Reset Quickly, Think Clearly.** Interrupt reactivity patterns and restore cognitive clarity in real time—during the meeting, not after it.
2. **Meet Pushback with Composure.** Respond to challenge, criticism, and ambiguity without defensiveness or premature certainty—building credibility through steadiness.
3. **Hold Uncertainty Without Losing Authority.** Navigate complex, ambiguous situations with presence and purpose, even when the path forward isn't clear.
4. **Recover Faster After Tension.** Bounce back from conflict or setbacks quickly, keeping decision forums productive and stakeholder relationships intact.

Next Steps: Start With Discovery

Ready to bring The 90-Second Advantage to your organisation?

Step 1

Schedule a discovery consultation to explore your leadership development priorities and organisational context.

Step 2

Receive a customised program proposal with tailored scenarios, measurement plan, and implementation pathway.

Step 3

Launch your pilot cohort and begin measuring impact

Contact us to begin the conversation.

At Coach Masters Academy, we believe that every conversation holds the power to make a difference. The 90-Second Advantage ensures that the difference is intentional, coherent, and credible.

Program Credentials:

- Grounded in heart-brain coherence science and psychophysiological research
- Aligned with the International Coaching Federation (ICF) professional standards
- Delivered by certified executive coaches with expertise in neuroscience-based leadership development

Your leaders don't just "attend" the program—they acquire measurable, demonstrable capability improvements tracked from baseline through integration.





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