

TRANSFORMATIONAL TRAINER



IVY LEAGUE SPEAKER



# Effective Leadership with Influence

Mastering Multi-Department and  
Non-Traditional Work Relationships



Leadership today means guiding people who don't  
report to you and still getting results



Too often, leadership is confused with authority. In the workforce, real impact comes from how you lead across departments, personalities, and priorities. It doesn't just come from a title.

**POSITIONAL  
AUTHORITY**

is power derived  
from ones role

**VS**

**LEADERSHIP**

is a broader concept  
requiring influence  
and soft skills

The Effective Leadership with Influence program equips your teams with the emotional intelligence, people management skills, and communication tools to create alignment, build trust, and drive performance across every level of your organization. Even where direct authority doesn't exist. We won't just talk about leadership ideas, we will actively work through real life examples as a team and discover powerful strategies along the way.

Offered as a keynote, workshop, or 6-part leadership series tailored to your team's needs.

# Leadership with Influence is a dynamic, human-first approach to leading across today's complex workplace.

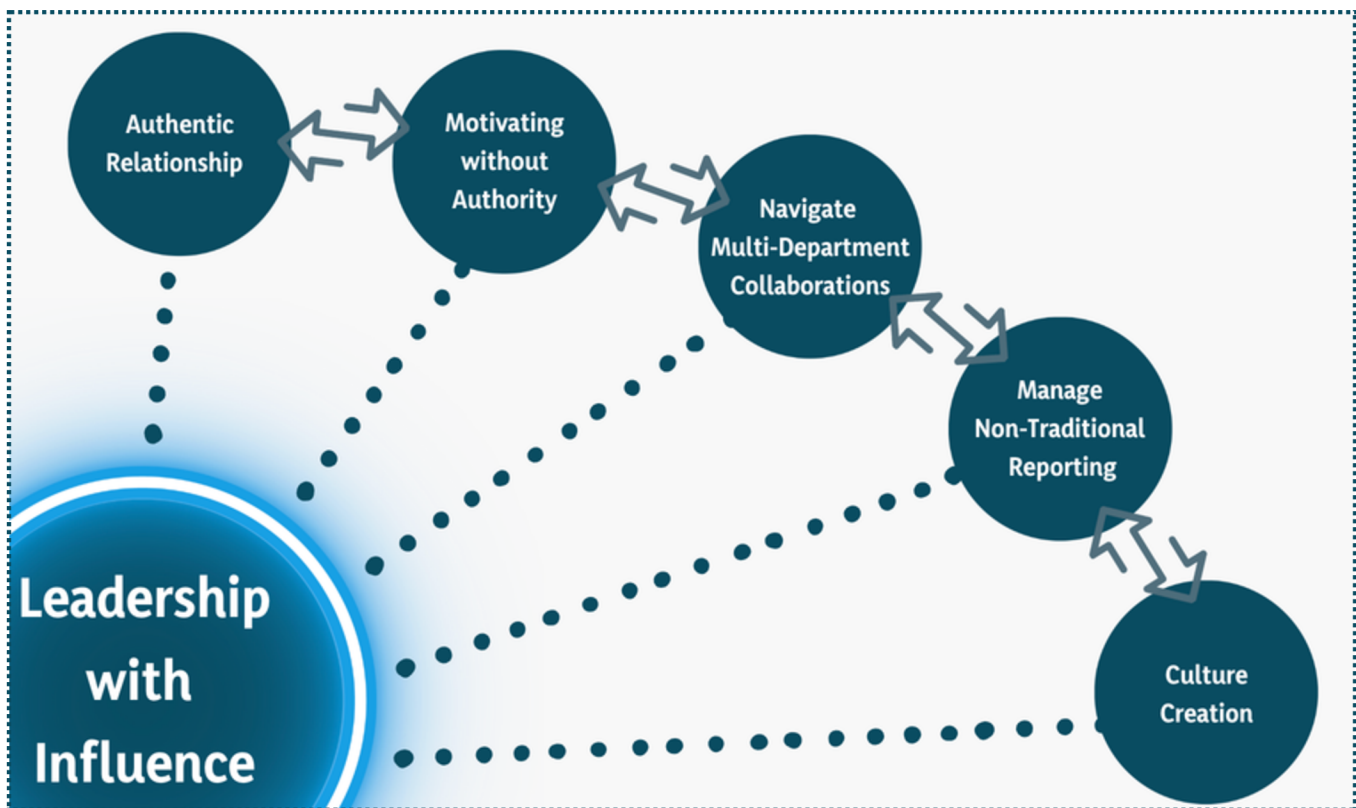
It's all about cross-functional teams, hybrid structures, and shifting priorities in the workplace. Positional power alone won't drive outcomes.

Leaders must be agile enough to meet individuals where they are, while strong enough to guide the collective toward **mission-critical priorities**... because how you lead defines whether people will follow you beyond the title.



This model is fluid, with each part feeding into and strengthening the others. Real leadership means protecting relationships while navigating challenges, inspiring during uncertainty, and being flexible enough to pivot strategies without compromising the mission or the team.

## 5 Parts of Leadership from any role





at



Yale University

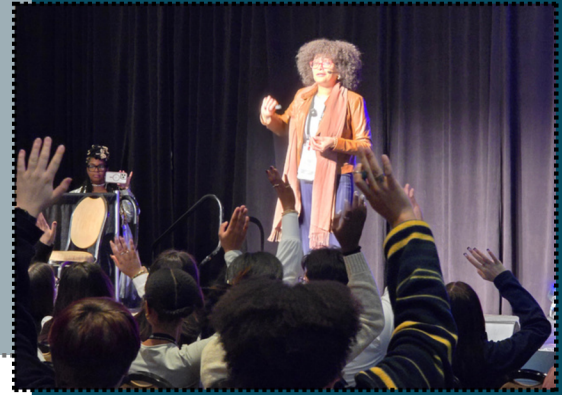
USF UNIVERSITY OF SOUTH FLORIDA



WOMEN OF THE CHANNEL



HILLSBOROUGH Community College



## Rocky's Journey to Becoming an Influential Leader

**Rocky's leadership expertise was built in the real world;** not through titles, but through results. Throughout her corporate career, she held **positions of influence without formal authority**, consistently delivering measurable outcomes through strategic thinking, emotional intelligence, and people-first leadership.

### Authentic Relationship Building from Day One

- Rocky began her corporate journey at Verizon, training seasoned union employees, many of whom had decades more experience. Her ability to build authentic relationships and earn trust in high-resistance environments laid the foundation for her people-first leadership philosophy.

### Motivating Without Authority in High-Stakes Environments

- At LocaliQ (a Gannett company), Rocky served as a Regional Operations Specialist, where she solved high level cross-departmental challenges without having direct authority. She consistently motivated teams to take action by identifying shared goals and building trust, not by issuing directives.

### Navigating Multi-Department Collaborations for Client Success

- In her Client Success role for B2C digital marketing, Rocky coordinated across sales, fulfillment, support, and analytics teams to deliver seamless client experiences. She learned how to navigate multi-department collaborations and unify siloed stakeholders toward common goals.

### Managing Non-Traditional Reporting Structures with Influence

- As a LatinX ERG Lead, Rocky coordinated efforts among over 100 employees while aligning initiatives with multiple ERG leads, VPs, and C-suite executives. Without a traditional reporting structure, she led by vision, clarity, and inclusive strategy to create meaningful impact across the organization.

### Culture Creation Through Onboarding and Strategic Impact

- In her B2B ABM Client Onboarding Manager role, Rocky worked cross-functionally to shape first impressions and ensure operational excellence. She helped create a client-first culture by influencing marketing, sales, CX, and operations teams to function as one high-performing unit.

### Executive-Level Collaboration at Gartner

- At Gartner, Rocky excelled as a top-performing Retention Programs Manager. She led high-risk, high-value engagements that required collaboration with Executive Partners, VPs, CX, and Sales. She used strategic influence and persuasive communication to retain and grow the company's most critical accounts.

### Driving Company-Wide Culture Change

- In her final corporate role, Rocky returned to CX and delivered a transformative internal workshop that reached the entire organization — including the C-suite. Her efforts sparked a company-wide movement focused on sustainable culture and work-life balance.