

GENUINE DYNAMICS

Empowering Leaders. Transforming Organizations.

INTELLIGENT LEADERSHIP[®]

EXCLUSIVELY: JOHN MATTONE IN SKOPJE

9 TRAININGS | 4 INTERNATIONAL EXPERTS | 2 STRATEGIC PATHWAYS



JOHN MATTONE

#1 Leadership Guru in the World
Coach to Steve Jobs



NELA JOLESKA

CEO Genuine Dynamics
20+ Years Global Experience
3 Continents, 12 Countries



ERDEM ERCAN

6,000+ Training Hours
Strategic Leadership and
Microexpressions



KATHARINE ROFF

Former Director of Six
Seconds Europe | Emotional
Intelligence Expert

REGISTER NOW!

+389 78 202 616
www.genuinedynamics.co
info@genuinedynamics.co

GENUINE DYNAMICS

WHY LEADERSHIP ACADEMY 2026?

In a world where change is the only constant, leadership is the most important investment you can make - for yourself and your organization.

What awaits you?



- 9 practical trainings designed for real leadership challenges
- 4 international experts with proven global experience
- 2 strategic paths tailored to your level and goals
- John Mattone Intelligent Leadership® - for the first time in the region
- Small groups for a personalized experience and networking

Who is this Academy for?

NEW MANAGERS

Team leads, supervisors, project managers who want to develop core leadership skills

SENIOR LEADERS

Directors, C-level executives who want to elevate strategic thinking and influence

GENUINE DYNAMICS

A STRATEGIC INVESTMENT IN THE FUTURE OF YOUR BUSINESS

BUSINESS REALITY IN 2026:



War for Talent

Your best people are already receiving offers. It's not the salary that keeps them - it's growth. Give them a reason to stay.



Strategy Crisis

Your managers are putting out fires all day. Who is building the future? This program brings them back from operations to strategy.



New Rules of the Game

The title is no longer enough. Today, emotional intelligence, influence without authority, and fast decisions under uncertainty are required. That's what we teach.



Leadership Gap

You have managers who execute. You need leaders who decide, influence, and inspire. That transformation is the goal of this program.

WHAT YOU GET:

CONCRETE RESULTS FROM THE SYNERGY OF EXPERTISE

From JOHN MATTONE (#1 Global Leadership Guru and coach of Steve Jobs):

- A system for building leadership character - not just skills, but a mindset
- LeaderWatch® tool for measuring progress - concrete numbers, not impressions
- Methodology proven in Fortune 500 companies - now available in Macedonia

From KATHERINE ROFF (ICF PCC Coach, Former Regional Director of Six Seconds Europe)

- Six Seconds methodology - global standard for emotional intelligence
- Experiential learning - not lectures, but exercises that change behavior
- Immediately applicable - techniques you can use from the very next day

From NELA JOLESKA (CEO, Genuine Dynamics, IL Executive coach, Chief Certified Master Coach)

- Nela builds character-driven leaders who make sound decisions under pressure, influence beyond authority, and consistently translate strategy into sustainable business results.
- LEADERSHIP COMPASS® - proprietary methodology for strategic decisions
- 20+ years across 3 continents, with companies from \$1 million to \$1 billion. She brings the best global practices - adapted to our context and challenges.

From ERDEM ERCAN (PCC ICF Coach, Master Trainer, Global Expert for Strategic Leadership)

- Transforms managers who are "stuck" in daily tasks into leaders who see "the big picture". Teaches how to make decisions with long-term impact, not just put out fires.
- Uses proven tools from Six Seconds and CMOE to create teams that function as a whole - not as a sum of individuals. Result: trust, collaboration, and shared results.
- Reading micro impressions, teaches you to recognize what your interlocutors are really thinking. Techniques for difficult conversations without conflict: direct, but constructive.

DON'T WAIT. LEAD NOW. UNLOCK YOUR POTENTIAL. YOUR NEXT LEVEL AWAITS.

GENUINE DYNAMICS

HOW DO WE MEASURE IMPACT? WITH A CRYSTAL-CLEAR SYSTEM

For those ready to take the next step, we are unveiling the science-backed methodology used by top Fortune 500 teams. The very system outlined in John's proprietary framework.

WE DON'T PROMISE "IMPROVEMENT." WE GUARANTEE MEASURABLE GROWTH.

Our goal is not just inspiration. Our goal is to achieve a measurable transformation of leadership competencies that directly impact your business.

HOW DO WE MEASURE THE IMPACT? WITH A CLEAR SYSTEM.

1. PRE- AND POST-ASSESSMENT

We measure leadership skills at the beginning and at the end. You get concrete numbers for the change. You see the difference in black and white.

2. QUARTERLY TRACKING (EVERY 3 MONTHS)

The LeaderWatch® tool collects feedback from managers, colleagues, and teams - regularly, not just at the end. You see the progress as it happens.

3. IMMEDIATE PRACTICAL APPLICATION

No made-up case studies. Each participant works on a real problem from your company - and solves it using the tools from the program.

4. MANAGEMENT REPORT

At the end, you receive a report with aggregated results - something concrete you can put on the table in front of the directors. Numbers, not impressions.



CLARITY OF PURPOSE

- **Probability of success: 10%**
- We define the "why" - your core purpose as a leader. But clarity alone is not enough.



COMMITMENTS

- **Probability of success: 50%**
- We create a concrete plan - what you will do and how
- A clear strategy doubles the potential.



COMMUNICATION

- **Probability of success: 65%**
- You share the plan with the team and your manager.
- When others know - you make a real commitment.



ADJUSTMENTS

- **Probability of success: 95%**
- Regular coaching and reviews.
- You adapt as you progress - you don't wait until the end.



CONSEQUENCES

- **Probability of success: 100%**
- We measure growth with LeaderWatch®.
- Feedback from all sides.
- Full accountability = complete transformation.



ILDP = INDIVIDUAL LEADERSHIP DEVELOPMENT PLAN

- This structured system leaves no room for chance. It is a scientific path to guaranteed and measurable results.

WHAT DOES THIS MEAN FOR YOU, AS A LEADER?

- ✓ **YOU KNOW WHERE THE MONEY GOES** - Clear metrics, not assumptions
- ✓ **IMMEDIATELY APPLICABLE** - Everything is designed for use from day 1
- ✓ **IT DOESN'T END WITH THE TRAINING** - We build a system, not a one-time event

GENUINE DYNAMICS

CHOOSE YOUR PATHWAY

Two strategic packages designed for different levels of leadership

LEADERSHIP BLUEPRINT

From Manager to Leader

FOR: New Managers, Team Leads, HR Managers, Project Managers

INCLUDES 4 TRAININGS:

- Communication for Leaders
 - Conflict Management
- How to Influence and Achieve Results
 - Coaching Skills for Leaders

670€

(instead of 800€)

Savings: 130€ (17%)

STRATEGIC EDGE

From Leader to Strategist

FOR: Directors, C-level, Senior Managers, Board members

INCLUDES 4 TRAININGS:

- Strategic Leadership & Thinking
- Advanced Leadership: EQ + Strategy
- Building High-Performance Teams
- Microexpressions & Body Language

850€

(instead of 1000€)

Savings: 150€ (15%)

PREMIUM TRAINING

INTELLIGENT LEADERSHIP® with JOHN MATTONE

STANDARD PRICE: €500

CALL +389 78 202 616

WE'LL HELP YOU CHOOSE THE OPTION THAT BEST FITS YOUR NEEDS



GENUINE DYNAMICS

PACKAGE: LEADERSHIP BLUEPRINT

FROM MANAGER TO LEADER" - CORE SKILLS FOR EVERY LEADER

1. COMMUNICATION FOR LEADERS

Trainer: Erdem Ercan | Duration: Full-day training

WHAT IT SOLVES: Unclear instructions, misunderstandings, and messages that don't get through.

WHAT YOU GET: Techniques for clear, direct, and persuasive communication - without conflict.

2. CONFLICT MANAGEMENT

Trainer: Erdem Ercan | Duration: Full-day training

WHAT IT SOLVES: Avoiding difficult conversations. Conflicts that escalate or simmer quietly.

WHAT YOU GET: Tools for constructively resolving differences - conflict becomes an opportunity.

3. HOW TO INFLUENCE AND ACHIEVE RESULTS

Trainer: Nela Joleska | Duration: Full-day training

WHAT IT SOLVES: You have no direct control, but you must persuade others. Resistance to change.

WHAT YOU GET: Persuasion techniques based on trust, not position. Get a "yes" without formal authority.

4. COACHING SKILLS FOR LEADERS

Trainer: Nela Joleska | Duration: Full-day training

WHAT IT SOLVES: You give instructions instead of developing people. The team depends on you for every decision.

WHAT YOU GET: Practical coaching techniques - develop people who think independently.

PRICE: 670€/PARTICIPANT

4 trainings x 200 € = 800 € → You pay 670€

✓ Savings: 130€ (17%)



GENUINE DYNAMICS

● PACKAGE: STRATEGIC EDGE

FROM LEADER TO STRATEGIST – ADVANCED STRATEGIES FOR SENIOR LEADERS

1. STRATEGIC LEADERSHIP & THINKING

Trainer: Nela Joleska | Duration: Full-day training

WHAT IT SOLVES: Managers stuck in daily operations. No link between daily tasks and long-term goals.

WHAT YOU GET: Ability to see "the big picture" and connect work with strategy.

2. ADVANCED LEADERSHIP: EQ + STRATEGY

Trainer: Nela Joleska | Duration: Full-day training

WHAT IT SOLVES: Decisions based solely on logic or solely on intuition. Reactions instead of responses.

WHAT YOU GET: A fusion of emotional intelligence and strategic thinking - for complex situations.

3. BUILDING HIGH-PERFORMANCE TEAMS

Trainer: Katharine Roff | Duration: Full-day training

WHAT IT SOLVES: Teams that function as individuals. Lack of trust and accountability.

WHAT YOU GET: Tools for building a team that delivers results greater than the sum of its parts.

4. MICROEXPRESSIONS & BODY LANGUAGE

Trainer: Erdem Ercan | Duration: Full-day training

WHAT IT SOLVES: You don't know what the other side really thinks. Their reactions surprise you.

WHAT YOU GET: Ability to read unspoken emotions - understand what lies behind

PRICE: 850€/PARTICIPANT

4 trainings x 250€ = 1000€ → You pay 850€

✓ Savings: 150€ (15%)

GENUINE DYNAMICS

EXECUTIVE TRAINING: THE INTELLIGENT LEADERSHIP® WITH JOHN MATTONE

World #1 Executive Coach | Coach of Steve Jobs

FIRST AND ONLY OPPORTUNITY OF ITS KIND IN THE REGION

John Mattone, the world's premier executive leadership trainer, is coming to Skopje for an exclusive one-day Intelligent Leadership workshop for senior managers. This intensive and interactive program is designed for senior leaders, executives, and high-potential managers who want to significantly enhance their effectiveness, influence, and solidify their leadership legacy.

Based on John Mattone's globally recognized Intelligent Leadership® system, the workshop focuses on the core premise that external leadership excellence can only be sustained through internal leadership strength. Participants will gain deep insight into their leadership mindset, values, behavior, and influence, while learning practical tools they can apply immediately.

The day includes an introduction and practical application of the Mattone Leadership Enneagram Inventory (MLEI®), John's proprietary tool for assessing internal leadership capacity, used by over 15,000 leaders worldwide, including CEOs, ministers, and senior government officials.

WHAT IT SOLVES:

Leadership based on title instead of character. Influence that doesn't last.

WHAT YOU GET:

The Intelligent Leadership® system - building leadership character from the inside out.



GENUINE DYNAMICS

PRICE LIST AND DISCOUNTS

INVEST IN YOUR LEADERSHIP DEVELOPMENT WITH ATTRACTIVE DISCOUNTS



IMPORTANT: CORPORATE DISCOUNTS (10%/15%/20%) ALSO APPLY TO THE PACKAGES WHEN THERE ARE MULTIPLE PARTICIPANTS FROM THE SAME COMPANY.

INDIVIDUAL TRAININGS

NUMBER OF PARTICIPANTS (SAME COMPANY)	PRICE/PARTICIPANT		DISCOUNT
	LB PACKAGE	SE PACKAGE	
1 participant	200€	250€	-
5-9 participants	180€	225€	10%
10-14 participants	170€	213€	15%
15-20 participants	160€	200€	20%

PACKAGES

PACKAGE	REGULAR PRICE	PACKAGE PRICE
LEADERSHIP BLUEPRINT 4 trainings	800€	670€
STRATEGIC EDGE 4 trainings	1000€	850€

JOHN MATTONE

€500

€450 (EARLY BIRD)

EXECUTIVE TRAINING

UNTIL 27.02.2026

COMBO PACKAGES

COMBO	VALUE	COMBO PRICE
Package LB + Package SE (8 trainings)	1800€	1520€
Package LB + John Mattone	1300€	1170€
Package SE + John Mattone	1500€	1350€
ULTIMATE: LB + SE + Mattone	2300€	1920€

#1 LEADERSHIP GURU BO CBETOT DR. JOHN MATTONE

BESTSELLING AUTHOR, WORLD'S TOP EXECUTIVE COACH

THE COACH OF STEVE JOBS

9:00 - 5:00 AM PM		11 JUNE, SKOPJE 2026	
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WHAT IS INTELLIGENT LEADERSHIP®

A system used by Fortune 500 companies to develop leaders. This is not another "motivational training" but a proven methodology for building leadership character from within.

What is the result? Leaders who influence authentically, decide wisely, and inspire permanently.

"Most companies develop managers. I create leaders - driven by character and values, not just skills. That is the only path to lasting influence."

- **John Mattone**

WHY JOHN MATTONE?

The Coach of Steve Jobs - he trained one of the greatest leaders in history

#1 in the world - ranked as the number 1 Leadership Guru and executive coach globally

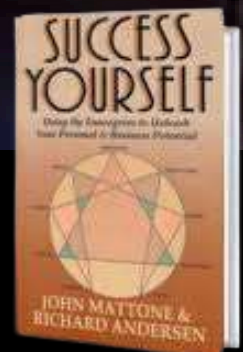
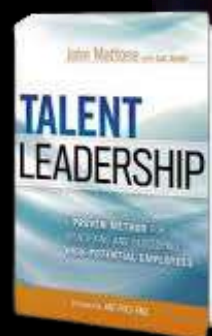
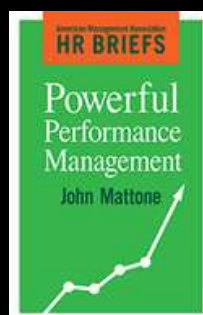
Fortune 500 experience - has worked with CEOs and executive teams of the largest companies

Bestselling author - "Intelligent Leadership", "The Intelligent Leader", and others

Proven system - The LeaderWatch® tool measures results, not just impressions

WHAT WILL YOU LEARN IN THE TRAINING?

- ✓ How to build your "inner core" - character, values, purpose
- ✓ How to lead authentically - without pretending to be someone you're not
- ✓ How to create a culture where people want to give their best
- ✓ How to make tough decisions with clarity and integrity
- ✓ How to leave a lasting leadership legacy



ICF PCC COACH

KATHARINE ROFF

FORMER REGIONAL DIRECTOR OF SIX SECONDS EUROPE
EXPERT IN EMOTIONAL INTELLIGENCE AND BEHAVIOR CHANGE



WHO IS KATHARINE ROFF?

For 5 years, she led Six Seconds for all of Europe - the organization that set the global standard for emotional intelligence in business. She is not a theorist. Has worked with hundreds of companies and thousands of leaders. Knows what works in practice.

WHY IS SHE DIFFERENT?

Kathryn doesn't give lectures. She creates experiences. Her "Drama-based learning" method turns learning into practice - you don't just hear about emotional intelligence, you practice it in real situations.

UNIQUE COMBINATION: THEATER + SCIENCE + LEADERSHIP

- Kathryn has an unusual combination of experiences:
- Theater - knows how to engage even the "toughest" audience
- Neuroscience - understands how the brain actually learns and changes behavior
- Business - 15+ years working with leaders and teams in real conditions
- Result? Complex concepts explained simply. Learning that sticks.

WHAT WILL YOU LEARN IN THE TRAINING?

- ✓ SIX SECONDS METHODOLOGY
- ✓ How to recognize and manage your own emotions under pressure
- ✓ How to read others' emotions - and respond appropriately
- ✓ How to lead difficult conversations without escalation
- ✓ How to build trust faster and deeper
- ✓ Practical techniques you can use from the very next day

WHO IS THIS TRAINING FOR?

Leaders who want better relationships with their team

Managers who avoid difficult conversations

Anyone who wants to communicate more effectively and authentically



SIX SECONDS IS A GLOBAL LEADER IN EMOTIONAL INTELLIGENCE:

Six Seconds е глобален лидер во емоционална интелигенција:

- Present in 170+ countries
- Work with Fortune 500 companies
- Scientifically backed tools and assessments

Katharine is a certified master trainer and professional PCC ICF coach.



ICF PCC COACH

ERDEM ERCAN

MASTER TRAINER AND ICF PCC PROFESSIONAL COACH

LEADERSHIP AND STRATEGIC THINKING

9:00 - 5:00
AM PM



SKOPJE
2026



WHO IS ERDEM ERCAN?

24 years of experience - half as a manager, half as an entrepreneur. Understands both sides. Has 6,000+ hours of training groups on leadership, emotional intelligence, organizational development, and team collaboration. 2,700+ hours of one-on-one work with executive managers. Has seen every type of leadership challenge.

WHY IS HE DIFFERENT?

A practitioner, not a theorist - 12 years leading teams, 12 years building an international business

Microexpressions expert - teaches you to "read" what people don't say

International experience - works with local and global companies

Innovative approach - creator of programs that combine movement, emotions, and leadership

3 TRAININGS WITH ERDEM (MARCH-DEC 2026)

13 March: Communication for Leaders: Clear, direct, persuasive communication - without misunderstandings and conflicts.

31 March: Conflict Management: Turn conflicts into opportunities. Solve problems, not symptoms.

18 Dec: Microexpressions and Body Language: Learn to "read" what people don't say. Know what they really think.

WHAT WILL YOU LEARN?

✓ How to communicate clearly and persuasively - without creating resistance

✓ How to recognize the true emotions of your interlocutor (and when they are lying)

✓ How to lead difficult conversations without escalation

✓ How to transform conflict into cooperation

✓ How to be "present" in every conversation - and why that is a superpower

CERTIFICATIONS AND METHODOLOGIES

Six Seconds (EQAP, EQAC, EQAT) - emotional intelligence

Micro Expressions (ETAC, ESAC) - reading nonverbal communication

ICF PCC - professional coach

CMOE - strategic thinking and leadership



CEO, GENUINE DYNAMICS

NELA JOLESKA

INTELLIGENT LEADERSHIP EXECUTIVE COACH
ADVANCED TRAINER FOR EMOTIONAL INTELLIGENCE



WHO IS NELA JOLESKA?

Entrepreneur. Executive Coach. Strategist.

18 years building businesses. 25+ years working with leaders and teams across 3 continents - from startups to billion-dollar revenue companies. Part of John Mattone Global - the elite network of executive coaches in the world.

HER PROPRIETARY METHODOLOGIES

Leadership Compass® A tool for strategic decisions. Helps you align vision, values, and actions - for decisions that lead to growth, not just firefighting.

Executive Edge® Program for executive leaders. Strategic thinking + decision-making under pressure + leadership presence that inspires.

WHY IS SHE DIFFERENT?

- Global experience, local understanding. Has worked with companies from \$1 million to \$1 billion - knows what works at every level
- Bridge between worlds. Brings the best practices from large corporations to growing businesses. And vice versa - the agility of small businesses into large structures.
- Focus on implementation. Not just theory. Her tools are designed to be applied immediately, in our context.

4 TRAININGS WITH NELA (JUNE - DECEMBER 2026)

16 Apr: Influence without Authority. How to persuade when you have no formal power. Building trust and cooperation.

22 Sept: Strategic Leadership and Thinking. From operational manager to strategic partner. Connect daily work with the long-term vision.

18 Nov: Building High-Performance Teams. A team that delivers results greater than the sum of its parts. Trust, clarity, accountability.

20 Oct: Advanced Leadership Training (EQ + Strategy) A fusion of emotional intelligence and strategic thinking for complex situations



WHAT WILL YOU LEARN?

- ✓ How to influence people over whom you have no direct control
- ✓ How to think strategically - not just operationally
- ✓ How to build a team that functions even when you're not present
- ✓ How to make decisions under uncertainty, with clarity and self-confidence
- ✓ How to balance EQ and strategy in complex situations

CERTIFICATIONS AND PARTNERSHIPS

John Mattone Global - Intelligent Leadership Executive Coach Six Seconds - advanced trainer for emotional intelligence
ITD World - Certified Master Chief Coach STS Capital Advisor Value Enablers Academy - Six Sigma and Kaizen

GENUINE DYNAMICS IS THE LEADERSHIP ACADEMY FOR YOU?

YES, IF:

- You are a leader who wants more than a title - you want real influence
- You are a manager tired of firefighting - you want a team that functions independently
- You lead a growing company - and you need leaders who grow with it
- You are a professional looking for a program with measurable results, not just certificates
- You believe that leadership can be learned - and you want to learn from the best

IT'S NOT FOR YOU IF:

- You are looking for a quick fix - this is a year-long transformation, not a weekend seminar
- You only want a certificate for your CV - we require real dedication
- You are not ready to look in the mirror - this program requires honesty

READY TO START?

Call us: +389 78 202 616
Write: info@genuinedynamics.co
Visit: www.genuinedynamics.co
Skopje, Macedonia

WHAT YOU WILL RECEIVE?

A SYSTEM, NOT JUST KNOWLEDGE

You are not going to "training". You get methodologies you will use for 10+ years from now.

MEASURABLE RESULTS, NOT IMPRESSIONS

Pre- assessments. MLEI® Management report. You know exactly what changed.

WORLD-CLASS CONTEXT

We combine proven global methodologies with a deep understanding of the local business context, market, and culture. This unique combination ensures that every lesson is not only theoretically sound but also practically applicable in the specific conditions where you operate.

NETWORK OF LEADERS

You will be part of a group of ambitious leaders from the region. The connections you create will last longer than the program.

LEARN MORE ABOUT US

ABOUT GENUINE DYNAMICS

12 years of experience. Offices in Skopje and London. Partners of John Mattone Global, STS CAPITAL Partners, and previously Six Seconds - the global leaders in executive coaching and emotional intelligence. We are not "training". We are a strategic partner for developing your leaders.
www.genuinedynamics.co

IMPORTANT:

Special discounts for more participants from the same organization

Call today. Places are limited.

YOUR NEXT STEP:

1. Call +389 78 202 616
 2. Tell us about your situation and needs (15 min)
 3. Reserve your spot until 27.04.2026
- No obligation. No pressure. Just an honest conversation.

Call us now!



+389 78-202 616



info@genuinedynamics.co