

ORGANIZER: GENUINE DYNAMICS

EXCLUSIVE TRAINING: JOHN MATTONE IN SKOPJE

INTELLIGENT LEADERSHIP®

**WORLD #1**  
COACHING GURU &  
COACH OF STEVE JOBS

MASTER CORPORATE EXECUTIVE COACH (MCEC) CERTIFICATION  
FROM THE ASSOCIATION OF CORPORATE EXECUTIVE COACHES,  
ONE OF ONLY FOUR CERTIFIED GLOBALLY

**24 SEPTEMBER, 2026**  
**SKOPJE, MACEDONIA**



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info@genuinedynamics.co

**JOIN US!**

# #1 LEADERSHIP GURU BO CBETOT DR. JOHN MATTONE

BESTSELLING AUTHOR, WORLD'S TOP EXECUTIVE COACH

THE COACH OF STEVE JOBS

9:00 - 5:15  
AM PM



24 SEPT, SKOPJE  
2026



## 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."

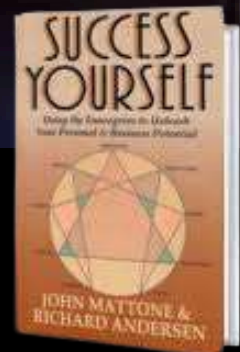
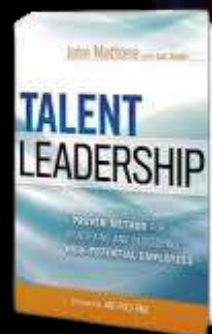
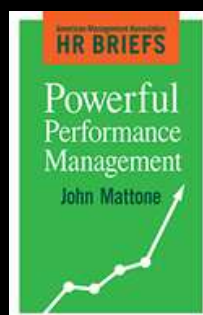
- **John Mattone**

## 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



# GENUINE DYNAMICS

## EXECUTIVE OVERVIEW

**John Mattone, the World's #1 Executive Coach**, is coming to **Skopje** for an exclusive one-day Intelligent Leadership® Executive Workshop. This immersive experience is designed for senior leaders, executives, and high-potential leaders who want to elevate their leadership effectiveness, influence, and legacy.

Grounded in John Mattone's globally recognized **Intelligent Leadership® framework**, this workshop focuses on the belief that **outer leadership excellence can only be sustained by inner leadership strength**. Participants will gain deep insight into their leadership mindset, values, behaviors, and impact, while learning practical tools they can apply immediately.

The day includes the introduction and application of the **Mattone Leadership Enneagram Inventory (MLEI®)**, John's proprietary Inner-Core leadership assessment used by **15,000+ leaders worldwide**, including CEOs, ministers, and senior government leaders.



I strongly recommend John Mattone as a thought expert and speaker in the area of leadership development and talent management. John possesses incredible insights and a unique perspective with regard to cultivating talent within an organization.

Moreover, John is a highly engaging speaker and presents these concepts in a new and refreshing way.

**Paul J. Cortissoz, Executive Director,  
Learning & Development, Columbia  
University**

John delivered a great keynote presentation! He was incredibly engaging, full of energy and enthusiastic... and he gave the 3000 in attendance actionable game-changing ideas.

We look forward to welcoming him back again very soon.

**Executive Board, World Business  
Forum, Sydney**

# GENUINE DYNAMICS

## 1-DAY EXECUTIVE AGENDA

### 08:30 – 09:00 | Arrival & Executive Welcome

- Registration & networking
- Setting the tone for a world-class leadership experience
- Overview of the Intelligent Leadership® journey

### 09:00 – 10:30 | Intelligent Leadership® Foundations Led by John Mattone

- What separates good leaders from truly great leaders
- The Intelligent Leadership® Wheel and 7 Pillars of Intelligent Leadership
- Why leadership failure is rarely about competence—and almost always about the Inner Core
- Case studies from global CEOs and executive teams.

**Key Takeaway:** A clear understanding of how leadership effectiveness is built from the inside out.

### 10:30 – 10:45 | Break

### 10:45 – 12:15 | Inner Core Leadership Mastery

- Values, character, emotional agility, and self-awareness
- Leadership blind spots that quietly derail executives
- The cost of misaligned values and ego-driven leadership
- How the Inner Core drives trust, credibility, and influence

### Interactive discussion and reflection

### 12:15 – 13:15 | Lunch Break

### 13:15 – 14:45 | MLEI® – Leadership Insight & Application

#### The Mattone Leadership Enneagram Inventory (MLEI®)

- Introduction to the MLEI® Inner-Core Assessment
- Understanding leadership styles, motivators, and derailers
- How the MLEI® is used with CEOs, senior executives, and government leaders globally
- Translating self-insight into leadership impact

**Key Takeaway:** Leaders gain clarity on who they are as leaders and how they show up under pressure.

### 14:45 – 15:00 | Break

### 15:00 – 16:30 | Outer Core Excellence & Leadership Impact

- Strategic thinking and decision-making under pressure
- Leading change, complexity, and uncertainty
- Building high-trust, high-performance teams
- Aligning people, performance, and purpose

### Applied leadership tools executives can use immediately

### 16:30 – 17:15 | Leadership Legacy & Personal Commitment

- Defining your leadership legacy
- Connecting purpose to performance
- Personal commitments for sustained leadership growth

### Open Q&A with John Mattone

### 17:15 – 18:00 | Book Signing & Executive Networking

- **Exclusive book signing** with John Mattone (Intelligent Leadership / The Intelligent Leader)
- Executive networking and informal discussion
- Closing reflections and next-step opportunities

# 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.



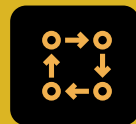
#### COMMUNICATION

- **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

## 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

## CORPORATE PACKAGES PRICE LIST AND DISCOUNTS

**ADDITIONAL VALUE FOR PARTICIPANTS INCLUDED IN PACKAGES:  
INVEST IN YOUR LEADERSHIP DEVELOPMENT WITH ATTRACTIVE DISCOUNTS**

<b>NUMBER OF PARTICIPANTS (SAME COMPANY)</b>	<b>PRICE/PARTICIPANT</b>	<b>ADDITIONAL VALUE FOR ALL PARTICIPANTS INCLUDED IN PACKAGES:</b>
<b>1 -5 participants</b>	500€	Each participant receives a 1:1 coaching session (60 min) with a certified IL Master Coach
<b>5+1 participants (buy 5, get 1 free)</b>	417€ /participant	1 Book of John Mattone + 1:1 Individual Coaching session with Master IL Executive Coach (60 min)
<b>6-9 participants</b>	410€	1 Book of John Mattone + 1:1 Individual Coaching session with Master IL Executive Coach (60 min)
<b>10+2 participants (buy 10, get 2 free)</b>	400€	The company receives a one-day corporate training on organizational culture based on the Intelligent Leadership® model

### SPONSORSHIP PACKAGES (valid for the training on September 24)

<b>Option for Sponsors</b>	<b>Diamond Sponsor</b>	<b>Golden Sponsor</b>	<b>Silver Sponsor</b>
<b>Number of Participants</b>	<b>12 participants</b>	<b>9 participants</b>	<b>6 participants</b>
Logo on Video after completed training			
A banner placed in front of the training hall			
Logo on the website and promotional materials			
Paid Sponsorship	<b>5.000 €</b>	<b>4.000€</b>	<b>3.000€</b>

GENUINE DYNAMICS

# IS THE INTELLIGENT LEADERSHIP TRAINING 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](mailto:info@genuinedynamics.co)
- 🌐 Visit: [www.genuinedynamics.co](http://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](http://www.genuinedynamics.co)

### 🕒 IMPORTANT:

#### CONTACT US!

We have 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 10.09.2026
- No obligation. No pressure. Just an honest conversation.

Call us now!



+389 78-202 616



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