**Corporate Day – Unmasking the Leader Within**

**Facilitator’s Guide**

**Introduction**

**Context for Corporate Audiences:**  
In today’s fast-changing business environment, leadership requires more than technical expertise. It demands authenticity, awareness, and the courage to balance the **roles we perform** with the **identity we choose to embody.**

This Corporate Day workshop is designed to help leaders and professionals:

* Reflect on the “mask” they wear in organizational life.
* Explore the difference between persona and authentic self.
* Reconnect with their leadership identity.
* Envision the leader they aspire to become.

**Agenda at a Glance**

* **Opening & Welcome** – 30 min
* **Why Are You Here?** – 20 min
* **Jung & The Mask** – 40 min
* **Exploring Leadership Persona** – 30 min
* **Closing & Commitments** – 15 min

**Part 1 – Opening & Welcome (30 minutes)**

**Purpose:** Build energy, connection, and a sense of presence.

**Facilitator Flow:**

1. Welcome participants. Acknowledge their commitment to pause from daily demands.
2. Short introductions: “Who are you? One word that describes how you arrive today.”
3. **Embodied Leadership Exercise:** Invite participants to move around the room, shifting between leading/following, inward/outward, quiet/energetic.

**Learning Outcome:**  
Participants experience leadership not as a title, but as a dynamic presence in action.

**Part 2 – Why Are You Here? (20 minutes)**

**Purpose:** Anchor the session in personal meaning.

**Flow:**

1. Ask the central question: *“Why are you here today?”*
2. Individual reflection: write down 2–3 sentences.
3. Pair or triad sharing.
4. Group harvest: collect keywords of intention (e.g. growth, clarity, connection).

**Tools:**

* Use **ClicKit cards** to symbolize their personal “why.”
* Sharing in a circle: each participant briefly presents their chosen card.

**Learning Outcome:**  
Participants clarify their motivation and bring personal ownership into the process.

**Part 3 – Jung & The Mask (40 minutes)**

**Purpose:** Introduce Jung’s concept of the **Persona** and connect it to leadership.

**Facilitator Story:**

* The **mask (persona)** is the role we adopt to function in society and business.
* It is not “fake.” It is **functional** – it helps us succeed and be accepted.
* But it is not the full story. Behind the mask lies a deeper, authentic self.

**Quote for framing:**  
*“It’s not fake. It’s functional. But it’s not the whole story.”*

**Guided Discussion:**

* Where does the mask serve you as a leader?
* Where does it limit you?
* How would your leadership change if you dropped or expanded your mask?

**Individual Questions (journaling):**

1. What title, role, or label do I carry in my professional life?
2. What does this mask not reveal about me?
3. Where would I like to stop hiding behind the mask?

**Transition:** Move toward *Leadership Identity.*

**Part 4 – Exploring Leadership Persona (30 minutes)**

**Purpose:** Move from reflection into aspiration and vision.

**Facilitator Flow:**

* Present the two guiding objectives of the workshop:
  1. **Explore your leadership persona** – how you show up, lead, act, and impact others.
  2. **Tune in to the leader you choose to become.**
* Invite participants to select a new **ClicKit card** to represent the leader they aspire to be.
* In pairs: share the meaning of their chosen card and what it symbolizes for their future leadership.
* Group reflection: collect insights and patterns — what leadership qualities are emerging across the room?

**Learning Outcome:**  
Participants articulate a **vision of leadership** that goes beyond their current role.

**Part 5 – Closing & Commitments (15 minutes)**

**Purpose:** Integration and forward movement.

**Flow:**

1. Invite each participant to share **one word** they take with them.
2. Ask 2–3 volunteers to share a full takeaway sentence:
   * *“What’s one action you’re ready to take as a leader?”*
3. Acknowledge the group and close with gratitude.

**Learning Outcome:**  
Participants leave with clarity, inspiration, and a small but concrete action step.