

From Keynote to Licensed Growth Partnership

A Commercially Credible Model for Leadership, Scale & Impact



WHO THIS IS FOR

- Mid-market companies
- Enterprise leadership teams
- Banks, professional services, accelerators, and platforms
- Organisations serious about commercial growth, ESG, and leadership capability

THE CHALLENGE LEADERS ARE FACING

- One-off speakers create inspiration – but no durable capability
- Internal teams lack practical, repeatable growth frameworks
- DEI and ESG initiatives struggle to translate into commercial value

THE LENA BENJAMIN APPROACH

A three-stage engagement model designed to move from visibility to value:

1. Strategic Keynote or Leadership Session

Anchored to moments such as:

- International Women's Month / IWD
- Earth Day
- Global Diversity Awareness Month

Outcome:

Shared language, credibility, and leadership alignment.

2. Co-Created Growth or Leadership Programme

Delivered with internal teams and tailored to your organisation's priorities:

- Growth strategy & execution
- Founder-to-scale leadership
- ESG-aligned commercial models
- Inclusive leadership with real outcomes

Outcome:

Your teams gain tools they can actually use.

3. Licensed & Commercialised IP

The programme is structured so it can be:

- Licensed internally across regions or divisions
- Deployed with portfolio companies or clients
- Monetised externally through partners

Outcome:

Long-term ROI from a single engagement.

WHY THIS WORKS

- Led by a Black businesswoman with 25+ years of global, commercial experience
- Grounded in real-world growth, not theory
- Designed for scale, replication, and ownership by your teams

TYPICAL USE CASES

- Leadership events that convert into retained partnerships
- Banks and advisory firms creating new client propositions
- Corporates embedding growth capability internally
- Platforms rolling out repeatable programmes across ecosystems



NEXT STEP

👉 Book a Growth Conversation:

<https://lenabenzamin.com/request-a-call>

📄 Corporate Speaker Profile:

<https://lenabenzamin.com/corporatespeaker>

Or contact: booking@lenabenzamin.com