

VERTICAL MOTION · CORPORATE SPONSORSHIP

Build the executive who thinks like an owner.

The Independent Executive, for your high-potential leaders.

A 12-month executive development program that gives your strongest directors and senior managers the presence, the communication and the business judgment the next role demands. Visible change in 90 days. Support for the full year.

Program overview for sponsors and HR

October 2026

Tom Cox · tom@vmleader.com · vmleader.com/sponsor



OUR MISSION

We help good people become great leaders.

OUR VISION

To inspire an entire generation of authentic, empathetic, and audacious leaders to lead our corporate culture towards a balance of value created for shareholders, internal stakeholders, customers, and the planet.

Your best people are **one rung below** where you need them.

You have leaders who are excellent at the job they do today. The challenge is the job you need them to do next. The skills that made someone a top performer, depth, execution, being the person everyone relies on, are not the skills that run a function, set direction and lead other leaders. That gap is where high-potential talent stalls, disengages, and eventually leaves.

The cost is real. A plateaued high performer slows the teams around them. A leader who never builds executive presence creates friction in every meeting. And when a strong performer decides they have to leave to grow, you lose the person, the institutional knowledge, and the expense of replacing them, usually right when you needed them most.

The strongest companies build their leaders from within. The Independent Executive is the structured path to do exactly that, built on the four capabilities that separate a strong manager from a true executive:

1 Executive clarity

Your leader can say what they do, what they fix and why it matters to the business in one sentence, at a reading level anyone in the company understands. Most senior people have never written that sentence.

2 Executive presence

How your leader shows up: composed under pressure, decisive with incomplete information, and credible in front of senior stakeholders.

3 Influence and network

How they align people they don't manage, communicate hard decisions, and build relationships across functions and across the industry that bring ideas and talent back into your company.

4 Owner-level business judgment

How a business finds customers, prices value, protects margin and makes decisions. Leaders who understand the business the way an owner does make better calls with your money.

Developing the leader you already have is faster, cheaper and less risky than replacing them.

THE RESULT FOR YOUR ORGANIZATION

- A leader who reduces friction and accelerates decisions instead of creating bottlenecks.
- Stronger cross-functional communication and alignment.
- A visible signal to your best people that growth here is real.
- Bench strength and a stronger internal pipeline for the roles coming next.

A structured path from strong manager to **real executive.**

The Independent Executive combines a 12-month curriculum, four live coaching calls a week, and six months of 1:1 coaching with a Vertical Motion Certified Coach. It starts with real data on how your leader is wired and builds the executive skillset in a deliberate sequence, so the change is visible at work inside the first 90 days.

WHAT YOUR LEADER BUILDS IN THE FIRST 90 DAYS

ASSET Brand	A clear, one-sentence statement of the value they bring, backed by proof. A leader who can represent their function to the executive team and to customers.	THE ARTIFACT The value proposition one-pager
ASSET Executive Presence	Composure, decisiveness and bottom-line-up-front communication in senior settings.	THE ARTIFACT The 90-Day Presence Plan, with a map of the people whose decisions shape their work
ASSET Network	Working relationships across functions and across the industry, and a professional profile that reflects well on your company.	THE ARTIFACT The Market Map: 20 real relationships, with the first conversations booked
ASSET Executive and Business Skills	How to get found, get chosen and deliver value, taught two ways: as an executive inside a company, and as the owner of a business. The second one is where owner-level thinking comes from.	THE ARTIFACT An executive career roadmap and a first-90-days plan for their next level of scope

HOW WE DELIVER

Leadership Edge WEEKLY Training from Tom or a guest speaker, with the whole Vertical Motion community.	Coaching Q&A WEEKLY Your leader brings the real situation. Hosted by Tom or Ryan.	Brand Lab EVERY OTHER WEEK The value proposition and the executive brand built on it.	
Presence Lab EVERY OTHER WEEK How your leader speaks, decides and carries a meeting.	Revenue Lab EVERY OTHER WEEK How a business finds, wins and keeps customers. Owner-level thinking.	AI Lab EVERY OTHER WEEK Hands-on agentic AI, so your leader runs the AI instead of being replaced by it.	

Tom teaching the Leadership Edge call.

It starts with a **3-hour live kickoff workshop**. Every call is recorded with AI notes, so a travel week doesn't break the rhythm. Alongside the calls: **six months of 1:1 coaching** with a Vertical Motion Certified Coach, two 1-hour calls a month on their specific situation; **Sherpa**, the AI coach trained on every course, Tom's book and more than 3,800 hours of coaching calls; and the full **course and dashboard** with 40+ worksheets. The time it takes: about 5 hours a week in the first 90 days, because the AI does the parts that used to take 20.

WHY WE CALL IT THE INDEPENDENT EXECUTIVE

Independent means self-directed.

An independent executive brings judgment, options and a point of view to the table, says what needs to be said, and decides without waiting to be told. Every leader in the program learns how a business makes money: how value is priced, how revenue is won and how decisions get made with incomplete information. That is the same judgment you want from the person running a function, a P&L or a region.

Here's what's included.

The complete 12-month program · One leader

- The 3-hour kickoff workshop and 12 months in the program.
- Four live coaching calls a week: Leadership Edge, Coaching Q&A, Brand Lab, Presence Lab, Revenue Lab and AI Lab.
- **Six months of 1:1 coaching** with a Vertical Motion Certified Coach, two 1-hour calls a month.
- A 1:1 onboarding with Ryan Roberts and a 1:1 strategy session with Tom Cox.
- The Leadership Foundations Report: real data on how your leader is wired, and the gap between that and what the role demands.
- The full course and dashboard, 40+ worksheets, and Sherpa, the AI coach.
- A community of 300+ leaders, for life.

THE IDEAL CANDIDATE

A director, senior manager or high-level expert already trusted with real responsibility, ready for more, and willing to be coached and do the work. Not a fit for someone looking for a quick credential or unwilling to change how they show up.

THE INVESTMENT

PER LEADER

\$10,000

complete 12-month program
group coaching plus 6 months of 1:1

Reimbursable through most professional-development and L&D budgets. We provide an itemized invoice for approval, and can coordinate directly with your finance or HR team. Sponsoring more than one leader? Talk to Tom.

**7-DAY
GUARANTEE**

Action-based, risk-free start

Your leader enrolls, completes onboarding, and attends their first coaching call. If within the first 7 days it isn't the right fit, we refund your investment in full.

Sponsor with confidence.

THE NEXT KICKOFF

Saturday, November 7, 2026

Every cohort starts with the live kickoff workshop. A leader approved after this date joins the following kickoff.

Coaches who've made **the move themselves.**



Tom Cox

FOUNDER & CEO

3x CEO, 2x VC-backed founder and US Army veteran. 30 years in aerospace and tech sales with more than \$1.5B in closed contracts. Author of The Executive Career Handbook. Leads Leadership Edge and Coaching Q&A, and holds the 1:1 strategy session with your leader.



Ryan Roberts

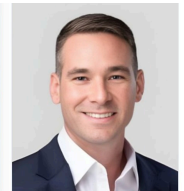
COO & HEAD OF CLIENT SUCCESS

20 years as a US Air Force officer and fighter pilot. 3x CEO; co-founded and sold a defense contracting firm. Built the LDNA instrument and Sherpa. Leads the AI Lab and your leader's 1:1 onboarding.

Vertical Motion Certified Coaches

OUR CADRE OF 10 VMCCS

Ten former clients who had success in our programs, then went through a rigorous certification. A mix of corporate executives and business owners, all following our process. **Your leader's 1:1 coach comes from this cadre.**



30 yrs

senior executive

\$1.5B+

in business closed

300+

leaders since 2023

4,000+

live coaching calls

Veteran-led

US Army and US Air Force

WHERE OUR MEMBERS COME FROM



Daniel. A business analyst, stuck. He started saying what needed to be said at work, and his company promoted him three times.

LEADERS WHO GREW WITH US

"I got promoted 3 levels above my previous title and doubled my income."

VIJAY C.

"I went from a 5-year plateau to VP in 6 months."

BILL O.

"I finally gained the confidence to get noticed and got promoted, twice."

KELLY E.

"I went from Director to Chief Operating Officer in just 2 years."

BRENDON D.

SPONSOR A LEADER

Invest in the leader you already believe in.

Read more at vmleader.com/sponsor, email Tom at tom@vmleader.com, or book 30 minutes with him at verticalmotion.zohobookings.com/#!/tom30.

Tom Cox, CEO Vertical Motion · tom@vmleader.com · vmleader.com