



# IAB Leadership Training: Media Sales

## TRAINING AGENDA

### DAY 1

9 – 9:15 AM

Welcome, agenda, workshop goals

9:15 – 10am

Table Talk: The Three Management Modes  
(CML: Coaching, Managing, Leading)

10:00 – 10:15am

Feedback Framework: 2x2

10:15 – 10:30am

Break

10:30 – 12:30pm

Inspiration and Motivation

12.30 – 1:15pm

Lunch

1:15 – 3:00pm

Revenue Development: A Guaranteed  
Approach to Maximizing Results

3:00 – 3:15pm

Break

3:15 – 4:45pm

Business Intelligence

### DAY 2

9:00 – 10:30am

Skill Development: Teaching and Coaching  
Individual Skills

10:30 – 10:45am

Break

10:45am – 12:15pm

Skill Development: Teaching and Coaching  
Individual Skills (continued)

12:15 – 1:00pm

Lunch

1:00 – 1:55pm

Skill Development: Teaching and Coaching  
Individual Skills (continued)

1:55 – 2:00pm

Break

2:00 – 3:00pm

Recruiting

3:00 – 3:10pm

Break

3:10 – 4:30pm

On-boarding