

Program guide · Leadership & executive

Executive Edge

From technically excellent to leader-ready: a 12-week program for managers, directors and VPs who need to be heard, believed and promoted in international organizations.

FORMAT**12 weekly sessions****SESSION LENGTH****60–75 minutes****PRICE****From €750 / 5 sessions**[Book a free consultation →](#)fluentintechcoaching.com/executive-coaching

Technically excellent, and hitting a ceiling.

For senior people, the ceiling is almost never skill. It's communication, presence and cultural fluency in Western corporate environments. You don't need more skills. You need to be heard, believed and remembered in senior rooms.

You're a fit if you...

- Are at manager level or above in tech, product, data or operations
- Work in a US, UK or Western European organization
- Are passed over for promotion despite strong performance
- Struggle to be heard or remembered in senior meetings
- Are targeting a Director, VP or C-suite role
- Feel your accent or cultural style is working against you

Common starting points

- An engineering manager who is invisible in global leadership meetings
- A product director struggling with presence on video calls
- An HR leader with strong instincts who isn't getting through panel interviews
- A CTO candidate who loses the room when presenting to a board
- A technical lead ready for Director but not being selected

THE PROMISE

You come in technically outstanding but culturally invisible in senior rooms. You leave with a clear leadership voice, real executive presence and the cultural fluency to lead authentically across Western organizations, with a concrete next-role strategy to match.

THE CURRICULUM

Three phases. Every session has a deliverable.

Phase 1 • Foundation: diagnose and define

WEEKS 1-4

WEEK	SESSION	FOCUS	DELIVERABLE
WK 1	Diagnostic & leadership audit	Where you're losing ground: communication audit, career gap analysis, cultural identity mapping, your leadership brand	Written leadership audit and 12-week plan
WK 2	Communication power & presence	Video analysis of your style; PAR for executive storytelling; directness, cadence and pacing; imposter syndrome tied to accent	A recorded 3-minute executive introduction, reviewed live

WEEK	SESSION	FOCUS	DELIVERABLE
WK 3	Western corporate culture	Flat hierarchies, candid feedback, meeting dynamics, humor and small talk as tools	A map of your organization's informal power structure
WK 4	Influence & stakeholders	Influence without authority, managing up, self-advocacy in reviews, finding sponsors as well as mentors	Stakeholder influence map and self-advocacy talking points

Phase 2 · Amplification: build and perform

WEEKS 5-8

WEEK	SESSION	FOCUS	DELIVERABLE
WK 5	High-stakes communication	Presenting to boards and the C-suite, hostile questions, pitching your ideas, body language under pressure	A recorded 5-minute executive update with feedback
WK 6	Panel interviews	Tone, cadence and structure with several interviewers; VP and Director behavioral questions	Five executive-level PAR stories and a mock panel segment
WK 7	Career architecture & visibility	A 1-, 3- and 5-year roadmap, LinkedIn for senior leaders, thought leadership, navigating bias	A one-page career vision and a senior LinkedIn rewrite
WK 8	Resilience & sustainable leadership	Code-switching fatigue, belonging, your personal board of directors, leading authentically across cultures	Energy audit and a personal board of directors (3-5 names)

Phase 3 · Integration: apply and land

WEEKS 9-12

WEEK	SESSION	FOCUS	DELIVERABLE
WK 9	Executive job search	Headhunters, executive recruiters, board networks, warm introductions, executive job boards by market	Target company list and recruiter outreach strategy
WK 10	Mock panel interview	A full simulated panel for a Director or VP role, recorded, with coaching on every answer	Recording and written debrief
WK 11	Senior negotiation	Total compensation, equity conversations, counter-offers, what to ask before you sign	Negotiation playbook and counter-offer script
WK 12	Integration & 90-day launch	Your leadership principles, a 90-day plan for the new role, accountability after the program	Leadership manifesto and 90-day onboarding plan

A CLIENT STORY

What this looks like in practice.

SENIOR HR LEADER

Starting point: exceptional credentials, but struggling to be heard in panel interviews. **The work:** tone, cadence, PAR stories and executive presence under multi-interviewer pressure. **Outcome:** landed a VP of HR role at a first-choice company.

Shared without names. Every result depends on the market and on the work you put in.

HOW IT STARTS

A deeper diagnostic.

STEP	WHAT HAPPENS
1 • Get in touch	Your current level, target level, organization, communication challenges, target market and career blockers.
2 • Free 45-minute consultation	You'll be asked to speak for three minutes on a topic from your work. It shows more than any form.
3 • Leadership audit	Session 1 is a full leadership and communication audit, with a written report within 48 hours.
4 • Weekly sessions	60–75 minutes each week, plus a check-in 60 days after the program ends.

INVESTMENT

One-to-one, or for your company.

One-to-one, Executive Edge runs as my leadership and executive coaching, in bundles of 5, 10, 15 or 25 sessions: from **€750** for 5 sessions, down to **€135** per session in the full program (25 sessions, **€3,375**). Companies can book it for their leaders in two fixed formats:

FOR COMPANIES

Full Executive Program

€2,000 – 2,500

- 12 sessions of 60–75 minutes
- Full leadership and communication audit in week 1
- Two mock panel interviews with written debriefs
- Templates, guides and market-specific resources
- Support between sessions
- 90-day onboarding plan and a 60-day check-in

FOR COMPANIES

Senior Interview Intensive

€1,000 – 1,200

- 6 sessions: presence, panel interviews and negotiation
- One mock panel interview with written debrief
- Communication audit in session 1
- PAR story bank and executive language toolkit
- Best when senior interviews are already scheduled

Company prices are per participant. See the corporate programs and the pricing page on the website.

“Your accent is not a barrier. It is evidence of the worlds you’ve navigated to get here. Now let’s make sure the rest of the room knows it too.”

Mark Parfenov

NEXT STEP

Book a free consultation

Tell me where you are now, where you want to be and what’s in the way. You’ll leave the call with a clear recommendation from me, whether or not we decide to work together.

Book a free consultation →

BOOK
fluentintechcoaching.com/book

EMAIL
mark.parfenov@gmail.com

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