



A Win-Win Investment



Why I built this

In my 50 years of leading people—as CEO of Campbell Soup, President of Nabisco Foods, and founder of ConantLeadership — I worked with executive assistants who were among the most capable people in the building. Almost none were given tools to develop the leadership skills they naturally possessed.

I designed STEPS with my own executive assistant, Diana Hansen, to meet a need she was brave enough to voice: that the available training for Administrative Professionals was purely tactical, and treated EAs as lesser-than rather than as partners. She wanted something better. So we built something different.

Leaders who invest in their people build stronger organizations together.

REGISTER YOUR EA TODAY

conantleadership.com/steps-program-for-executive-assistants

Yours in leadership,
Doug Conant



WHAT IS STEPS?

The only program of its kind

Doug Conant spent 50 years developing leaders at some of the world's most recognized organizations. As CEO of Campbell Soup, he took employee engagement from the lowest in the Fortune 500 to the highest, and dramatically improved financial performance.

STEPS teaches EAs. Doug's proven 6-step BLUEPRINT process: the same framework that has shaped how senior leaders at Walmart, Pepsi, Medtronic, and Harvard Business School lead.

WHAT'S INCLUDED

- 4 modules, 18 lessons
- Personal leadership workbook
- Personal Leadership Model
- VIP live events with Doug
- Certificate of completion
- Lifetime access

THE INVESTMENT

\$499

THE TIME

8–12 hours, self-paced and virtual.
No travel, no blocked calendar days.



WHEN YOUR EA GROWS, YOU FEEL IT FIRST

A win-win investment

“The ‘aha’ moments come from helping people reframe their life story into meaningful leadership takeaways.”

— Dana Gavita, EA to the CEO, Civil and Environmental Consultants

FOR YOU

- Sharper strategic partner
- More consistent execution
- Less time redirecting or re-explaining
- Retention of institutional knowledge

FOR YOUR EA

- A leadership model that's theirs
- Language to articulate their value
- Confidence to step into greater responsibility
- A framework trusted by senior leaders

ENROLL TODAY

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