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# Xapa Content Catalogue

Behavior change, built on the science of play.



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# 01

# Communication

Become a more **effective, confident communicator** in every professional context — from understanding your own style to mastering the art of listening, making agreements that stick, navigating disagreement, and influencing with empathy and clarity. Whether you're collaborating across teams, giving tough feedback, or getting buy-in for a new idea, these Xperiences give you practical tools to make every conversation count.



# Xperiences

## **Communication Styles**

Recognize your own strengths and growth areas, and gain deep insight into others' styles. Effective interaction techniques for each of the four styles.

## **Levels of Listening**

From Closed Listening to Heart and Open Listening — build better listening habits that deepen connection and enhance emotional intelligence.

## **Making Agreements That Stick**

Learn the Five Levels of Agreement and Disagreement to navigate commitment and handle conflict constructively.

## **Constructive Disagreement**

Why "nice" cultures that avoid conflict actually hurt performance — and how to disagree respectfully while maintaining authentic relationships.

## **Difficult Conversations**

A proven framework for challenging discussions with colleagues. Recognize avoidance patterns, prepare with PRIME, and co-create solutions that strengthen relationships.

## **NLP: The Science of Positive Change**

Decode the hidden patterns behind human behavior. Grounded in decades of research on how thoughts, language, and actions connect.

# Xperiences

## Turn Resistance Into Results

Tactical empathy (Chris Voss) goes beyond active listening — identify, label, and respond to emotions in ways that disarm resistance and accelerate trust.

## The Art & Science of Persuasion

Robert Cialdini's six universal principles of influence — the psychological triggers that transform how you communicate, negotiate, and build consensus.

## When and How to Say No

Master the spectrum of no responses and delivery techniques that preserve relationships while protecting your time and credibility.

## Beyond Gossip

Navigate the messy reality of workplace conversations about colleagues — transforming gossip into productive dialogue through intent, timing, and courage.

## Conflict Mediation

When two people on your team can't work it out, that's your cue. Learn how to step in as a neutral third party — de-escalating tension, facilitating honest dialogue, and guiding resolution without picking sides.



# 02 Accountability & Trust

Build the foundation for stronger teams and deeper professional relationships. Explore how to take **genuine ownership** of your work, foster a culture where accountability is shared and constructive, and develop the kind of trust that makes collaboration actually work. You'll learn how trust is built, how it breaks down, and – critically – how to repair it when things go wrong.



# Xperiences

## **OWN It: Personal Accountability**

Build accountability through Xapa's OWN It framework: Open Dialogue, Walking the Talk, and Nurturing Trust. Transform abstract concepts into concrete behaviors.

## **Creating a Culture of Accountability**

Xapa's three-part framework: Individual Accountability, Team Accountability, and Systems of Accountability – actionable strategies that foster trust.

## **Trust Basics**

Explore trust's foundational elements: integrity, competence, reliability, and affinity. Align words with actions, and build strong connections through shared values.

## **Losing Trust**

Explore how the same elements that build trust can also contribute to its loss – inconsistencies between words and actions, overestimating competence based on affinity.

## **Repairing Broken Trust**

A comprehensive approach to acknowledging and mending trust breakdowns – sincere apologies, active listening, transparent communication, and establishing trust pacts.



# 03 Manager Excellence

Develop the essential skills needed to be an **effective, empathetic, and inspiring leader**. This program equips managers with practical tools for building accountable teams, making sound decisions, giving and receiving feedback, managing priorities, and navigating complex workplace dynamics.



# Xperiences

## **Managing Up & Down**

Translate leadership vision into action, build strong teams, advocate for resources, and maintain clear communication at every level.

## **Strategic Goal Setting**

Connect individual and team goals to broader priorities. Use SMART goals, OKRs, and KPIs to foster alignment, track progress, and adjust.

## **Decision-Making Playbook**

Three industry-standard frameworks — Rational Decision-Making, SWOT, and Cost-Benefit Analysis. When to use each, and how to combine them.

## **Prioritization and Delegation**

The PRIOR Framework, the Eisenhower Matrix, and the RACI model. Build stronger leadership and unlock your team's full potential.

## **Clarity is Kindness: The Art of Feedback**

Feedback that's empathetic and actionable. Frameworks and authentic dialogue to inspire positive change and build a culture of trust.

## **Difficult Conversations (Managers)**

Navigate challenging discussions with confidence and compassion — from preparation to follow-through. Turn potentially damaging conversations into trust-building opportunities.



# Xperiences

## **Managing Conflict in the Workplace**

The REACT Framework: Recognize, Evaluate, Address, Collaborate, Track. A structured way to prevent, manage, and resolve team conflicts.

## **Managing Change**

Change takes more than a memo and a can-do attitude. Build a personal "why" and move from chaos to clarity — whether leading through transformation or adjusting to one.

## **ETHICS in Business**

Xapa's ETHICS Framework turns abstract principles into workplace actions across six dimensions: Embody Values, Think Beyond, Hold Space, Integrate, Consider Stakeholders, Stand Up.

## **Running Efficient Meetings**

The 5 Ps framework — Purpose, Participants, Preparation, Process, Progress. Make every minute count and build a reputation for effective meetings.

## **Manager as Coach**

Discover the four coaching styles every manager needs — and learn when each one unlocks your team's potential.



# 04 Building & Leading Your Team

Go beyond day-to-day management and learn what it takes to **build, grow, and sustain a high-performing team**. This program focuses on the people side of leadership – hiring the right talent, creating the conditions for retention, navigating difficult personnel decisions, and knowing when and how to part ways with dignity.



# Xperiences

## **Attracting Great Talent**

The complete hiring lifecycle — attracting the right talent, reading between the lines of resumes — balancing human insight with technological efficiency.

## **The Interview Process**

Hone your interviewing skills with frameworks that help you see beyond resumes to find candidates who'll truly thrive on your team.

## **Retention & Loyalty**

Transform retention from a problem into a strength — pathways for growth, visible opportunities, and shifting from hoarding talent to maximizing potential.

## **Addressing Performance Gaps**

Turn underperformance into out-performance through systematic feedback, clear expectations, and documented plans that respect both business needs and human dignity.

## **Letting People Go: Performance**

Handle one of management's toughest challenges with dignity, respect, and humanity — for both you and your team member.

## **Letting People Go: Layoffs**

Navigate workforce reductions with transparency, empathy, and care — for the people leaving and the team staying behind.



# 05 Career Accelerator

Starting your career is more than just doing the job — it's **learning to navigate** a professional environment, build meaningful relationships, and create value. Practical strategies for thriving in your early career years, from understanding workplace dynamics to developing your professional presence.



# Xperiences

## Starting Strong

Decode workplace norms, ask the right questions, take initiative, and build a reputation for reliability early in your career.

## How to Show Up

Excel in professional presence — align non-verbal communication, manage energy levels, and demonstrate professionalism across every workplace setting.

## Being Proactive

Transform from task-taker to solution-finder. Anticipate needs, identify opportunities, and build a reputation as someone who makes things happen.

## Taking the Right Kind of Ownership

Think and act like an owner while maintaining appropriate boundaries. Balance initiative with judgment and build trust through reliable execution.

## Self-Management

Personal organization, time management, and productivity. Prioritize tasks, handle email professionally, and build habits that support sustained performance.

## Authentic Engagement

Bring your full self to work while maintaining boundaries. Find genuine interest and purpose, connect work to larger goals, and build authentic relationships.



# Xperiences

## **Finding & Using Your Voice**

Develop the confidence to speak up effectively and advocate for yourself. Balance assertiveness with respect, navigate difficult conversations, and contribute meaningfully to discussions.

## **Reputation and Influence**

Build authentic relationships and positive influence. Network authentically, build your professional reputation, and create win-win situations.

## **From Zoom to Room**

Whether returning to the office full-time or a few days a week, recalibrate for the real world. With Flory Hiatrides – rebuild your routine, communicate with confidence, and navigate in-person etiquette without losing flexibility.



# 06 Resilience & Adaptability

Xapa's innovative framework for turning adversity into advancement. Unlike traditional resilience programs that focus on bouncing back, **Bounce Forward** teaches you how to emerge from challenges stronger, wiser, and better equipped – through adaptability, growth mindset, and positive psychology.



# Xperiences

## **Bounce Forward With Resilience**

Use adversity as a springboard. Evolve into a stronger, wiser, more adaptable, more successful person — instead of getting back to where you started.

## **Grow Into a Growth Mindset**

Transform your approach to challenges and beliefs. Embrace the power of "not yet" and replace self-limiting thoughts with empowering ones.

## **Adaptability**

Adjust your mindset and actions to grow through challenges. Stay open, find creative solutions, and treat fear as a sign of growth.

## **Creating a Culture of Adaptability**

Build a team that doesn't just survive change — they expect it, embrace it, and move faster because of it. Make adaptability a shared value, not just an individual skill.



# Xperiences

## **Positivity**

Positive psychology with Martin Seligman and Barbara Fredrickson. Cultivate positive emotions, strengths, and supportive relationships. Replace anxiety with calm curiosity.

## **Navigating Change**

Build a personal "why," involve others in shaping the path, and move from chaos to clarity — without losing your momentum or your mind.

## **Envisioning the Future**

A practical roadmap. Overcome setbacks, embrace hope and courage, and balance vision with action to achieve short- and long-term goals.

## **The Power of Resilience**

Eight forms of resilience: physical, emotional, social, spiritual, mental, professional, financial, and environmental. Reframe setbacks and cultivate optimism.



# 07 Self-Awareness & EQ

Understand yourself better — and watch your relationships, decisions, and leadership improve as a result. Uncover blind spots, recognize internal patterns that hold you back, and develop the **emotional intelligence** to connect more authentically with others — through frameworks like the Johari Window and deep dives into empathy and self-sabotage.



# Xperiences

## **Self-Awareness: The Johari Window**

Understand your emotions, behaviors, and how they impact others. The Johari Window highlights known and hidden traits to foster insight and collaboration.

## **Context is Critical: Situational Awareness**

The READ framework — Recognize, Evaluate, Adapt, Deploy. Scan environments like an anthropologist, assess dynamics like a strategist.

## **Work Styles**

Doer, Seer, Thinker, or Feeler? Identify your style and decode others' so you can work smarter, reduce friction, and build stronger teams.

## **Your Internal Saboteurs**

Meet the recurring characters in your mind that "protect" you through self-doubt, perfectionism, and people-pleasing — then refocus their energy.



# Xperiences

## **Conquering Impostor Syndrome**

Identify which of the five impostor types drives your self-doubt and break the cycle. The psychology behind why high achievers are especially susceptible.

## **Gratitude & Appreciation**

How embracing gratitude transforms your mindset, strengthens relationships, and unlocks a life of abundance — one "thank you" at a time.

## **Values & Strengths**

Uncover your core values. Turn your strengths into the foundation for living those values — finding growth, success, and balance.

## **Finding Purpose**

Dig deep, find what truly matters, and figure out what you're here to do with your Purpose.

## **Radical Self-Awareness**

Confront the uncomfortable truths about how you show up — your triggers, your defaults, and the gap between who you think you are and how others experience you.

## **Neurodiversity at Work**

With Ritika Tantia — recognize, support, and leverage cognitive differences to build teams that think better together.



# 08 Productivity & Performance

Stop working harder and start **working smarter**. Practical strategies for setting meaningful goals, managing time with intention, protecting focus, and leveraging AI tools to multiply output. A sustainable system for getting the right things done – consistently and without burnout.



# Xperiences

## Goals & Priorities

Set clear objectives, break down large goals, apply frameworks to evaluate and rank tasks, and minimize distractions through proactive planning.

## Time Management

Optimize your schedule, create boundaries around productive hours, and leverage peak performance times. Single-tasking over toxic productivity.

## Personal Systems & Workflows

Willpower fades, systems don't. Build repeatable personal workflows for managing tasks, processing information, and staying organized.

## Managing AI Teammates

Everyone is a manager now. Build and manage your own personal team of AI agents.

## The Asynchronous Workplace

Not everything needs a meeting. Communicate, collaborate, and decide effectively across time zones — without losing speed, clarity, or human connection.

## Collaborative Productivity

Working with others shouldn't feel like a tax on your output. Reduce coordination overhead, align on priorities, and get more done together.



# 09 Self-Maintenance & Wellbeing

Performance without burnout requires **intentional self-maintenance**. Practical tools to fuel your body, set clean boundaries, master the art of saying no, and lead yourself from a place of balance — so you can show up consistently and sustainably.



# Xperiences

## **Core4 of Self-Maintenance**

Nutrition, movement, sleep, and emotional self-care. Fuel your body, manage stress, and uncover surprising insights about small changes that make a big impact.

## **Basic Boundaries**

Four foundational boundaries — Emotional, Energetic, Financial, and Mental. Establish them clearly, communicate them professionally, and maintain them consistently.

## **When and How to Say No**

Understand the true cost of yes, master the spectrum of no responses, and develop delivery techniques that preserve relationships and build credibility.

## **Balance From Within**

Stay present, manage energy, and make values-aligned decisions. A sustainable approach to excellence that maintains mental and emotional well-being.



# 10 AI in the Workplace

AI isn't just changing what we do. It's changing **how we lead, collaborate, and grow**. This program equips you with the mindset, skills, and strategy to navigate AI-driven change with confidence – from leading teams through disruption to applying advanced tools and governance frameworks.



# Xperiences

## **AI Primer**

Your go-to guide for making AI a powerful teammate. When to use it, how to prompt it, how to edit its output, and how to manage an AI-powered team.

## **Resilience in the AI Revolution**

Handle uncertainty, reframe fear, grow your skills, and find your unique value in an AI-powered world.

## **Leading AI Change**

Guide your team through AI disruption with clarity, trust, and purpose. The human side of AI change – and what makes transformation stick.

## **Managing AI Teammates**

Everyone is a manager now. Build and manage your own personal team of AI agents.

## **Understanding AI Agents**

Foundational knowledge for non-technical leaders. Core terminology, architecture, and a framework for identifying which tasks are best suited for automation.

## **AI Governance: The TRUST Model**

The TRUST Framework from Global Data Innovation for building AI systems that are ethical, safe, and aligned with your values. Clear boundaries, confident exploration.



# 11

# Leadership

Step into the strategic, visionary side of leading others. Go beyond management tactics to explore the mindset and skills that define **truly impactful leaders** – from building ethical organizations and reading complex situations to wielding influence with integrity and cultivating the relationships that drive lasting change.



# Xperiences

## **Empowering Myself and Others**

Unlock potential and create conditions where people feel confident to take initiative. Build self-empowerment while fostering it in others.

## **Turn Resistance Into Results**

Tactical empathy (Chris Voss) — identify, label, and respond to emotions in ways that disarm resistance and unlock collaborative solutions.

## **Context is Critical: Setting Context**

The Context Compass — provide complete information, navigate political environments wisely, and know when context clarifies versus clutters.

## **Networking for True Connection**

Colleen McFarland's Be-Social Method — build genuine friendships where the relationship itself is the reward.

## **Persuasion & NLP**

Cialdini's six principles of influence plus Neurolinguistic Programming — decoding behavior patterns to communicate better and build trust faster.

## **Business Acumen & Cross-Functional Leadership**

You don't need an MBA to think like a strategist. Build the business literacy to contribute beyond your department and lead with the full picture.



# 12

# Creative Problem Solving

Creativity isn't a talent — it's **a practice**. Reframe problems, generate better ideas, spot invisible opportunities, and build a team culture where innovation actually ships. Frameworks from IBM, Google, and PepsiCo, translated into everyday tools for thinking differently under pressure.



# Xperiences

## Sparking Creativity at Work

Dismantle the myth that creativity is an inborn trait. Practical approaches to generate, develop, and champion innovative ideas.

## Sparking Creativity in Your Team

Creative output depends less on hiring "creative people" and more on the conditions you create and behaviors you model.

## Opportunity Recognition

The biggest opportunities at work aren't hidden — they're invisible to people who aren't looking for them.

## SCAMPER

You don't need a breakthrough to make a breakthrough. Sometimes you just need to look at what already exists through a different lens.

## Design Thinking

Stop solving the wrong problems. The five-phase framework used by IBM, Google, and PepsiCo to build solutions people actually want.

## Collaborative Decision-Making

How a team works together is inseparable from what they build. Discover "The Xapa Way" — a shared process for thinking together.



# 13

# Sales Excellence

Sharpen every stage of the sales cycle with frameworks that actually work. Beyond generic sales tips: **proven qualification models**, value-based selling techniques, and the psychology of ethical persuasion. From identifying real buyers to crafting compelling pitches and creating moments of customer delight.



# Xperiences

## **Sales Fundamentals**

The essential skills and mindset for thriving in B2B sales — prospect, connect, pitch, handle objections, close, and build long-term relationships.

## **BMANTR Qualification**

Stop wasting time on deals that were never yours to win. Spot real buyers quickly with the BMANTR framework.

## **MEDDICC Qualification**

Systematically assess metrics, economic buyer, decision criteria, pain, champion, and competition — protecting your most valuable resource: your time.

## **The Art & Science of Persuasion**

Cialdini's six principles of influence — applied ethically to transform how you communicate, negotiate, and build consensus.

## **Value-Based Selling**

Shift from feature-dumping to value creation. Frameworks like "Only Your Company Can" and "Which Means" — positioning solutions as essential investments.

## **Unprecedented Customer Delight**

Small, unexpected moments of care that turn routine interactions into unforgettable ones.

# 14 Burnout Prevention & Recovery

Guide yourself to recovery across every dimension of well-being — **physical, mental, emotional, social, and spiritual**. Rather than managing symptoms, identify root causes, rebuild your energy reserves, and create sustainable practices that prevent burnout from recurring. Based on Dr. Neha Sangwan's **Powered By Me**.



# Xperiences

## Healing Emotional Burnout

Name, feel, and release emotions to break free from resentment, ease anxiety, and rebuild self-trust. Transform anger into action, sadness into strength, and fear into clarity.

## Healing Mental Burnout

Spot whether your inner dialogue is helping you grow or draining your energy. Challenge negative self-talk, handle assumptions, and shift perspective.

## Healing Physical Burnout

Decode the signals your body is sending and build habits that help you recover. Strategies for better sleep, balanced nutrition, and gentle movement.

## Healing Social Burnout

Transform how you work and connect with others. Value differences, amplify strengths, reduce conflict, and build better relationships through clear boundaries.

## Healing Spiritual Burnout

Reignite your spark by focusing on what excites you and aligning choices with what matters. Rebuild self-trust and distinguish intuitive wisdom from impulsive reactions.

## Becoming Me-Powered

Shift from relying on external influences (Other-Powered) to aligning with your inner wisdom (Me-Powered). Signs of healing show up as laughter, awe, and peace.



# 15

# Marketing Fundamentals

Marketing isn't just promotion — it's **creating, delivering, and communicating value**. A complete playbook from vision and strategy through execution, with a dedicated track on how AI is reshaping the four Ps. Taught by Justyna Bak (ex-Google, Cisco, Nokia; AI-startup advisor).



# Xperiences

## **Introduction to Marketing**

Marketing isn't just promotion — it's creating, delivering, and communicating customer value. With Justyna Bak (ex-Google, Cisco, Nokia; AI-startup advisor).

## **Marketing: Vision**

SWOT and competitive analysis to understand exactly where you stand. Identify and deeply understand target segments through detailed persona development.

## **Marketing: Strategy**

Go-to-market strategy. Map customer journeys from awareness to advocacy. Pick channels, enable sales, and balance direct and indirect promotion.

## **Marketing: Execution**

Quarterly milestones, the metrics that actually matter, attribution and lead scoring, and business reviews that turn insights into action.

## **Standing Out in the AI Era**

Use AI to amplify creativity, judgment, and strategy across the four Ps — product, price, place, and promotion. Where AI excels (speed, scale, automation) and where human taste remains essential.

# Coming Soon



## Public Speaking

Great speaking isn't a talent — it's a skill. Find your voice and own the room. Build the confidence, preparation habits, and delivery skills to speak effectively in any setting — team presentations, client pitches, conference stages.

## Cross-Cultural Business

Navigate the unspoken rules of doing business across cultures — communication norms, leadership expectations, relationship-building in different regions.

## First Time Manager Handbook

Making the leap from doing the work to leading the work is one of the biggest career transitions you'll face. A comprehensive guide through the fundamental shifts in mindset and capabilities required for first-time managers.

— **New Xperiences added weekly.** —



# Ready to invest in learning your people will **actually use?**

Reach out to [hello@xapa.com](mailto:hello@xapa.com).