

DAY 1 THURSDAY, SEPTEMBER 11, 2025

7:00 AM	Registration, Breakfast, Networking		
9:00 AM	Main Room Programming: Bill Ganon, Catherine Brown		
10:15 AM	Main Room Keynote: Andrea Waltz & Richard Fenton – Go for No!		
11:15 AM	Break		
11:30 AM	Main Room Programming: Catherine Brown & Ryan Brown, Ph.D.		
12:30 PM	Networking Lunch on Own		
2:00 PM	Choose your Breakout Session		
TRACK 1 SALES SYSTEMS	TRACK 2 FRACTIONAL BUSINESS	TRACK 3 LEAD TEAMS	TRACK 4 PERSONAL BRAND
NO MORE WINGING IT: A FRAMEWORK FOR SALES THAT ACTUALLY WORKS with Brooke Greening	THE UNFAIR FRACTIONAL ADVANTAGE: THE MINDSET, STRATEGIES, AND SYSTEMS TO THRIVE AS A SELF-LED ENTREPRENEUR with Kelly Sjol & Alex Kuhn	SCALING YOUR SALES TEAM: HIRING THEM RIGHT THE FIRST TIME with Michel Privé	UNSHAKABLE: HOW AUTHENTICITY HELPS YOU SELL BETTER AND WIN MORE BUSINESS with Lisa McGuire & Nader Safinya
4:00 PM	Break		
4:15 PM	Main Room Programming: Bill Ganon		
5:00 PM	Programming Ends		
5:30 - 7:30PM	10X Inner Circle & Sponsor Reception		

DAY 2

FRIDAY, SEPTEMBER 12, 2025

7:00 AM

Breakfast, Networking

9:00 AM

Main Room Programming: Bill Ganon

9:30 AM

Choose your Breakout Session

TRACK 1 SALES SYSTEMS

**OVERCOMING THE
“COLD START”
LINKEDIN CHALLENGE:**
BUILDING STRATEGIC
RELATIONSHIPS AND
CREATING CONTENT
THAT EARNS SUPPORT
with Molly Godfrey &
Adam Pounds

TRACK 2 FRACTIONAL BUSINESS

FIND YOUR FIT:
IDENTIFYING IDEAL
REFERRAL PARTNERS
THROUGH
CUSTOMER CLARITY
with Pandora Hodges &
Alyssa McGinn

TRACK 3 LEAD TEAMS

**THEY’RE NOT YOU—
AND THAT’S OKAY:**
HOW TO SET UP A SALES
TEAM THAT WORKS
with Brooke Greening

TRACK 4 PERSONAL BRAND

**LEADING CHANGE
WITH CLARITY:**
HOW BRAND & CULTURE
BUILD TRUST IN TIMES OF
TRANSITION
with Sarah Sears

10:30 AM

Break

10:45 AM

Choose your Breakout Session

TRACK 1 SALES SYSTEMS

**THE RESONANCE
FACTOR:** HOW
YOUR NATURAL
COMMUNICATION STYLE
BECOMES YOUR SALES
SUPERPOWER
with Macy Robison

TRACK 2 FRACTIONAL BUSINESS

**WHY CEOS HIRE
FRACTIONAL
EXECUTIVES:** LESSONS
FROM THE C-SUITE ON
BUILDING SMARTER
LEADERSHIP TEAMS
with Kelly Sjol &
Panel Discussion

TRACK 3 LEAD TEAMS

**THE UNDERDOG
MENTALITY:** DESIGN A
BUSINESS TO ATTRACT
TOP TALENT...EVEN
WHEN YOU CAN’T
PAY TOP DOLLAR
with Alex Kuhn

TRACK 4 PERSONAL BRAND

**THE ROI OF
AUTHENTICITY:**
BUILD A BUSINESS (AND
CAREER) THAT REFLECTS
THE REAL YOU (AND
WINS MORE BUSINESS)
with Lisa McGuire

11:45 AM

Networking Lunch on Own

DAY 2

FRIDAY, SEPTEMBER 12, 2025 / CONTINUED

1:15 PM

Main Room Programming: Bill Ganon, Catherine Brown

2:00 PM

Choose your Breakout Session

TRACK 1 SALES SYSTEMS

IN THEIR WORDS: USING CUSTOMER FEEDBACK TO ANSWER SALES OBJECTIONS
with Katie Lantukh & John Way

TRACK 2 FRACTIONAL BUSINESS

OVERCOMING THE "COLD START" LINKEDIN CHALLENGE: BUILDING STRATEGIC RELATIONSHIPS AND CREATING CONTENT THAT EARNS SUPPORT
with Molly Godfrey & Adam Pounds

TRACK 3 LEAD TEAMS

THE AI-EMPOWERED SALES LEADER: HOW TO COACH, SCALE, AND WIN IN A HYBRID WORLD
with Divya Visentini

TRACK 4 PERSONAL BRAND

GAIN MOMENTUM IN YOUR BUSINESS WITH THE 30 COFFEES METHOD
with Erika Bryant

3:00 PM

Break

3:15 PM

Choose your Breakout Session

TRACK 1 SALES SYSTEMS

FIND YOUR FIT: IDENTIFYING IDEAL REFERRAL PARTNERS THROUGH CUSTOMER CLARITY
with Pandora Hodges & Alyssa McGinn

TRACK 2 FRACTIONAL BUSINESS

MAKING THE SELF-LEADERSHIP SHIFT: FROM LAUNCH TO REALLY RUNNING YOUR BUSINESS
with Alex Kuhn & Kelly Sjol

TRACK 3 LEAD TEAMS

NO MORE EXCUSES: ACCOUNTABILITY WITHOUT MICROMANAGEMENT
with Rob Jablonski

TRACK 4 PERSONAL BRAND

BUILDING AN AUDIENCE THAT BUYS: THE STRATEGIC DIFFERENCE BETWEEN FOLLOWERS AND REVENUE
with Macy Robison

4:15 PM

Break

4:30 PM

Main Room Programming: Bill Ganon, Catherine Brown

5:30 - 7:30PM

Happy Hour