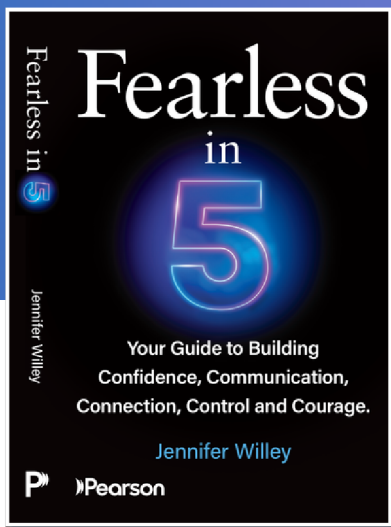




BUILD A MORE *Fearless* FUTURE-READY & HIGH-PERFORMING TEAM

→
WET CEMENT
MAKE YOUR MARK
Leadership Expert.
Author. Speaker. Coach.



Fearless in 5 is a "must read" new book that brings practical frameworks and a shared language to our proven leadership development system.

Grow Your People, Leaders + Impact

Transformational Book + Growth System Designed for Today

Fearless in 5: Your Guide to Building Confidence, Communication, Connection, Control and Courage, published by *Pearson*, creates stronger leaders, higher-performing teams, accelerated sales, and measurable business results.

A decade of research, insights and testing will arm your team to:

- **Build lasting confidence**, so they can courageously take bold actions and share creative ideas.
- **Communicate with clarity** to influence faster decisions.
- **Develop stronger relationships** to open new doors and opportunities.
- **Own their career paths**.
- **Strengthen resilience and agility** during change.
- **Harness AI** to drive growth, efficiency and productivity.

A Turnkey Learning Journey



Every participant receives & reads
Fearless in 5



Keynote
Workshop(s)
Book Club



Playbooks
AI Prompts
Action Challenges



Manager Guides
Fearless Growth Library™



**Confident People
Stronger Leaders
Business Results**

Ways We Can Support Your Organization



EXCLUSIVE BENEFITS FOR WET CEMENT PARTNERS

Book by October 1: Every participant receives the book, an author-led Book Club experience, Fearless Growth Library™ access, and **2026 rates** for programs delivered through **Q2 2027!**

WHY LEADERS + READERS LOVE IT



Anna Hakobyan

Director of Sustainability, AstraZeneca

"A must-read with a smart blend of research, real-world insight, and actionable tools."



Shelley Zalis

Founder and CEO of The Female Quotient

"Fearless in 5 transforms confidence into a daily habit and courage into forward momentum."



Cate Luzio

Founder and CEO, Luminary

"If you're ready to stop second-guessing yourself and start leading with clarity, Fearless in 5 belongs on your desk, dog-eared and highlighted."



Justina Gilbert

Global Learning and Development Leader, IBM

"Written with intelligence, humour and wisdom. It's a reference guide to keep referring back to."



Pam Sands

VP Diversity and Partnerships, Kelly Services

"This book offers something rare: a practical way to build confidence before conditions are perfect. Essential reading for anyone designing what comes next."



Jazmine Francis-Burton

HR Executive, Wakefern Food Corp.

"It's like a roadmap for stepping into your power. Readers walk away with more confidence, clearer direction, and a toolkit they can use every day."

THE LEARNING JOURNEY CONTINUES WITH THE **Fearless Growth Library™**

The book, keynote or workshop is the beginning. Learning extends long after.
Ongoing access to tools & content turns new ideas into lasting habits

- Practical Playbooks
- Actionable Worksheets
- Live Q&As
- AI Prompt Libraries
- Office Hours
- Community
- Manager Conversation Guides
- Sales & Client Growth Tools
- Ongoing New Resources and Templates

ABOUT AUTHOR, SPEAKER + CREATOR JENN WILLEY

Jenn combines 25 years leading strategy and growth at innovative Fortune 500 leaders with proven, research-backed strategies, to help organizations develop stronger leaders and higher-performing teams to drive results.

READY TO FUEL YOUR TEAM'S GROWTH?

MORE ON
THE BOOK



ACCESS OUR
COURSE CATALOG



BOOK TIME
WITH JENN



CERTIFIED & RECOGNIZED



**WOMEN
OWNED™**