



MINDSET OVER METHOD

Leadership masterclass – cohort enrolment brief

WHAT IT IS

A 17-lesson, self-paced video masterclass for operational leaders. Short, focused videos – most around 15 minutes. ~4 hours 45 minutes total. Built by Danny Turano (20+ years in operational transformation: Goldman Sachs, ION Group, TAFE NSW).

THE PREMISE

Most leadership training targets behaviour without shifting the thinking behind it – which is why it doesn't stick. This course starts with the thinking.

THE 4 MODULES

MODULE	LESSONS	WHAT IT COVERS
Mindset	4 lessons (54 min)	The invisible operating system behind leadership decisions – bias, blind spots, inherited assumptions
Acumen	5 lessons (84 min)	Structured reasoning, decision architecture, and the discipline of measurement
Culture	4 lessons (68 min)	Designing teams that operate on shared standards rather than individual heroics
System	4 lessons (76 min)	Deming, variation, why 94% of problems are systemic – and AI adoption as a system design decision

WHAT PARTICIPANTS WALK AWAY WITH

- A framework for diagnosing organisational problems before jumping to solutions
- Named tools applied to their own context: Pre-Mortem, Red Teaming, 5 Whys, Process Improvement Framework, Metacognitive Labelling, the Three Strategic Questions
- Shared vocabulary across the cohort – measurable inside the first 30 days
- Lifetime access including future updates
- AI course assistant trained on the full curriculum

WHAT A COHORT GETS THAT INDIVIDUALS DON'T

Shared framework → faster decisions. Shared vocabulary → cleaner meetings. Shared accountability → long-term thinking stops being one person's unpopular position.

PRICING

	PER SEAT	MINIMUM
Individual	\$1,799	–
Enterprise (10+)	\$1,529	10 logins

15% off per seat at 10 or more. 14-day money-back guarantee from contract activation. All prices in AUD.

PROVIDER DETAILS

	The Effective Office ABN 42 794 577 204 12 Bedarra Ct, Shell Cove NSW 2529, Australia	danny@dannyturano.com dannyturano.com Invoice paid upfront. Onboarding via Kartra.
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NEXT STEP

1. **Review the full curriculum:** dannyturano.com/invitation
2. **Discuss directly with Danny:** danny@dannyturano.com
3. **Approve investment.** Contract activates. Cohort begins.