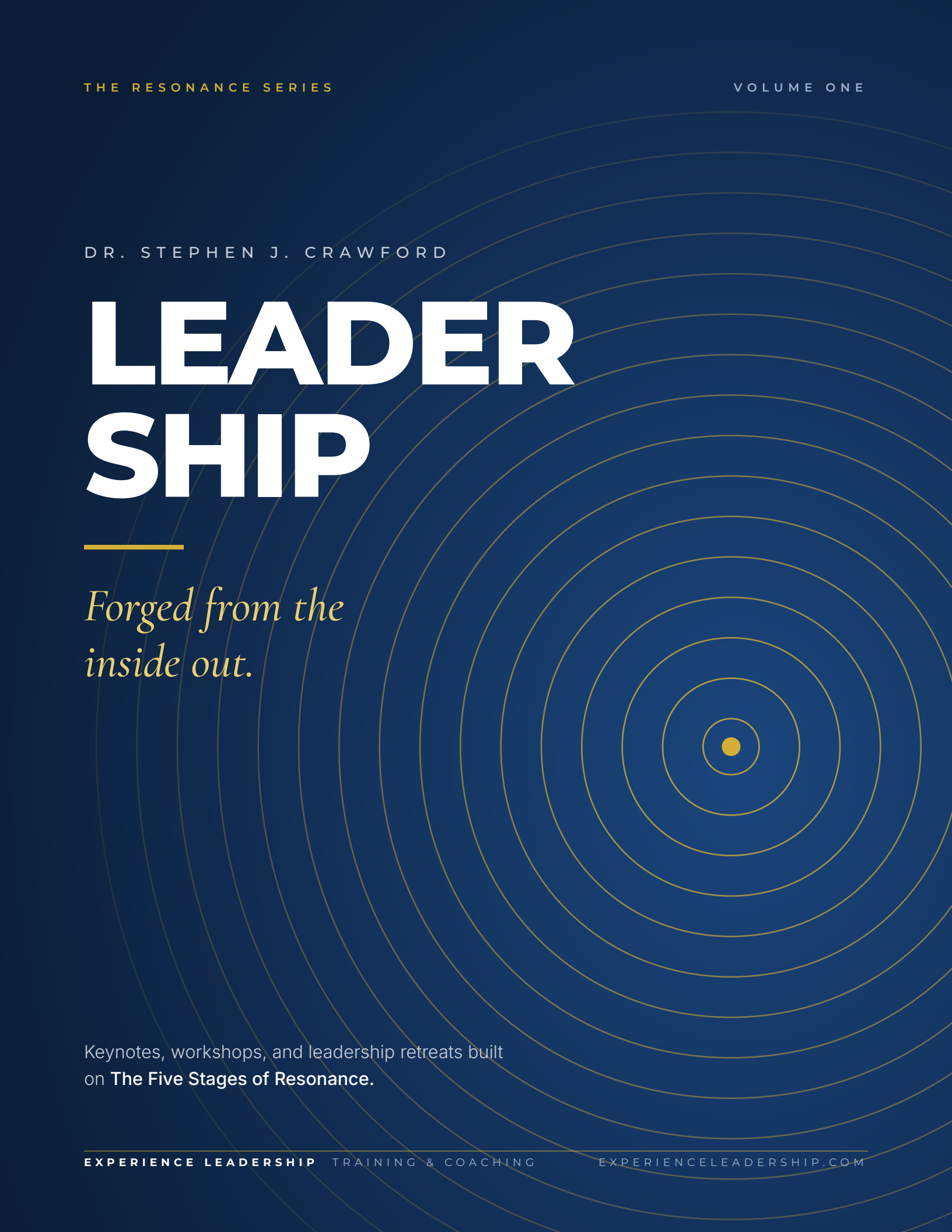
DR. STEPHEN J. CRAWFORD

LEADERSHIP

Forged from the inside out.



Keynotes, workshops, and leadership retreats built on **The Five Stages of Resonance.**

WHY THIS WORK

People follow the frequency a leader carries into the room.

Every leader carries something into the room that no slide can hide. People feel it before the agenda begins: whether the one in front of them is whole or divided, settled or guarded, leading from conviction or standing behind a wall.

Much of leadership development has focused on what a leader says and does. That work has its place. Yet teams keep sensing the distance between the leader on paper and the leader in the room, and that distance is where trust slips away.

The Five Stages of Resonance begins on the inside, where character is forged. From there it builds the emotional climate people can breathe in, the authority that comes from having crossed something real, the discipline of thought that creates what comes next, and the flow that lets leadership multiply far beyond one person.

Formation is what holds when the pressure returns. That is the work we do.

> *"You already paid the price. You might as well step into the promise.*
>
> DR. STEPHEN J. CRAWFORD

BUILT FOR LEADERS WHO

- are respected but sense they are not fully followed
- lead teams that are polite, busy, and stuck in place
- are ready to lead from who they are, not from a role they perform

20+	33	3M+	52+
YEARS FORMING LEADERS	COUNTRIES	PEOPLE REACHED	PROFESSIONAL CERTIFICATIONS

THE METHOD

The Five Stages of Resonance

One method in five stages, each one carrying the weight of the next. Drawn from Dr. Crawford's book, the stages form the leader first and then the team that leader builds.

01	THE FORGE **Character Integrity** *Can people trust what I am made of?*	Raw material, heat, pressure, tempered. Leaders discover how what they have survived becomes the character others can stand on.	BUILDS IN THE TEAM **Trust**
02	THE TRANSMISSION **Emotional Frequency** *What climate do I create?*	What you felt becomes what you transmit. Leaders learn to lead the emotional climate instead of leaking it.	BUILDS IN THE TEAM **Healthy Conflict**
03	THE CROSSING **The Experience Threshold** *Have I crossed what I ask others to cross?*	Authority is earned at the crossing, not borrowed from a title. Leaders learn to speak from what they have lived.	BUILDS IN THE TEAM **Commitment**
04	THE CREATION **Disciplined Thought** *Is my thinking building the future?*	Thought is a discipline. Leaders learn to direct attention, priorities, and vision with precision.	BUILDS IN THE TEAM **Accountability**
05	THE OVERFLOW **Speaking from Flow** *Does my leadership multiply without me?*	The moment you stop performing leadership and become it. Leaders build teams that carry the work forward.	BUILDS IN THE TEAM **Results**

Every engagement in this booklet is built on these five stages. Shorter formats introduce them. Longer formats take a team all the way through.

FROM LEADER TO TEAM

What forms in the leader shows up in the team.

Most teams that struggle were built on trust that was assumed and never forged.

Our work moves in the order people grow. As a leader moves through each stage, the team receives what that stage makes possible. Character makes trust safe. A settled emotional climate opens the door to honest conflict. Authority earned at the crossing turns agreement into commitment. Disciplined thought makes accountability fair. Flow turns effort into results.

That is why the stages are taught as a sequence, and every format we deliver honors that order.



THE ARC OF EVERY ENGAGEMENT

The journey home to the whole self.

MOVEMENT ONE

Unmask.

Set down the persona built to manage how others see you, so your team can meet the leader you are.

MOVEMENT TWO

Unscript.

Rewrite the inherited story shaping how you lead. The map you were handed is not the territory you stand in.

MOVEMENT THREE

Unleash.

Lead with the voice that has been waiting beneath the mask.

The three movements come from the final chapter of The Five Stages of Resonance and give every keynote, workshop, and retreat the same unmistakable arc.

SIGNATURE KEYNOTE

Breaking the Curse of a Mistaken Identity

FIND YOUR RHYTHM: THE CODE THAT SHAPES YOUR LIFE

It begins with a heartbeat, the rhythm that was yours before anyone told you who to be.

Many leaders are running a code they never chose. It was written early, rewarded by success, and protected by a mask that works well enough to earn the promotion while keeping people at arm's length.

In this keynote, Dr. Crawford walks the room through the three movements of The Five Stages of Resonance. Leaders recognize the pattern, name the mask, and begin to hear the voice that has been waiting underneath it.

YOUR AUDIENCE LEAVES WITH

- A clear picture of the inherited code shaping how they lead
- The masks leaders reach for under pressure, and what each one costs the team
- A new relationship with pain as the indicator rather than the enemy
- A room experience people carry with them long after the event

> *"Pain is not the enemy. It's the indicator."*

Length	20 to 60 minutes
Experience	Live room exercise available
Best for	Conferences, leadership summits, annual kickoffs
Pairs with	Any workshop or retreat as the opening session

PROGRAMS DELIVERED FOR MEDTRONIC · BOSTON SCIENTIFIC · U.S. AIR FORCE · DEPARTMENT OF HOMELAND SECURITY

WORKSHOPS

Practical formation for leaders in the middle of the work.

Four formats that share one language, so every session opens a door to the next.

60 min LUNCH & LEARN · **2 hour** WORKSHOP · **4 hour** HALF DAY · **8 hour** FULL DAY

LUNCH & LEARN — 60 MINUTES

The Ceiling You Carry

An honest first look at why leaders stall and what moves them forward.

WHAT WE COVER

- The Five Stages at a glance
- The Forge: how character is formed under heat and pressure
- The ceiling principle: a team rarely rises above the leader who leads it
- One reflective partner exercise

LEADERS LEAVE WITH

A named ceiling, one clear commitment, and a shared language to build on.

BEST FOR

Lunch programs, association meetings, and leadership team introductions.

TOOLS IN PLAY The Five Stages method · 21 Irrefutable Laws of Leadership

WORKSHOP — 2 HOURS

The Frequency You Lead With

Leaders discover what they transmit before they say a word.

WHAT WE COVER

- All five stages, with Stages One and Two in depth
- Trust and healthy conflict as the foundation of every team
- The diminisher self check: where good intentions shrink good people
- Guided practice to shift the climate a leader creates

LEADERS LEAVE WITH

A clear read on their leadership climate and two practices to change it.

BEST FOR

Manager development, leadership offsites, and team kickoffs.

TOOLS IN PLAY The Five Stages method · Five behaviors of a cohesive team · Multipliers

WORKSHOPS

Deeper formats for leaders ready to walk every stage.

The half day and full day formats walk leaders through all five stages and into the life of their team.

60 min	2 hour	4 hour	8 hour
LUNCH & LEARN	WORKSHOP	HALF DAY	FULL DAY

HALF DAY — 4 HOURS

Trust Is Forged

A complete walk through the five stages and the team each one builds.

WHAT WE COVER

- All five stages with practical application
- The five team behaviors mapped stage by stage
- Multipliers leadership self assessment
- Leadership laws chosen for each leader's current season

LEADERS LEAVE WITH

A personal leadership map across all five stages.

BEST FOR

Leadership teams, new manager cohorts, and department heads.

TOOLS IN PLAY The Five Stages method · Five behaviors of a cohesive team · Multipliers · 21 Laws **Optional: DISC or Working Genius add on.**

FULL DAY INTENSIVE — 8 HOURS

Whole Self Leadership

Personal formation and team application in one day.

WHAT WE COVER

- DISC profile and debrief: how you lead and how you land
- All five stages in depth
- The five team behaviors applied to your actual team
- Coaching conversations that draw out real commitment
- Team flow: the conditions that create peak performance
- Vision as story: a future the team can see themselves in

LEADERS LEAVE WITH

A 90 day leadership plan and a shared team language.

BEST FOR

Executive teams, high potential cohorts, and organizations in transition.

TOOLS IN PLAY Five Stages · DISC · Five behaviors · Multipliers · Motivational Interviewing · Flow research · StoryBrand · 21 Laws **Includes: DISC assessment. Optional: 360 degree feedback and Five Behaviors team profile.**

Some work can only happen away from the room where the pattern lives.

Off site and away from the inbox, an intact team walks through the Five Stages together, through story, ceremony, honest conversation, and experiences a training room cannot hold. The team that returns has crossed something together, and everyone around them can feel it.

Built for intact teams
The people who carry the work together, formed together.

Experience led
Story, ceremony, and honest conversation instead of slides.

Real agreements
Teams return with agreements they wrote together.

Assessments built in
DISC for everyone, with 360, Working Genius, and Five Behaviors options.

ONE DAY RETREAT

The Forge

One day to build the trust everything else stands on.

THE JOURNEY

01 Opening experience that sets the tone for the day
02 Stage One and Stage Two immersion
03 DISC as a relational map for the whole team
04 Personal histories and the trust they earn
05 Agreements for healthy, productive conflict
06 Closing declaration

TEAM LEAVES WITH A trust baseline, conflict norms, and a shared language. **Optional: Working Genius team map.**

Longer journeys for teams ready to cross together.

The Crossing TWO DAY RETREAT

Two days to carry a team past polite agreement into real commitment.

DAY ONE **Unmask**	**STAGES ONE AND TWO** DISC, trust, and healthy conflict, with an optional Five Behaviors team profile. Evening story session.
DAY TWO **Unscript & Unleash**	**STAGES THREE THROUGH FIVE** Commitment, accountability, and results. Multipliers, team flow, and a closing declaration.

TEAM LEAVES WITH A team charter and a clear line of sight to what comes next.

Tempered THREE DAY RETREAT

The full journey: a team forged under heat and pressure and tempered into something stronger.

DAY ONE **Unmask**	**STAGES ONE AND TWO · THE DECLARATION, THE VOLTAGE** DISC, a 360 degree feedback debrief, trust, and healthy conflict.
DAY TWO **Unscript**	**STAGES THREE AND FOUR · THE VESSEL, THE ARCHITECTURE** Commitment and accountability, Multipliers, coaching conversations, the laws of leadership, and vision as story.
DAY THREE **Unleash**	**STAGE FIVE · THE RELEASE, THE RECOGNITION, THE BECOMING** Results and team flow. A declaration rite and a 90 day team plan.

TEAM LEAVES WITH A team charter, individual declarations, and a 90 day team plan.

Tempered is the only format that includes all Seven Activations, the practices from The Five Stages of Resonance that carry the change home. It is also the format built for the full assessment suite: DISC, 360 degree feedback, Working Genius, and the Five Behaviors team profile.

THE TOOLBOX

One method. A deep toolbox.



The Five Stages of Resonance is the method. Everything else is equipment.

Across more than two decades, Dr. Crawford has earned 52+ professional certifications in leadership, communication, influence, and human performance. They serve the work rather than crowd it. A master craftsman knows every tool in the truck and reaches for the one the moment calls for.

A team stuck in polite silence may need a shared language for how people are wired. A well meaning leader may need an honest mirror for the ways she shrinks her people. When that moment arrives, the right tool comes out, does its work, and returns to the box while the method keeps leading the way.

TOOLS WE REACH FOR MOST IN LEADERSHIP WORK

Understanding People

DISC Profile and The 6 Types of Working Genius
Working Genius by Patrick Lencioni

How each person is wired, and where they bring their best energy.

Building the Team

The Five Behaviors of a Cohesive Team
Patrick Lencioni

Trust, conflict, commitment, accountability, and results.

Growing Others

Multipliers and Motivational Interviewing
Liz Wiseman · Miller and Rollnick

Leaders who amplify intelligence and coach real commitment.

Leading with Principle

The 21 Irrefutable Laws of Leadership
John C. Maxwell

Timeless principles of influence.

Performing at Peak

Flow Research
Flow Research Collective

The science of peak individual and team performance.

Seeing Clearly

360 Degree Feedback

How a leader is experienced by the people around them.

ALSO IN THE TOOLBOX StoryBrand, Principles of Persuasion, SPIN Selling, Everyone Communicates Few Connect, Crucial Conversations, and more.

Named frameworks, assessments, and trademarks belong to their respective creators and owners. They are referenced with respect and used within the terms of each certification or license.

CHOOSE YOUR PATH

Every engagement at a glance.

ENGAGEMENT	LENGTH	BEST FOR	ASSESSMENT	TEAM LEAVES WITH
Keynote	20 to 60 min	Conferences, summits, kickoffs		Inspiration with a clear pattern to break
WORKSHOPS				
The Ceiling You Carry	60 min	Lunch programs, introductions		A named ceiling and one commitment
The Frequency You Lead With	2 hours	Managers, offsites	Self check	Climate awareness and two practices
Trust Is Forged	4 hours	Leadership teams, cohorts	Multipliers + DISC or Working Genius option	A personal leadership map
Whole Self Leadership	8 hours	Executive and high potential teams	DISC + 360 or Five Behaviors option	A 90 day leadership plan
RETREATS				
The Forge	1 day retreat	Intact teams	DISC + Working Genius option	Trust baseline and conflict norms
The Crossing	2 day retreat	Intact teams	DISC + Five Behaviors option	A team charter
Tempered	3 day retreat	Intact teams ready for the full journey	DISC + full suite option	Charter, declarations, 90 day plan

DEEPEN ANY ENGAGEMENT

Optional assessments

DISC Profile

INCLUDED IN FULL DAY AND RETREATS

How each person is wired, and how to lead them well.

360 Degree Feedback

OPTIONAL · FULL DAY AND RETREATS

How the leader is experienced by the people around them, debriefed with care.

The 6 Types of Working Genius

OPTIONAL · HALF DAY AND RETREATS

Where each person brings energy, and where the work drains it.

Five Behaviors Team Profile

OPTIONAL · FULL DAY AND RETREATS

A team level read on trust, conflict, commitment, accountability, and results.

EVERY ENGAGEMENT INCLUDES

A discovery conversation first, content tailored to your culture, formats built to stack from lunch to retreat, and the option to extend with executive coaching.

IN THE MEDIA

Heard well beyond the room.

The book, the work on stage, and the Resonant Sounds soundtrack are reaching people far beyond the rooms where this work began. Here is where the message has been carried, and where you can find it.

THE BOOK

189 news pickups across 138 outlets in the United States and Canada carried the release of The Five Stages of Resonance.

CARRIED IN PUBLICATIONS INCLUDING

- The Des Moines Register ↗
- The Indianapolis Star ↗
- The Tennessean ↗
- The Cincinnati Enquirer ↗
- Milwaukee Journal Sentinel ↗

"Five Stages of Resonance Framework Redefines Executive Presence"

Release headline

Available in hardcover, paperback, Kindle, and audiobook, and published in English and Spanish. **Get the book**

ON STAGE

3M+
people reached from the stage

33
countries

20+
years of keynotes, trainings, and coaching

PROGRAMS DELIVERED FOR

- **Medtronic**
- **Boston Scientific**
- **United States Air Force**
- **Department of Homeland Security**

Keynotes, trainings, and ceremonies delivered in boardrooms, conference halls, and sanctuaries around the world.

WHAT CLIENTS SAY

Rated 5.0 on Google across 20 reviews
Read them: Dr. Stephen Crawford · Experience Leadership

★★★★★

"Dr. Crawford doesn't just facilitate conversations, he elevates them, helping us move from ideas to meaningful, actionable direction."

Evisha Ford
Client for six years

★★★★★

"What sets Stephen apart is his authenticity, he's lived what he teaches, and you can feel that in how he speaks and engages."

Gene K. J. Kopczyk
Speaker, coach, and Toastmasters host

★★★★★

"His expertise and advice has been invaluable in our strategizing and execution of processes."

Linds M.
Agency team client for two+ years

READ THE COVERAGE Every article, feature, and outlet is listed at **fivestagesofresonance.com/press**

IN THE MEDIA

Resonant Sounds in the press.

The soundtrack written alongside the book has been featured by music publications and praised by curators across genres, from hip hop and R&B to indie pop and neo soul.

FEATURES AND INTERVIEWS

HipHopEargasm	Resonant Sounds reframes survival as strength on "STRIKE ME I RING" ↗ September 8, 2026
Songxplode	Dr. Stephen J. Crawford Turns Leadership Philosophy into Music with Resonant Sounds ↗ August 25, 2026
HypeHub Magazine	Resonant Sounds Explores Vibration and Voice ↗ August 1, 2026
Afrobeats Head	Stephen Crawford Introduces Resonant Sounds Alongside His Book on Resonance ↗
Jamsphere Magazine & Radio Network	Resonant Sounds featured coverage ↗

WHAT CURATORS ARE SAYING

"A really dynamic sound, with a successful fusion between electro and pop … proof of your artistic versatility."

LMCB, LES MERVEILLES DU CONGO

"An uplifting, honest, R&B flavoured hip hop jam … There's loads of character here."

MELLOW GUITAR MOMENTS

"It blends hip hop flow in the vocals with Latin, pop and electronic influences."

CHORUSES TO SING ALONG TO

"A track that combines strength and reflection."

FEEL-GOOD POP

FIND IT Features and curator reviews at **fivestagesofresonance.com/press**

ABOUT

Dr. Stephen J. Crawford

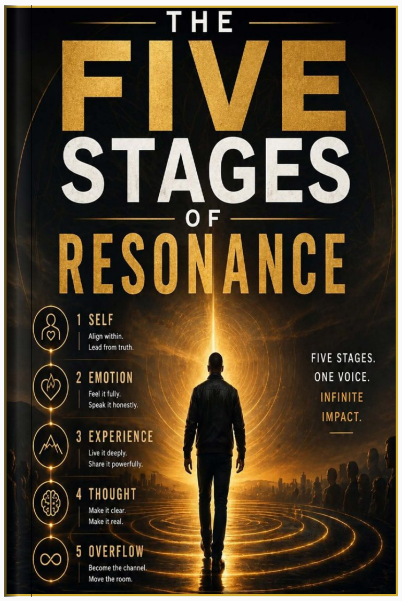
FOUNDER · EXPERIENCE ARCHITECT · AUTHOR · SPEAKER

From the South Side of Chicago to 33 countries.

Stephen grew up on the South Side of Chicago, where words were currency and silence was strategy. By twelve he knew that the wrong sentence in the wrong tone could end an evening, or a life. Reading a room was how you made it home.

Three decades later, that same instinct has carried him into boardrooms, conference halls, and sanctuaries across thirty-three countries. The framework in his book did not begin as theory. It grew from a question audiences kept asking him after he spoke: why did that move me?

The Five Stages of Resonance is his answer, built from two decades on stages and years of study, and from his refusal to accept that only some people are born to be heard.



Speak from the whole self and change every room you enter.

> *"I learned to read a room before I learned to read a book. That was survival. The rest was just translation."*
>
> DR. STEPHEN J. CRAWFORD

He is the founder of Experience Leadership Training & Coaching in Minneapolis and the author of The Five Stages of Resonance, published in English and Spanish. He has delivered programs for Medtronic, Boston Scientific, the United States Air Force, and the Department of Homeland Security.

He served as Executive Director for the International Maxwell Team, serves as Lead Faculty at the NeuroEncoding Institute, holds a doctorate from Bethel University, and carries 52+ professional certifications across leadership, communication, influence, and human performance.

Read the full story at **fivestagesofresonance.com/story**

Resonant Sounds

The Five Stages of Resonance soundtrack

Stephen wrote an album alongside the book: thirteen tracks, one for each movement of the journey, moving from performance to overflow. It carries the same message in a different language, for the listener who hears it best through music.

The album is dedicated to Breeanna Smith.

LISTEN EVERYWHERE MUSIC LIVES

Spotify · Apple Music · Amazon Music · YouTube Music · Tidal · Pandora · Deezer · iHeartRadio

Search **Resonant Sounds**, or visit fivestagesofresonance.com/resonant-sounds

THIRTEEN TRACKS, ONE JOURNEY

01	I Speak For Two	Dedication
02	One Voice	Introduction
03	One Instrument	Fractured Power
04	STRIKE ME I RING	The Break
05	Say it Like You Mean It	Every Word Is a Command
06	When I Look In My Eyes	The Emotional Frequency
07	Show Me the Dust	The Experience Threshold
08	Know the Price	Thought Is a Discipline
09	Lock in The Flow	Speaking from Flow
10	7400 S. Maryland	The Five-Dimensional Instrument
11	Ese Mar Sigue ahí	The Original Wholeness
12	I Am The Voice (reprise)	Unmask. Unscript. Unleash.
13	The Voice Was Always Yours	Acknowledgments

ALONGSIDE THE VOICES THAT SHAPED THE FIELD



John C. Maxwell
Leadership expert and bestselling author



Les Brown
World renowned motivational speaker



Paul Martinelli
Entrepreneur and success coach



Bruce H. Lipton, PhD
Cellular biologist and bestselling author



Joseph McClendon III
Peak performance expert

Bring this work to your people.

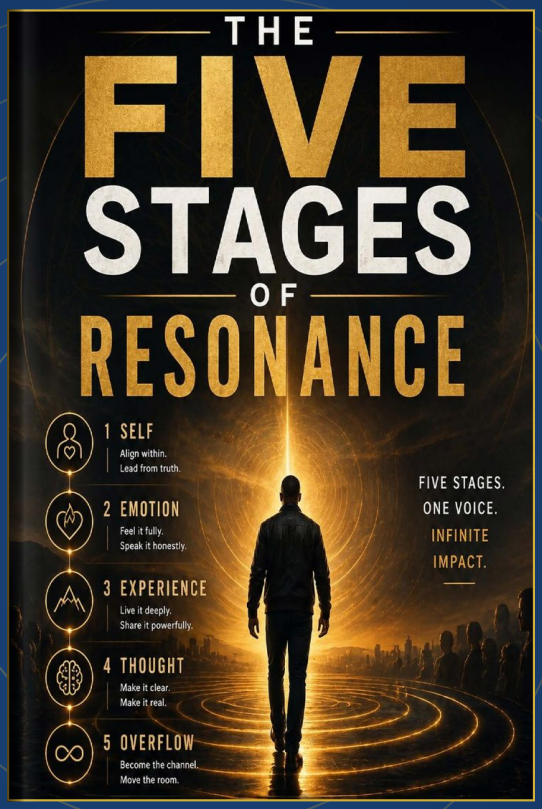
Tell us about your leaders and your team, and we will design the right starting point around your people.

Schedule a Discovery Call

experienceleadership.com

The book, the story, and the music
fivestagesofresonance.com

Speaking and keynotes
drstephencrawford.com



Speak from the whole self and change every room you enter.

VOLUME ONE
Leadership

VOLUME TWO
Sales

VOLUME THREE
Communication & Presentation