

LINKEDIN ANNOUNCEMENT POST — YOUR PEOPLE MAKE THE DIFFERENCE

Partnership Launch — EarthTone Advisors × Reïna-Flor Okori

Patrick Franchinard | September 11, 2026 | V9.3 — Final, Ready to Post



YOUR PEOPLE MAKE THE DIFFERENCE

Where Elite Sport Meets Executive Performance

EARTHTONE ADVISORS × REÏNA-FLOK OKORI

When Elite Sports truly meets Executive Transformation, something meaningful happens!

What started as a conversation has now become a shared mission — to help leaders build environments where people perform sustainably and organisations grow with purpose.

The greatest competitive advantage of this new Era is not more investment in technology. It is people — and how you inspire and lead them.

Today, I am proud to announce my partnership with **Reïna-Flor Okori** — four-time Olympian, creator of REFORM™ and Olympic Mindset™, a leading voice at the intersection of elite sport and leadership performance.

Together, we are launching **Your People Make the Difference** — a structured, two-step performance programme that channels elite-athletics discipline into executive teams and global organisations, combining EarthTone Advisors' transformation expertise with Reïna-Flor Okori's elite sport expertise.

► WHAT IT IS

One of the only Performance programmes of its kind — co-delivered by a four-time Olympian and a 35+year enterprise leader who has delivered disruptive transformation across industries — designed to build the human foundations of sustainable performance. Not inspiration. A system. Built around your priorities.

Step 1 is a high-impact coaching journey combining Reïna-Flor's REFORM™ and Olympic Mindset™ frameworks with my coaching and mentoring expertise and deep enterprise leadership experience —

sharpening clarity, resilience, decision-making and team cohesion under pressure.

Step 2 embeds performance culture across the organisation — EarthTone's Well-Being Integrator (externalized CHO) brings what was built in Step 1 coaching into daily operations, team culture, and working routines.

Two steps. One integrated performance system.

► **WHO IT IS FOR**

Senior leaders and their organisations — particularly in GBS, GCC, and global shared services environments — who need sustainable performance, not just short-term results.

► **WHY NOW**

AI is reshaping every process, hybrid work has stretched cohesion, and talent is scarce. The organisations that will win invest in the human side of performance.

It's not a wellness programme or a speaking event — it's a performance system with measurable outcomes.

Stay tuned — coming up over the next few weeks:

- What We Bring Together — The Two-Step Programme
- YPMTD — Human-Centric Performance, in Detail
- Connecting the Dots — Sport Mindset Meets Business
- What Is Brown-Out? — And Why It Costs You
- PeopleReady vs AIReady
- Why the AI Era Makes This More Relevant Than Ever

Launch event invitation coming shortly.

Reach out directly: Patrick@Earthtoneadvisors.com

Patrick Franchinard

EarthTone Advisors × Reïna-Flor Okori

#YourPeopleMakeTheDifference #REFORM #EliteSport #Leadership #EarthToneAdvisors

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IMAGE 1 — YPMTD Logo



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IMAGE 2 — Reina-Flor Okori (starting blocks)

