



Accentuate and Exponentially Elevate Your OD and Coaching Services

WOW your clients with improved outcomes, increased engagement, and more effective meetings through the data-driven AirtimeBA Methodology

What is AirtimeBA?

AirtimeBA offers comprehensive real-time observational data on 18 verbal behaviors of individuals and teams to assist in **better decision making, productive action steps, and improved individual engagement.**

Benefits to You:

- Enhancement to your current organizational development services
- Stronger RFP through unique offerings
- More marketable as a practitioner with sought after skills

Benefits to Your Clients:

- Your clients experience immediate and applicable impact
- Increased individual self-awareness leading to personal development
- Amplified impact of your coaching supported by data-backed insights

Most clients report behavior change after a single facilitated session.

Visit [Understanding the AirtimeBA Methodology](#) for details.

Return on Your Investment

The cost of the training is \$2,500. In return, you have a bespoke and **differentiating method** for helping clients work on critical skills. With it, you can coalesce the qualitative ways people present themselves with quantitative aspects of actual behavior in a team setting. It's that rare opportunity **to provide a mirror for individuals and groups to show how they actually interact.** You also gain an additional revenue source for your organizational development and/or coaching practice. Often the investment can be recouped after one paid event.

“AirtimeBA's power is in illuminating and accelerating team function and dynamics. I have used it as part of a senior leadership team development programme, helping them understand and hone their verbal and meeting interactions. **It powerfully changed both perception and performance.**”

- Alison Kilduff, Founder, State Agent Ltd

“AirtimeBA has completely changed the way I **coach and consult.** Leaders often came to me with vague or conflicting feedback about their communication, and it was hard to know what was really happening. **AirtimeBA gives me precise, real-time data on 18 specific verbal behaviors.** The insights are powerful - They transformed one team's efficiency within a month.”

- June Carter, Founder/CEO/Principal Tango Leadership, LLC

**Register Now for the Fall 2026
Passport to AirtimeBA!**



Join Us!

The Passport to AirtimeBA is a 9-week, 40-hour virtual training program with weekly learning events and independent practice sessions plus a final calibration that ensures you are ready for the marketplace. The approach ensures you can:

- Identify behaviors and use the AirtimeBA app to record them
- Understand and coach to the resulting AirtimeBA reports
- Incorporate AirtimeBA into your practice using a consultative approach

The Fall 2026 cohort runs from October 19 - December 9, with Calibration on December 14.

[Register today](#) as we cap the size of each cohort for optimal learning.

Fall 2026 Passport to AirtimeBA

Weeks	Mondays Learning 10AM – 12 PM ET	Wednesdays Practice 10AM – 11 AM ET
Week 1	Oct 19	No Session
Week 2	Oct 26	Oct 28
Week 3	Nov 2	Nov 4
Week 4	Nov 9	Nov 11
Week 5	Nov 16	Nov 18
Week 6	Nov 23	Nov 25*
Week 7	Nov 30	Dec 2
Week 8	Dec 7	Dec 9
Calibration	Dec 14	

*Cohort plans to meet or reschedule

Plus 2 hours per week of independent practice

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Your Experienced AirtimeBA Partner

Your Passport to AirtimeBA facilitator is Alexandra (Alex) Walker.

As a **member of the first AirtimeBA Cohort, a group facilitator, coach, and business owner**, Alex offers a unique, firsthand perspective on learning into the AirtimeBA methodology: “As we grow our community of practitioners, we don’t so much become ‘experts’ as we hold the tension of expertise and learning.”

Alex is a strategic partner to seasoned leaders, driving business objectives via talent performance strategies. She builds innovative solutions focused on business needs while incorporating systems impacting them. AirtimeBA is an important part of her toolkit as she, too, quests to ‘make every conversation 100% better’.

She looks forward to leading and learning with you in our next cohort in the Spring.

Want to improve your clients’ communication?
It all starts with a conversation. www.airtimeba.com

