



Leading with Impact Learning Series

What it is

The Leading with Impact series is made up of a number of courses, each aligned to one or more competencies and characteristics designed to help leaders manage today and tomorrow's challenges.

The modules in the learning series, which can be delivered in either a physical or virtual classroom, can be mixed and matched to "build your own" Leading with Impact experience.

How it Helps

- Increased likelihood of meeting organization goals
- Enhanced leadership capability
- Improved employee engagement
- Improved employee performance
- Expanded culture of accountability
- Reduced turnover

Outputs

The competencies developed throughout the series include:

- Demonstrate self awareness
- Motivate self and others to fully engage in their work
- Communicate effectively
- Manage work – tasks and people
- Provide feedback that builds commitment
- Exhibit accountability for their leadership role
- Demonstrate business acumen
- Coach for contribution
- Inspire others to help achieve the vision

Program Length
1/2 day to 1 day per course

Target Audience
All current or future leaders

Leading Change

What it is

The Leading Change Program is designed for those leading others through change. It combines the latest ideas, models, tools, and gives leaders the skills they really need to lead transformation.

How it Helps

- Better and faster understanding of the correlation between the level of change and its impact on how people respond to the change
- Greater success in implementing change action plans because they encompass facts and feelings about the change
- Greater success in implementing important changes
- Improved ability to lead or to coach a transformation team

Outputs

- Understand your ability to manage and lead change by using the Change Personal Benchmark
- Leaders will use the Levels of Change Model to assess people's perceptions of the change
- Use the Impact of Change Model to understand what phase of the change process people are in currently and why
- Determine appropriate actions to help lead people through the phases of the change
- Use the Transformation Map to develop action plans to implement the change

Program Length
2 days

Target Audience
All leaders of change or transformation

Sales Leadership

What it is

The Sales Leadership Program helps sales managers establish realistic and sustainable routines that include the right sales management practices. It focuses on how to motivate both individual and teams, and teaches leaders how to ensure that the sales professionals who they lead have the knowledge, skills and resources required to successfully sell their company's products and services

How it Helps

- Increased likelihood of meeting organization goals
- Enhanced leadership capability
- Improved employee engagement
- Improved employee performance
- Expanded culture of accountability
- Reduced turnover


Outputs

- Ability to align goals and priorities
- Balance team and individual engagement and enablement activities
- Develop realistic and sustainable weekly, monthly, quarterly, and annual sales management best practices
- Maximize team and individual communication
- Run effective sales meetings
- Provide results-based and behavioural feedback

Program Length
1 day

Target Audience
All current or future sales leaders

Communicating for Clarity



What it is

The Communicating for Clarity program provides practical skills and techniques to enable participants to communicate more clearly, so that the intended message is the message that is received.

How it Helps

- Increased clarity in all types of communication
- Enhanced skills and confidence to communicate effectively
- Increased audience commitment to action

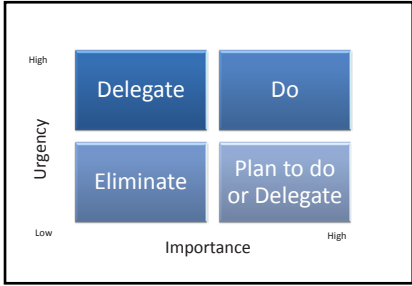
Outputs

- Develop a tailored and compelling message based on the delegate's and audience's Personal Needs
- Use a variety of question types to explore the opinions and insights of others
- Listen more effectively

Program Length
1 day

Target Audience
Anyone who would like to increase their personal communication effectiveness

Managing Multiple Priorities



What it is

The Managing Multiple Priorities program teaches practical "how-to" techniques to better manage workload and multiple priorities.

How it Helps

- Increased productivity
- More effective prioritization of tasks

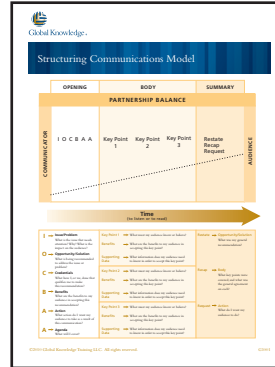
Outputs

- Identify top time-wasters and discover how to manage your job instead of letting your job manage you
- Analyze your personal time log to increase efficiency
- Overcome procrastination

Program Length
1 day

Target Audience
Anyone interested in improving time management skills and personal productivity

Presentation Skills



What it is

The Presentation Skills program provides new and experienced presenters with the methods and skills required to plan, structure and deliver an engaging presentation.

How it Helps

- Skilled presenters who can communicate more clearly and influence others
- Individuals who can think on their feet, handle questions and overcome objections
- Improved professionalism when planning, structuring and delivering internal and external presentations


Outputs

- Structure a presentation to achieve objectives and keep audience engaged
- Reach the audience by setting communication objectives and analyzing audience needs and attitudes
- Utilize and manage eight key elements of effective delivery for presentations that deliver impact
- Use a six-step model to handle questions during a presentation

Program Length
2 days

Target Audience
Anyone wanting to improve their abilities to develop and deliver presentations

Fundamentals of Business Writing



What it is

The Fundamentals of Business Writing program provides delegates with processes and knowledge required to ensure that their business writing is clear, concise, and correct.

How it Helps

- Improved professionalism and effectiveness of business communications
- More effective use of language and grammatical structure
- Greater confidence in producing effective written communication
- Improved success rate in winning approvals internally and with customers

Outputs

- Develop a tailored communication based on the needs, knowledge and attitudes of the intended audience
- Apply tools and techniques to produce clear, concise and correct business communications
- Use formatting to gain the interest of the reader

Program Length
2 days

Target Audience
Anyone wanting to improve the clarity, structure and overall effectiveness of their business writing



Leading EDGE Selling

What it is

The EDGE selling process provides sales professionals with a repeatable set of steps to plan for and conduct sales meetings or calls. It provides them with tools and techniques to help ensure that they are able to maximize the outcome of every customer interaction and achieve desired results.

How it Helps

- Enhances the customer experience by increasing the level of professionalism demonstrated in sales calls
- Increases market share with existing customers
- Improves overall sales effectiveness and results

Outputs

- Apply a structured and repeatable process to pre-call planning
- Establish rapport and purpose in the beginning of your customer interactions
- Discover customers needs
- Guide customers towards a buying decision by presenting your solutions in a benefit-oriented way that highlights your unique advantages
- Ensure that your interactions advance the sales process
- Follow-Up on actionable items

Program Length

2 days

Target Audience

All sales professionals

Building Strategic Partnerships

What it is

The Building Strategic Partnerships program helps sales professionals understand the how to match the value that they can deliver to their customers with what their customers seek from them. It provides them with a framework to identify and prioritize account opportunities, and develop account goals and supporting tactics to win and maintain business.

How it Helps

- Establishes a common understanding of the company's value proposition
- Develops sales strategies and objectives aligned to the customer's values and business strategy/objectives
- Segments the customer base on value and not just account size

Outputs

- Identify the value offered by your company and you
- Analyze your accounts and prioritize sales opportunities within your accounts
- Establish account goals and identify supporting tactics
- Monitor and adjust your account plan to maximize your sales effectiveness

Program Length

2 days

Target Audience

Sales professionals with account planning and management accountabilities or those supporting them

Team-Based Selling

What it is

The Team-Based Selling workshop is designed to provide anyone working in a team selling environment with the knowledge and skills required to be successful. It teaches team members how to ensure that they are aligned in their efforts and provides them with tools and techniques to work together efficiently and effectively.

How it Helps

- Provides customers with a cohesive and seamless sales experience
- Improves overall sales performance
- Builds strong internal relationships

Outputs

- Understand the stages of team development
- Identify common sources of team conflict
- For each team member, identify roles and responsibilities at each stage of the sales process (or customer buying process)
- Identify the value each team member provides to the customer at each stage of the sales process
- Create a team strategy

Program Length

2 days

Target Audience

Anyone leading or working as a member of a selling team