

# GREAT TRAITS

## Corporate Champions Program *High-Performance Applied Leadership Training*



*Your workplace is your training ground.*

# Overview

## What is a Corporate Champion?

A Corporate Champion is someone who has mastered leadership from 3 different points of view; individual, team, and future-impact. Intersecting these three unique sets of abilities, Corporate Champions build high-performing teams, create winning cultures and set their organizations up for future success.

## What do we mean by High-Performance?

- High-Performance is the ongoing, life-long commitment to excellence.
- Performing at a high level is about being competitive, chasing the win, and being able to perform under pressure.
- High performers are results driven and use feedback to improve and succeed.

## Participant Profile

- High Potentials, New Leaders and Future Leaders that your organization wants to develop and retain for the future.
- Seasoned Leaders that want to broaden and strengthen their fundamental leadership skills in order to lead themselves, their teams, and their organization to the highest level of sustained performance.
- We encourage you to increase the program's impact by sending several individuals at a time. Companies that send 2 or more participants develop a common language that supports and builds a strong high-performance corporate culture.

## Program Benefits

- Through our guided "High-Performance Pathway", you will learn, practice and perfect the leadership skills in real-time in your workplace.
- This is the program that keeps on giving. By integrating the 24 traits and supporting leadership skills everyday at work, you learn a high-performance language that that will continue to raise the bar on your results long after completing the course work.
- We live in an ever-evolving world. Having mastered the fundamental traits, you will be able to navigate effectively in times of change and increased competition.
- You are empowered with practical, actionable tools and materials you can continue to use well beyond the program.
- You will receive a Certificate of Completion and join an esteemed Corporate Champions Alumni.

# Program Structure and Delivery

## 12-Week Program with 3 Live in-person training days

### Stage 1: Achiever 4 Weeks

- Begins with 1 day of live in-person training
- Achiever 40 question assessment and report
- Develop and execute an individualized High-Performance Achiever Development Plan
- 4 weeks of applied training guided by the Achiever Playbook and Great Traits facilitators

### Stage 2: Leader 6 Weeks

- Begins with 1 day of live in-person training
- Leader 40 question assessment and report
- Develop and execute an individualized High-Performance Leader Development Plan
- 6 weeks of applied training guided by the Leader Playbook and Great Traits facilitators

### Stage 3: Legacy 2 Weeks

- Ends with 1/2 day live in-person integration of the traits training and graduation
- Legacy 40 question assessment and report
- 2 weeks of applied training guided by the Legacy Playbook and Great Traits facilitator

## Integration: Beyond the Course Work

At the end of the three levels of course work, graduates of the Corporate Champions Program speak a comprehensive language of high-performance. There is no challenge that comes at them that they can't tackle using the fundamental leadership skills they have mastered over their 12-week training. Like a language, the comprehensive learning that has been developed gets stronger the more it is applied, over time. *The workplace is your training ground.*

# Content and Learning

## Level One: Achiever

### **Ask Yourself Questions**

- Master the power of the question
- Learn how to reframe your questions to get honest answers

### **Expand Your Perspective**

- Access new realms of possibility for yourself
- Challenge different points of view

### **Make a Plan**

- Identify your win and create a path to take you there
- Learn and apply the SHOT model

### **Act Effectively**

- Align your actions with your SHOT Plan
- Make effective decisions

### **Go the Distance**

- Build resiliency
- Focus on the journey

### **Be Innovative**

- Find unique solutions
- Tap into your experience

### **Utilize Power of Thought**

- Learn how to create positive thought cycles
- Maximize the mind-body connection

### **Generate Enthusiasm**

- Your attitude sets the tone
- Build a support team

## Level Two: Leader

### **Be Aware**

- Build your self-awareness in order to be a better leader
- Be aware of your competitive landscape so you can better influence it

### **Have Purpose**

- Have a clear vision of where you are going
- Identify and assign clear roles for everyone

### **Create Synergy**

- Learn the dynamic phases of teams and identify where you are
- Get your team performing at its best

### **Communicate Effectively**

- Learn and apply the what/when/how tool
- Discover your own strengths and weaknesses as a communicator

### **Show Conviction**

- Learn how you can strengthen the confidence in others
- See how determination gets people through tough times

### **Exemplify Excellence**

- Use the power of your example to inspire excellence in others
- Learn and apply the qualities of great leaders

### **Embrace Contradictions**

- Learn how to master the art and science of leadership
- Learn to be comfortable with ambiguity

### **Continually Evolve**

- Know when and how to raise the bar on performance
- Learn how to create a culture that values innovation

## **Level Three: Legacy**

### **Embody Values**

- Clarify your values
- Align your values with your actions

### **Challenge Convention**

- Understand the status quo
- Be courageous and find new ways forward

### **Influence Wisely**

- Be willing to share your wisdom and experience
- Use your influence in the best way for yourself and others

### **Have Humility**

- Make sure your ego doesn't get in the way of making the best decisions
- Find ways to champion others

### **Show Goodwill**

- See how your kindness impacts others
- Become a bridge builder

### **Celebrate Humanity**

- Discover your unconscious biases around diversity and other cultures
- Find ways to celebrate and respect difference

### **Live Now**

- Make the most of wherever you find yourself NOW
- Maximize your thinking to maximize the moment

### **Make Possible**

- Come at every situation with an open mind, knowing there's always a solution
- Embody the Why Not Attitude



# Program Leaders

**Debbie Muir** is one of Canada's greatest coaches. Over a ten-year period, Debbie's athletes won seven out of a possible nine world championship titles, 2 Olympic silver and 2 Olympic gold medals in synchronized swimming. She was named by the Coaching Association of Canada as one of the top-ten all-time coaches in Canadian history, the only woman to receive this remarkable distinction.

Moving on from coaching and sport, Debbie has taken her considerable experience in education and curriculum design to develop two Great Traits signature products, the Corporate Champions Program and the Leadership Assessment Report.

**Mark Tewksbury** first came to prominence as the star athlete who burst out of the water at the Barcelona Olympics; an Olympic Champion with gold, silver and bronze medals, numerous awards, and a cover appearance on TIME magazine.

Mark has been the Master of Ceremonies for the Dalai Lama's Canadian appearances, was invited by the Government of France to address human rights at the United Nations in New York City, and was the Chef de Mission for the 2012 Canadian Olympic Team competing in London. Mark was awarded a Muhammad Ali Humanitarian Award in 2019 for his legacy work.

**Each program is supported by a Corporate Champion Leader In-Residence.**

Accomplish Great Things.  
Enable and Empower Others.  
Impact the Broader World.



**CORPORATE  
CHAMPIONS  
PROGRAM**

“ *The nature of the work my team does is quite independent of each other, so we need to go out of our way at times to uncover opportunities for integration and collaboration. This program has helped me keep these things front of mind in my interactions as a leader.* ”

~ Ryan, Manager

“ *I've become more self-aware. This program has helped me learn how to be a better leader. I know more about the cause and effect of what I say, how I say it, what I do. I know now what it takes to be a strong, effective and convincing leader.* ”

~ Karen, VP

“ *The program forced me to step back and self-reflect on how I am as a leader. Because the course had longevity, it made the learning stick as I applied it over time.* ”

~ Sharon, CEO

“ *I'm in the middle of changes directly, but also leading a team through a period of unknown. I've always liked to think that I am aware, but the other traits have really taught me the importance of acting on that awareness and applying it as necessary.* ”

~ Jamie, VP

“ *The Program challenged me on a weekly basis as to how I was progressing towards my goals. The regular training of the program made me stay on-course and held me accountable to the leadership goals I set for myself.* ”

~ Henry, VP

“ *The unique thing about this course is that it gains momentum. I see the alignment between achievement, leadership and legacy, but we never lost touch from where we started.* ”

~ Blair, VP



## Post-Program Support

- All tools, worksheets and materials
- 1-year access to Achiever, Leader, and Legacy Assessments and Reports
- Alumni events and networking opportunities

## Location, Dates and Fees

### **CCP4 Toronto**

Stage 1: January 7, 2020  
Stage 2: February 4, 2020  
Stage 3: April 3, 2020

### **CCP5 Calgary**

Stage 1: January 13, 2020  
Stage 2: February 10, 2020  
Stage 3: April 10, 2020

### **Fees:**

Corporate - \$4750  
Individual - \$4000  
Non-Profit - \$3500

\* Alberta companies may be eligible for the Canada-Alberta Job Grant funding

[www.alberta.ca/canada-alberta-job-grant.aspx](http://www.alberta.ca/canada-alberta-job-grant.aspx)

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