

| GREAT | TRAITS |

CORPORATE CHAMPIONS PROGRAM

**APPLIED
HIGH-PERFORMANCE
LEADERSHIP
TRAINING**

A truly unique virtual training program

Overview

The Corporate Champions Program

- Is a truly unique APPLIED leadership program
- Increases participants ability to adapt to changing circumstances and lead themselves and others through stressful times
- Takes participants on a High-Performance Pathway over 12 weeks that teaches Applied Leadership Essentials
- Is delivered online — Executed on the job
- Upon completion, graduates receive a Certificate of Applied Leadership Studies from Great Traits and join the esteemed Corporate Champions Alumni

APPLIED means you Practice

- Founded by Olympians, the idea of daily practice is central to this leadership training. As opposed to being theoretical, participants put to practical use every tool & exercise over 12 weeks. And they do it in-real-time, in real situations. Your job is the training ground.
- It sticks! The sum total of a lot of simple, practical tools & exercises delivered over time isn't little – it is HUGE!
- It is totally comprehensive! Graduates leave with a robust repertoire of tools to use the rest of their leadership path.
- **This isn't a nice-to-have; this is a must-have.** Your investment doesn't end after 12 weeks because it is the ongoing practice of applying and combining the traits that leads to high-performance leadership.

It WORKS! Here is what our **Graduates** discovered:

"I have new tools and perspectives to do my work as a leader. The approach was easy to comprehend, absorb, apply, and maintain. Amazing. I loved all of it. I feel rejuvenated as a leader in a complex work environment."

"It increased my self-awareness, adaptability and resilience. Helped me to understand what I need to focus on to build high performing teams."

"Gave me the confidence in myself to be able to effectively lead my team."

"Typically courses are a day or two then you are left on your own. The main advantage of this Program is that it was a learning journey over several weeks so the concepts got ingrained deeper. It really impacted how I am as a leader."

Program Structure and Delivery

12-Week Program delivered VIRTUALLY

Achiever Course - 5 Weeks

- Begins with Live-Virtual 90 minute launch
- Achiever 40 question assessment and report
- 2nd Live-Virtual 60 minute session
- One-on-one call with Cohort Leader
- 5 weeks of applied training guided by the Achiever Playbook

Leader Course - 5 Weeks

- Begins with Live-Virtual 90 minute launch
- Leader 40 question assessment and report
- 2nd Live-Virtual 60 minute session
- One-on-one call with Cohort Leader
- 5 weeks of applied training guided by the Leader Playbook

Legacy Course - 2 Weeks

- Begins with Live-Virtual 60 minute launch
- Legacy 40 question assessment and report
- 2 weeks of applied training guided by the Legacy Playbook
- Final Live-Virtual 90 minute Graduation

Integration:

Beyond the Corporate Champions Program

This is the Program that keeps on giving. Through the fundamental learning journey - the High-Performance Pathway - participants leave with a vast repertoire of tools they can continue to practice and perfect on the job long after the course work is over. The 12-week investment returns on itself many times over as the traits get applied over time, the more powerful they become.

Where it all began

Working together in the year leading up to the 1992 Barcelona Olympics, synchronized swimming coach Debbie Muir and national team swimmer Mark Tewksbury would not only push the boundaries of convention and possibility, they would shock the world with a come-from-behind victory in the 100 meter backstroke. Post-games, Debbie and Mark asked themselves, "What did we do that transcended our individual sports and was fundamental to success?" That was the beginning of the Great Traits and to this day, Great Traits training is still built on the idea that the stronger your foundation is, the higher your performance will be.

Faculty

Debbie Muir As a highly decorated Olympic coach whose athletes won 2 gold and 2 silver Olympic medals, Debbie has taken the principles of high-performance training and applied them to Great Traits programs. Combined with her rich expertise in education and curriculum design, Debbie's approach has been proven to produce highly effective "Corporate Champions" who continue to grow and perform long after the program ends.



Mark Tewksbury First known as an Olympic gold medal swimmer, Mark has become a celebrated inspirational speaker, author and leader of social change. His ongoing stand for justice, fairplay and human rights makes him a leader whose reach goes far beyond sport. Mark co-wrote *The Great Traits of Champions: Fundamentals for Achievers, Leaders and Legacy Leavers* and was awarded the Muhammad Ali Humanitarian Award in 2019.



Lorraine Segato Lorraine is a Juno Award winning artist who utilizes her experience as singer/songwriter and leader of the Parachute Club, along with her work as filmmaker, to augment and elevate social justice commitments. A member of the Canadian Songwriters Hall of Fame, Lorraine brings passion, purpose and a reputation for edgy and excellent cultural work. Segato facilitates with Institute for Change Leaders, Ryerson University and has recently joined the Great Traits Applied High-Performance Corporate Leadership team.



Gene Valaitis Gene is an ACTRA award winning broadcaster for best morning radio show in Canada and a two-time runner-up for best morning show in North America at the New York City Radio Festival. In the Direct Sales Industry, Gene has trained thousands of Independent Business Consultants for companies in Hong Kong, Thailand, the United States, Canada, Dubai, and the United Kingdom.



Who do we Train?

- High performers you want to keep engaged
- High potentials and future leaders you want to upskill
- New leaders who want to maximize their people leading ability
- Someone excited to to make the commitment to immerse themselves in 12-weeks of truly unique leadership training

Return on Investment

Upon graduating, 90% of participants said:

- The Corporate Champions Program made them more effective in their jobs.
- What they learned was relevant to them being a better leader
- They would continue to apply the traits and skills on the job after completing the Program.

Make the Commitment!

- **Investment is \$2500 per participant**
- 12-weeks of approximately 2 hours/week on top of the 7 ½ hours of live-virtual calls
- Graduates join the CCP Alumni, continue to have access to all assessments and reports, and are invited to events and networking opportunities
- Enjoy a lifetime of ROI on the Program that keeps on giving

Dates:

Launch — January 11, 2021

Graduation — April 6, 2021

Connect with us:

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