



GREAT | TRAITS |

CORPORATE CHAMPIONS PROGRAM

APRIL 6 – JUNE 29, 2021

**APPLIED
HIGH-PERFORMANCE
LEADERSHIP
TRAINING**

A truly unique VIRTUAL training program

Overview

The Corporate Champions Program

- We take participants on a High-Performance Pathway over 12 weeks that teaches them Essential Leadership Skills.
- The program is delivered online — executed on the job.
- Through guided and purposeful practice, participants become high performers capable of leading themselves and others successfully through any challenge or circumstance.
- Upon completion, graduates receive a Certificate of Applied Leadership Training from Great Traits and join the esteemed Corporate Champions Alumni.

APPLIED means you Practice & Perfect

- Founded by Olympians, the idea of daily practice is central to this leadership training. As opposed to being theoretical, participants put every skill or action given to them to practical use over 12 weeks. And they do it in-real-time, in real situations. The job is the training ground.
- It sticks! The impact of applying 72 practical, skill-building leadership actions over time is HUGE!
- It is totally comprehensive! Graduates leave with simple, effective tools and exercises that they will continue to use long after the program ends.
- **This isn't a nice-to-have; this is a must-have.** Your investment doesn't end after 12 weeks. Mastering the principles of Applied Leadership Training means an ongoing commitment to the practice and perfection of high-performance skills in the work place.

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

"It increased my awareness, helped me recognize my strengths and weaknesses, increased my self-confidence, and helped me learn many new skills with tools to apply them daily."

"The program helped me operationalize leadership. With so many skills developed, I feel like I know what to do regardless of the challenge I am facing."

"I think the program is not only effective in implementation but also in helping me understand that before that implementation takes place, you have to perform a lot of self-reflection."

"Because the learning components are chunked down, I could really practice them on the job. It provides an amazing framework."

"The program gave me new insights and tools to function more efficiently in a team environment. I feel confident I am able to develop a comprehensive roadmap to take my team towards high-performing status."

Program Structure and Delivery

12-Week Program delivered VIRTUALLY

Achiever Course - 5 Weeks

- Begins with Live-Virtual 120 minute launch
- Achiever 40 question assessment and report
- 2nd Live-Virtual 75 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 75 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 75 minute launch
- Legacy 40 question assessment and report
- 2 weeks of applied training guided by the Legacy Playbook
- Final Live-Virtual 120 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 practice 72 leadership actions over 3 levels of course work. With each new trait learned, further synergies and connections are made. The accumulation of this knowledge leaves graduates with a vast repertoire of skills they will continue to practice and perfect long after the course work is over. They leave speaking the language of High-Performance Leadership.

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.

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 was awarded the Muhammad Ali Humanitarian Award in 2019, and most recently, Mark was appointed Companion of the Order of Canada, the nation's highest civilian honor.



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 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 new leaders you want to upskill
- Supervisors, Managers, and Directors in your organization
- Someone excited to make the commitment to immerse themselves in 12-weeks of truly unique leadership training

Return on Investment

Upon graduating, 94% 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 10 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

Class Live Dates:

Program Launch - **April 6th** – 120 minutes
April 12th – 75 min
May 10th – 90 min
May 17th – 75 min
June 14th – 75 min
Program Graduation – **June 29th** – 120 min

Connect with us:

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