

**GREAT TRAITS**  
**CORPORATE CHAMPIONS PROGRAM**  
**2022 SCHEDULE**

**APPLIED  
HIGH-PERFORMANCE  
LEADERSHIP  
TRAINING**

92% of our grads agree...

*Finally, a training program that WORKS!*

# Overview

## The Corporate Champions Program

- We take participants on a High-Performance Pathway over 12 weeks that teaches them Fundamental 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 unique 3-Stage Framework builds leadership skills incrementally; the accumulation of actions over time is HUGE!
- It is totally comprehensive! Graduates leave with simple, effective tools and exercises 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. The only way to master the principles of High-Performance Leadership is to continually apply, practice, and perfect the 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 Team 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 90 minute session
- One-on-one call with Team Leader
- 5 weeks of applied training guided by the Leader Playbook

### Legacy Course - 2 Weeks

- Begins with Live-Virtual 90 minute launch
- Legacy 40 question assessment and report
- 2 weeks of applied training guided by the Legacy Playbook
- One-on-one call with Team Leader
- Final Live-Virtual 75 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 experience our unique 3-Stage Framework approach to leadership development. As each stage is completed, 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.

# The Faculty

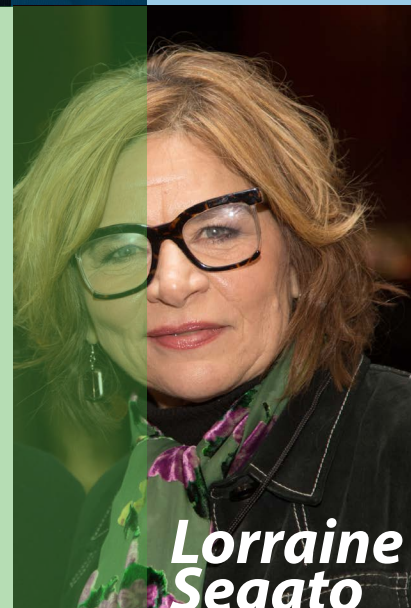
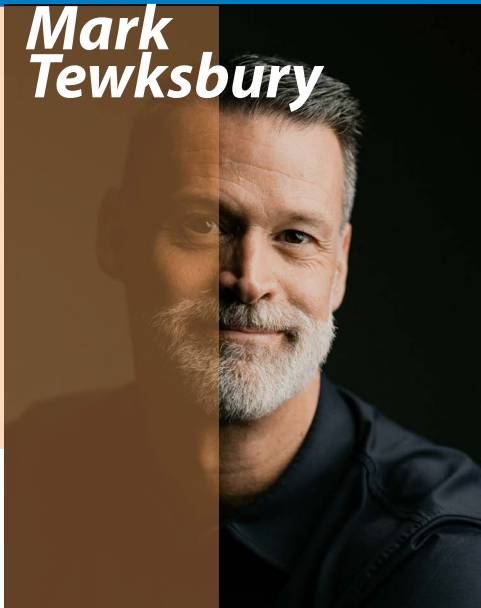
Meet the Corporate Champions  
Program Leaders

Click to read Team Bios



**Debbie  
Muir**

**Mark  
Tewksbury**



**Lorraine  
Segato**



**Gene  
Valaitis**



**Enza  
Cignarella**

**Michelle  
Cameron  
Coulter**



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# Who do we Train?

- Professionals early in their careers
- Engaged high-performers
- High potentials and new leaders looking to upskill
- Supervisors, Managers, and Directors
- Anyone excited to invest in themselves for 12-weeks of truly unique leadership training

## Return on Investment

**Upon graduating, 92% 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 \$3000 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

## 2022 Program Dates:

**January 24th - April 19th**

**April 5th - June 28th**

**September 19th - December 13th**



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