



**GREAT TRAITS**  
APPLIED LEADERSHIP TRAINING

**September 16 – November 11, 2024**

**UNLEASH YOUR  
POTENTIAL  
WITH OUR  
APPLIED  
LEADERSHIP  
PROGRAM**

# Transform Your Career in Just 8 Weeks

Are you ready to take your leadership skills to the next level? Our Applied Leadership Training Program is designed for **high potentials, high performers, emerging leaders,** and **new people leaders** who want to make a real impact. This is not just another leadership course; it's a **transformative experience** that blends theory with real-world application.

## From Olympic Training to Leadership Excellence

Imagine being trained with the same principles that have led athletes to win Olympic gold. Our program, **founded by Olympians**, applies these proven techniques to create high-performing leaders. The same dedication to **daily practice and excellence** that drives athletes to victory now fuels your leadership journey.

## Real Skills, Real Impact

In our 8-week journey, you'll **master practical leadership skills** essential for thriving in today's dynamic, goal-oriented world. These aren't just abstract concepts; they're actionable tools **you can use immediately**. Our unique, fully online program ensures that you learn while you work, turning your workplace into your personal training ground.

## Why Choose Our Program?

- Online & Flexible** → Access the program from anywhere and, aside from the live-virtual training sessions, you do it in your own time.
- On-the-Job Training** → Apply new skills directly in your workplace, witnessing immediate impact.
- Expert Guidance** → Learn from top-tier coaches and leaders who've been in your shoes.
- Proven Methods** → Benefit from a curriculum founded on the principles of Olympic-level training and daily practice.

# Program Structure and Delivery

Our program is built on our proprietary 3-stage high-performance pathway

## 1. The Achiever Traits: Leading Yourself

- ✓ 2 live-virtual calls (90 minutes)
- ✓ Achiever 40 question assessment and report
- ✓ One-on-one call with your Great Traits coach
- ✓ Applied training guided by the Achiever Playbook

## 2. The Leader Traits: Leading Others

- ✓ 2 live-virtual calls (90 minutes)
- ✓ Leader 40 question assessment and report
- ✓ One-on-one call with your Great Traits coach
- ✓ Applied training guided by the Leader Playbook

## 3. The Legacy Traits: How You Show Up as a Leader

- ✓ Begins with live-virtual 90 minute launch
- ✓ Legacy 40 question assessment and report
- ✓ Applied training guided by the Legacy Playbook
- ✓ Final integration, wrap-up and graduation session (75 minutes)

### Thriving Beyond the Program

You'll go away with the traits, skills, tools and resources to apply long after the program finishes. This is just the beginning of your leadership journey. You'll only get better with time, like a masterpiece continually refined.

### Live Learning Session Times

|              |                 |             |                 |
|--------------|-----------------|-------------|-----------------|
| September 16 | 12 - 1:30 pm ET | October 21  | 12 - 1:30 pm ET |
| September 23 | 12 - 1:30 pm ET | October 28  | 12 - 1:30 pm ET |
| October 7    | 12 - 1:30 pm ET | November 11 | 12 - 1:15 pm ET |

# Who Do We Train?

## Professionals Early in Their Careers

- Eager to establish a strong leadership foundation.

## High Potentials & New Leaders

- Learn from top-tier coaches and leaders who've been in your shoes.

## Engaged High-Performers

- Apply new skills directly in your workplace, witnessing immediate impact.

## Supervisors, Managers, & Directors

- Benefit from a curriculum founded on the principles of Olympic-level training and daily practice.

# Return on Investment

When you invest in our program, you're not just gaining knowledge—you're transforming your personal and professional life. Here's the proof:

## Upon graduating, 92% of participants said:

### More Effective at Work

- The program significantly enhanced their job performance.

### Relevant Leadership Skills

- The skills and insights gained were directly applicable to becoming better leaders.

### Long-term Application

- They would continue to use the traits and skills learned, long after completing the program.

## Make the Commitment!

### 8 Weeks, 1 Hour/Week

- A manageable time commitment of approximately one hour per week, plus six live-virtual calls.

### Lifetime ROI

- Enjoy a lifetime return on investment with skills and traits that keep giving back. You'll leave the program equipped with a comprehensive set of tools and resources, including a deck of trait cards, that you can refer to whenever you face a new challenge.

### Investment

- The program cost is \$3,000. Group and non-profit rates are available to make this journey accessible to all.

# Testimonials

## Here is what our graduates discovered:

I had the pleasure of participating in the Great Traits course, and I can't express enough how much I enjoyed it. Through this experience, I gained invaluable skills and resources that have truly enhanced my leadership journey and can be applied right into my day-to-day. Debbie and Lorraine's facilitation was exceptional, and their dedication to empowering us as thoughtful and engaged leaders was evident throughout the course. Thank you for such a rewarding experience!

Jocelyn – Associate Director,  
Sport Development

**“ The Great Traits Leadership Program is one of the best. The practical tools, resources and exercises (Achiever - Leader - Legacy) are certainly applicable in the workplace as well our personal lives. ”**

**Steve  
Human Resources  
Professional**

Thank you, GREAT TRAITS, for the opportunity to learn and grow from this leadership course. Throughout the course I tried to apply the traits and key concepts to everyday life as well as to work situations/ colleagues. I found the content, questionnaires, follow up discussions and weekly practical assignments an excellent way of keeping the traits front of mind every day. I would highly recommend this course to all professionals regardless of experience and expertise. Debbie and Lorraine were exceptional facilitators! Thank you again for Expanding Perspectives, Exemplifying Excellence, Generating Enthusiasm and encouraging us to Ask Questions, Be Aware and Live Now!

Leslie – International  
Performance Consultant



**Are you ready to make a commitment that will pay off for the rest of your career?**

Join us and become part of a community of high-performing leaders today!

**For further information or to register, email:**

[info@thegreattraits.com](mailto:info@thegreattraits.com)