



BETTER YOUR BUSINESS TRAINING PROGRAM

Course Outline

Different stages of growth in a small business present different types of problems and challenges. The most common challenge we see owner-operators face is the inability to slow down to assess just how to address these challenges effectively. They are too busy servicing the business performance of the business and all of its moving parts. At the end of this training program, owners and their teams will re-define the long-term vision for the business and will have the playbook to map out exactly how to overcome their challenges and achieve success.

- **Pre-work:** completion of the TTI Behavior Assessment DISC & Driving Forces, Current State Internal Check Up
- **Delivery:** Modules can be purchased individually or in a package and are delivered synchronously online.
- **Each Module is 2 hours in duration.**
- **Schedule:** To be determined with participants.

Package Options

Course Capacity: 1-18. Total Training Hours: 16 hours for total comprehensive package, or 2 hours / module.

Comprehensive Package:	Participant(s):	Total Cost for all 8 modules:	Per Person Cost:
	One (1)	\$6000 + GST	\$6000 + GST
	Two (2)	\$8000 + GST	\$4000 + GST
	Three (3)	\$9000 + GST	\$3000 + GST
	Each additional person (participants 4 through 18): \$300 per 2-hour session + GST		
A La Carte pricing for Individual Modules:	Participant(s):	Total Cost for 1x 2-hour session:	Per Person Cost:
	One (1)	\$1000 + GST	\$1000 + GST
	Two (2)	\$1200 + GST	\$600 + GST
	Three (3)	\$1500 + GST	\$500+ GST
	Each additional person (participants 4 through 18): \$300 per 2-hour session + GST		

Detailed Course Content

<p><i>“Coherence among your culture, your strategic intent, and your performance priorities can make your whole organization more attractive to both employees and customers.”</i></p> <p>- John Katzenbach</p>	<p>Course participants will learn how to identify and define the corporate strategy and culture required to grow their businesses.</p>
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1. Current/ Future State Assessments & Vision	
<p>Learn to use a SWOT & “pestle” analysis to measure the current internal and external temperature of your business landscape. Learn how to use this data to inform the future direction of the business.</p>	<p>2 hrs</p>
2. Defining Organizational Culture	
<p>Create and define organizations purpose statement. Define the importance of organizational values. Clear understanding of why the business is exists; discuss key differentiators.</p>	<p>2 hrs</p>
3. Organizational Structure & Role / Responsibilities	
<p>Define the key roles and responsibilities required to meet the vision and objectives of the company.</p>	<p>2 hrs</p>
4. Behaviors	
<p>Learn and understand the components of DISC. Better understanding of personal strengths & weaknesses.</p>	<p>2 hrs</p>
5. Systems and Processes	
<p>Define the systems and processes required for each role in the organization.</p>	<p>2 hrs</p>
6. OKR's	
<p>Define and understand the role of objectives and key results in business execution. Define & understand cascading goals; how to ensure communication is not only top down but bottom up. Will explore different technology platforms that aid in this process ie. ASANA.</p>	<p>2 hrs</p>
7. Time Management	
<p>Define common time wasters found in organizations. Define the difference between urgent and important tasks. Introduce the BYB tactical time management funnel.</p>	<p>2 hrs</p>
8. Conscious Leadership & Personal Accountability	
<p>Define what is conscious leadership. Introduce above/below the line thinking. Define taking radical responsibility as a leader and what this means to organizations.</p>	<p>2 hrs</p>

Course Lecturer



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Founder and Principal of Better Your Best Business Performance Specialists for over 12 years, Carolyn works with leaders to achieve and exceed their best. Through coaching, consulting, training, and speaking Carolyn and her team of associates equips organizations to enhance their leadership, optimize their teams, and get results. She believes that to be successful, businesses need to put their people first, foster cultures of ongoing learning, and continuously engage in courageous conversations. Carolyn's clients appreciate her for her ability to ask powerful questions, listen intently and identify that which is not being said. She is direct in her approach to get at the essence of that what is most important and needed to address to overcome challenges and achieve goals.

A lifelong student Carolyn has been dedicated to learning about all elements of human and business performance. Carolyn holds a Bachelor of Education from McGill University, a Master of Business in Management Consulting from Royal Roads University and is an accredited coach through the Coaches Training Institute. Carolyn's teaching, speaking and facilitation experience includes engagements with organizations such as for the Women's Tennis Association (WTA), British Columbia Institute of Technology (BCIT), Entrepreneurs Organization, Young Presidents Organization, Carrie Doll Consulting and W North.

Carolyn likes to better her own best by exploring the world, she has been to over 20 countries, engaging in physical events such as a charity bike relay across Canada and volunteering in her community. In her free time Carolyn can be found outdoors on a bike, skis or working on her tennis game with her young family.