



BETTER YOUR BUSINESS

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.
- **Each Module is 2 hours in duration.**

Package Options

Course Capacity: 1-18. Total Training Hours: 16 hours for total comprehensive package.

	Participant(s):	Total Cost:	Per Person Cost:
Comprehensive Package:	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 / 2-hour session + GST		

Course Overview, Learning Outcomes & Assessment Methods

“Coherence among your culture, your strategic intent, and your performance priorities can make your whole organization more attractive to both employees and customers.”
- John Katzenbach

Course participants will learn how to identify and define the corporate strategy and culture required to grow their businesses. The objective of this business training program is to support owner operators and their teams to effectively create a strategic plan including vision, values, purpose, key objectives and success indicators. In addition to this they will all gain a deeper understanding of themselves and their teammates in order to communicate more effectively with one another. Finally, they will map out a timeline with key dates and milestones in order to keep the learning alive.

Participants will be given homework at the end of each session that will serve to help them deepen the learning through real time application ie. adapting communication to meet different styles, implementing OKR's goal setting throughout their own departments etc.

DETAILED COURSE CONTENT

1. Current/ Future State Assessments & Vision		
Learning Objectives	Learning Outcomes	Hours
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> A defined 3-5 vision statement will set the direction for their businesses helping them prioritize key objectives 	2 hrs
2. Defining Organizational Culture		
Learning Objectives	Learning Outcomes	Hours
<ul style="list-style-type: none"> Create and define organizations purpose statement Define the importance of organizational values Clear understanding of why the business is exists; discuss key differentiators 	<ul style="list-style-type: none"> Customers don't buy what you do they buy why you do it. Defined missions align employees and customers Values inspire action through emotion; Understand the importance of values in hiring, coaching and employee recognition 	2 hrs

3. Organizational Structure & Role / Responsibilities

Learning Objectives	Learning Outcomes	Hours
<ul style="list-style-type: none"> Define the key roles and responsibilities required to meet the vision and objectives of the company 	<ul style="list-style-type: none"> Balanced organizational structure is critical to long-term success Understand the implications of “like hiring like” Understand how to hire for diversity 	2 hrs

4. Behaviors

Learning Objectives	Learning Outcomes	Hours
<ul style="list-style-type: none"> Learn and understand the components of DISC Better understanding of personal strengths & weaknesses 	<ul style="list-style-type: none"> How to observe these behaviors in others in order to develop strategies to meet the demands of their environment. 	2 hrs

5. Systems and Processes

Learning Objectives	Learning Outcomes	Hours
<ul style="list-style-type: none"> Define the systems and processes required for each role in the organization 		2 hrs

6. OKR's

Learning Objectives	Learning Outcomes	Hours
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Organization & employees will define their own okr's Organization will identify the corporate calendar and key dates/milestones required to meet their organizations objectives 	2 hrs

7. Time Management

Learning Objectives	Learning Outcomes	Hours
<ul style="list-style-type: none"> Define common time wasters found in organizations Define the difference between urgent and important tasks Introduce the BYB tactical time management funnel 	<ul style="list-style-type: none"> Determine their most common time waster Learn how to identify their priorities and how to time block accordingly Walk away with a daily/weekly/monthly annual plan to optimize their time management 	2 hrs

8. Conscious Leadership & Personal Accountability

Learning Objectives	Learning Outcomes	Hours
<ul style="list-style-type: none">Define what is conscious leadershipIntroduce above/below the line thinkingDefine taking radical responsibility as a leader and what this means to organizations	<ul style="list-style-type: none">Define the behaviors associated with above/below the line thinkingUnderstand and practice the think/feel/act theoryApply & practice “by me” leadership	2 hrs

Course Lecturer

	Carolyn de Voest B. Ed CPCC MBA	carolyn@betteryourbest.ca 778-238-6448
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Founder of Better Your Best, Carolyn is known for her ability to ask powerful questions, listening and for calling out that which is not being said. She is direct in her approach in order to get to the essence of what is most important. Her students/clients describe her as a good listener with lots of compassion and enthusiasm for their goals.

A lifelong learner with a passion for coaching, training and consulting she has been dedicated to learning all elements of human and business performance. Carolyn de Voest created Better Your Best to support entrepreneurs and their teams in the pursuit of their dreams. 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 experience includes classes and workshops for the Women’s Tennis Association (WTA), the global governing body of women’s professional tennis, and the British Columbia Institute of Technology (BCIT).

Carolyn likes to better her own best by volunteering. For over 9 years Carolyn has volunteered as a coach with the West Vancouver Field Hockey Club. She also is the past chair of the Strachan Hartley Foundation and volunteer mentor with Junior Achievement. When she is not working or volunteering, she can be found on a bike, skis or working on her tennis game.