



LEADERSHIP DRIVE

Course Link: www.moreco.ca/leadershipacademy

Leadership Drive

Leadership Drive is a 6-month intensive experience that will transform your newfound leadership awareness that you gained in *Leadership Foundations* and move you into massive action and intention. Your practice and application of the tools gained in this program will not only serve you and your team, they will also serve you with all relationships in your life.

After completing the prerequisite series, *Leadership Foundations*, we begin this program with an immersive 2-day training session at your location (or an offsite location) where we will 'open the tool box' and pressure-test each tool with real scenarios from your business. Each tool and skill will build on and reinforce the customized foundations of leadership that we explored with your Executive team in the pre-requisite to this course.

In-between the training sessions, you will go into targeted, massive action, and apply the tools that are most applicable in your field. In addition to the field training, a customized and confidential series of accountability and in-person debrief sessions will be conducted. Feedback will include interviews and feedback from the teammates that you lead and support in your daily role. We collectively return for a 1-day debrief training session to learn even more about your application, your failures, your successes, as well as debrief with your fellow leaders.

The key learning objectives encompass the following areas: executive leadership tools, accountability and action, practice, in-field application, and many journeys outside your comfort zone to strengthen your leadership under pressure.

The class training will explore:

- a) Leadership actions that build high performing teams.
- b) 16 tools and skills to utilize to achieve your professional goals
- c) Real pressure tested experiences and applying them through the tools.
- d) Connecting with team mates with purpose

Participants will gain further knowledge in the following learning objectives:

- e) Action-based Leadership
- f) Intentional Leadership
- g) Leading under Pressure
- h) Recovering from Mistakes
- i) Modelling Extreme Ownership in Service of Your Team.
- j) Execution of Your Purpose and Your Team's Purpose.
- k) Inspiring High Levels of Sustainable Performance Through Personal Connection.

Learning Outcomes: upon completion of the 6-month *Leadership Drive* series, Leaders will be able to:

- a) Connect to their team mates personal purpose and performance objectives.
- b) Lead with a new set of tools that are personally applied under pressure.
- c) Inspire truth and action in the spirit of continuous growth.
- d) Be a contributing member and model the culture
- e) Inspire teammates to model company values and to drive performance through connection.
- f) A disciplined approach to resource management: passion, skill, time, effort, communication, objectives.

Course Modules:

Note: A prerequisite of **Leadership Drive** is successful completion of **Leadership Foundations**.

1. **2-day workshop (16 hours: facilitated classroom training, face-to-face)**
 - Debrief *Leadership Foundations*
 - Establish fundamentals of an “action-based” approach to leadership
 - Introduction and interactive training on 16 skills and tools to support the 8 foundations
2. **1:1 Training | Collaboration every 2 weeks (10 hours with a combination of on-site face to face training and conference calls)**
 - Personalized training and accountable actions proving the use of key tools introduced in Module 1
 - Establishing ‘out of the comfort zone’ opportunities to develop and practice the use of the leadership tools and skills
 - Practice, 360 feedback, in-field training to support the leaders journey towards mastery.
3. **1 day debrief (8 hours: facilitated classroom training, face-to-face)**
 - Additional training on tools, techniques, and supporting learning resources
 - Debriefing of the wins and losses of the application and development of each leadership scenario
 - Personal testimonial and impact assessment.

Assessment Methods

Participants will be assessed in multiple ways.

- 1) A self-assessment and declaration. An explanation of their leadership skills and tools usage as well as documentation of the experiential changes to their leadership throughout the 6-month training.
- 2) Team member feedback. A 360 assessment of the leader based on peer and team member input
- 3) Noticeable Impact Score. Behavioural and leadership metrics quantifying the leadership moments and cultural impact of the individual participant as well as Executive Panel Review.

Total Training Duration/Length

- **6 months of training** (24 hours of in-class training and 10 hours of reinforcement consultation)

Total Training Hours

- 34 hours of total training (24 face-to-face, 10 a combination of face-to-face and tele-presence)

Total Cost of Program:

- **\$7,500.00 + GST per participant**

Course Capacity

- 12 Leaders + Executive Sponsor per cohort

Delivery Method

- Classroom (70%) + Tele-conference (30%)
- Client may choose up to 100% in-class facilitation



Course Instructor

Matthew Gould leads a Leadership, Sales, and Culture training company called More Co Ltd., which specializes in training on all things to do with personal leadership and effectiveness in business and in life. He has extensive experience with leading teams across small, medium, and corporate businesses over the last 24 years, and loves to share his personal experiences to impact the lives, teams, and business cultures of his clients. In addition to being an exceptional facilitator and professionally certified co-active coach (CPCC, The Coaches Training Institute), he also has over two decades of experience leading teams across many industries, including the fast-paced and competitive communications and internet industry.

Matthew's deep breadth of practical field experience from sales, distribution, in-direct leadership, direct reports, from corporations to start-ups, comes through in his experiential courses, which are always designed to be personal, practical, and immediately impactful in order to pass on the leadership and business development skills to his fellow leaders. All coaches associated to deliver with More Co Ltd. are professionally certified (CPCC, CTI).