KICK ASS

JUMP INTO
A NEW WAY
OF LEADING

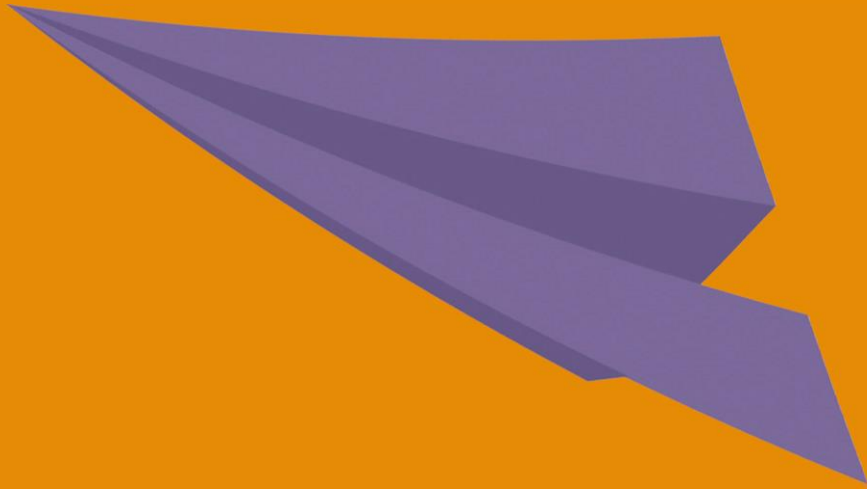# CONTENTS

BUILD A KICK ASS COMPANY

To lead the revolution on how work is done in companies – changing not only the way people work for the better, but also their lives as a result.

OUR MISSION

A reputation for always providing a unique experience that creates positive, lasting, and impactful change both at work and home.

OUR VISION

WE ARE BELIEVERS.

After over 30 years consulting with hundreds of companies and working with thousands of employees, we developed Build a Kick Ass Company because we are passionate about people and their potential to do great things in their organizations – and lives. We imagine a world where we abolish the TGIF mentality, where there is no more "working to live" or "living to work", there's just living.

At the heart of all our training is our commitment to building better lives, on person at a time. We strongly believe that when we connect in a meaningful way with the individuals in our training, they will be motivated and inspired to take the skills and knowledge they learn to the next level.

ARE YOU?

If you believe that an organization is more than just plans, processes and technology – that it's the people and culture that truly make a company great – then you're in good company.

BADASS LEADERS WITH HEART

That's our specialty.

THE MENU

Setting the Stage

Culture Hacking

Managing Remote Teams

Brokering Greatness

Being a Shift Disturber

Harnessing Conflict

The Awkward Conversations

Building a Culture of Appreciation & Recognition

Performance Conversations that Work

Re-Wiring Accountability and Performance

Personality Dimensions™

Re-Connecting Work and Play

1: SETTING THE STAGE

A leader is in the unique position that their performance is judged upon how well they get other people to do their jobs. This can be a difficult adjustment. A leader sets the stage for how their team acts, behaves, and performs. And leading is usually just one part of their job description. In this session, leaders learn what being a leader truly means, how to juggle leading, managing, and doing tasks, how to how to set priorities that give them time to invest in people and still get work done, and find a path that leaves them feeling good about themselves.

Leaders will learn:
- How to overcome roadblocks to change and skill development
- How to uncover what their team needs to feel and be their best
- How to divide time appropriately between leading, managing, and doing
- How to find a balance between meeting goals and supporting people
- How to prioritize quality time activities and minimize firefighting
- The power of marginal gains in leadership and culture development

2: CULTURE HACKING

Culture is one of the main buzzwords in business today. Progressive companies are starting to take a critical look at their own cultures and wondering what they can do to improve them. Not only is a great culture good for the health of the organization, but for the employees as well.

What many people forget is that culture is just the end result of many, many little decisions and actions. What forms the culture is the day-to-day climate of the organization – the attitudes, behaviours and actions of the people who work at the organization. To create a great culture, you must work from the inside out. Every person contributes each day to the climate through their choices. You must ensure that they are making the choices necessary to one day create a good culture.

Leaders will learn:
- How to motivate their teams to contribute to a positive culture through their actions
- The six habits to create positive change that inspires great work
- How to build stronger relationship and better experiences
- To be mindful of the impact of their words and actions
- The power of marginal gains in leadership and culture development

3: MANAGING REMOTE TEAMS

Many leaders rely on proximity as a means of directing, motivating, and connecting with their teams without even realizing it. Teams that are close to one another has naturally led to increased communication and collaboration by circumstance. Working in a remote world, has leaders faced with some unique challenges.

Leaders will learn:
- The role of leader to remote teams
- How to reset boundaries, expectations, and purpose
- How to intentionally build trust and social connectedness
- Tips and tools for effective communication

4: BROKERING GREATNESS

We have evolved since the beginning of time by focusing on where we are strong and to have success in our work and lives, we need to continue to do this. For leaders, understanding the unique strengths of individuals on their team and aligning them with what they do best will not only engage and motivate those employees, but will improve their relationship with their leader as well, increasing trust and performance. In this course, leaders learn how to build a strengths-based culture within their team, bringing new energy to the environment.

Leaders will learn:
- Why focusing on strengths is vital to building engagement and performance
- How to assess their current culture in relation to strengths
- How to uncover individual strengths in team members
- How to align individual strengths with team tasks, responsibilities, and goals
- How to encourage and support strength advocates within their team

PUMP YOUR LEADERS UP

5: BUILDING A CULTURE OF APPRECIATION & RECOGNITION

When it comes to the workplace, recognition is one of the best methods for improving motivation and engagement and yet it is one of the most under-utilized methods. Dr. Paul Marciano, a leading authority on employee engagement and retention, estimates that one minute of thoughtful recognition and appreciation has the power to generate 100 minutes of positive initiative in return. When leaders can tap into the team by showing recognition and appreciation, leaders are building up performance and individual skills and confidence.

Leaders will learn:
- How appreciation and recognition are not just business needs but human needs
- The impact of *not* giving appreciation and recognition
- The difference between appreciation and recognition and why we need both
- How to properly give both appreciation and recognition
- How to tailor appreciation and recognition to individual needs
- Tips to increasing peer-to-peer appreciation and recognition

6: BEING A SHIFT DISTURBER

It's easy to become complacent. We are creatures of habit; we are most confident and happy when we are engaged in work we are accustomed to doing. We feel we are doing our best work when it's familiar. And while it's true that expertise is formed by practice, it also comes from taking risks and trying things no one else has done before. No one becomes a master without pushing the boundaries.

If you want to have true impact, you must be open to new ways of looking at the world and new ways of doing things. You must excel at embracing change and know how to excel under stressful situations. You must become a shift disturber.

Leaders will learn:
* Key skills to build the perseverance necessary to handle change and stress
* How to spot opportunities to change and how to leverage them
* Using stress to elevate (not decrease) performance and engagement
* Communicating reason and rationale for changes
* Creating an environment where change is embraced
* How to advocate and gain acceptance for new ideas

7: HARNESSING CONFLICT

If there's one thing that makes nearly all of us cringe – it's conflict. We'd like to think we could go about our lives perfectly happily without ever having to deal with it. However, the very act of dealing with conflict straight on is what makes our work and relationships better. If it is handled right. This session will focus on building a culture of trust and using open communication to embrace healthy conflict. Participants will learn that conflict isn't something they and their team must just learn to deal with but a tool to move them to new levels of performance and engagement.

Leaders will learn:
- The difference between healthy and unhealthy conflict
- How to spot and address the impact of unhealthy conflict on team culture, engagement, and performance
- Working the Zeal to Deal model to build the trust necessary for healthy conflict
- Steps to encourage healthy conflict in the team
- How to set healthy conflict expectations and rules
- Leadership guidelines to be a strong role model for embracing conflict
- Simple ways to make conflict safe within the team

8: THE AWKWARD CONVERSATIONS

Most employees and leaders believe that a lack of communication is the root cause of failure. However, when things get awkward – like having to discuss when someone is missing the mark on their performance or causing conflict with others on the team – many leaders struggle to find the right words. When those words go unsaid, they impact not only individual performance, but team dynamics, relationships, and engagement. In this course, leaders learn to use these awkward conversations as a way to build trust, strengthen relationships, and elevate employees rather than as unpleasant situations to muddle through as quickly as possible.

Leaders will learn:
- The four conversations every employee deserves to have with their leader
- How to have conversations early before they turn into a crisis situation
- How to have conversations that build and maintain trust and integrity
- The Salad in Your Teeth conversation method
- How to implement the STEP UP to Feedback model to give clear feedback to employees
- Tips and strategies on word choice, using the right tone, and mastering their body language
- How to handle unplanned, high stress conversations effectively using the DARE to Deal model

STRONGER.

BETTER.

HAPPIER.

9: PERFORMANCE CONVERSATIONS THAT WORK

Hate having performance conversations? You're not alone. Not only are they universally dreaded by employees and managers, but traditional performance conversations are linked to high levels of turnover, low productivity, and significant problems with collaboration.

What if, instead, performance conversations could boost employee confidence, energize them, and connect them to their team and organization's goals while also encouraging them to build a strong culture? Rather than focusing on the past, our strategy creates a plan for the future, ensuring employees are ready and willing to take on tomorrow's goals in the best possible way.

Leaders will learn:
- To align conversations with best practices for employee engagement
- To create a conversation using our performance conversation template
- To prepare for a successful meeting
- Strategies for having a successful conversation
- Follow up for after the meeting

10: RE-WIRING ACCOUNTABILITY & PERFORMANCE

Accountability is a hot topic in workplaces. We know the best organizations are built by people ready and willing to take full responsibility for their work. These people own their performance. But you can't just tell people to be accountable. Instead, you must provide the right environment for people to embrace accountability. In this course, leaders learn how to create a culture of accountability and high performance that leaves people feeling safe and secure to learn new things, take risks, and support one another while doing their best work.

Leaders will learn:
• The difference between a culture of accountability and a culture of blame
• Why many teams end up trapped in a blame culture and how to avoid it
• How to front-load accountability for success
• Using an Accountability Assessment to track your culture
• Steps to take when mistakes and failures happen to maintain accountability and engagement
• How to create high performance at every stage of the employee learning cycle

11: RE-CONNECTING WORK & PLAY

When we play, we are being creatives, innovators, builders, and problem-solvers. When we play with others, we build stronger relationships and learn how to negotiate though conflicts in a way that is beneficial for everyone. Play belongs in organizations – not just in a while, but every day. Workplaces that harness the benefits of play create more innovative, collaborative, and productive environments. Play reduces stress, absenteeism and presenteeism, and creates a more energized environment.

Leaders will learn:
- To use play to strengthen relationships, relieve employee stress, and increase innovation
- Specific methods and ways to integrate play into the workplace to increase engagement and productivity
- How to create boundaries for play by aligning it with the organization's purpose and values
- How to invite play into your culture to inspire and motivate employees

12: PERSONALITY DIMENSIONS

The common misconception is that two brains are better than one, but if two people can't stand to work together, it doesn't matter how smart they are, their results will be mediocre. The people in your organization are the bricks in your wall. The relationships they forge with one another are the mortar that keeps your organization strong. When the focus of the relationships is on trust and understanding, the organization becomes resilient and successful. When people are focused on connecting and building attachments to one another, they will share ideas and concerns, contribute to one another's thinking and feel safe giving honest feedback that helps the organization grow.
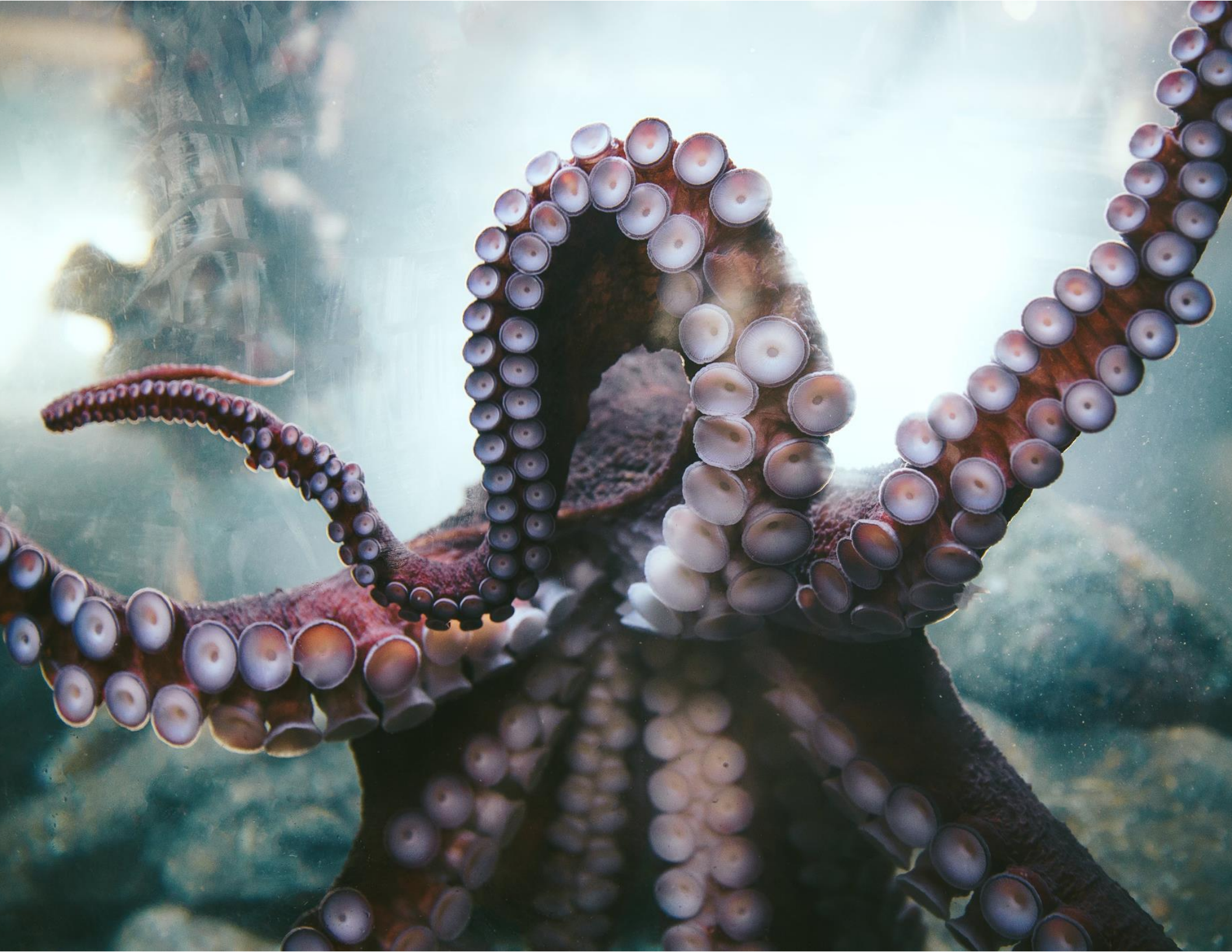
Participants complete an online assessment to identify their personality type and must complete the Personality Dimensions ™ general session prior to any application workshops.

To view our Personality Dimensions ™ general and leadership application workshops, please visit our website here.

OCTOPUS
LEADERS ONLY
'Cause they've got three hearts.

DO WE HAVE STYLE?

At Build a Kick Ass Company our delivery style is focused on interactive, online training from the comfort of the home or office. No pants? No mask? No problem.

All our sessions are people-first, high energy, interactive and passionate. Our goal is to have each person leave our sessions equipped with the tools and confident they need to invoke positive change and the energy and drive to do so.

We understand that one size doesn't fit all. And that's why we've provided your organization an opportunity to build-your-own leadership program based on the workshops highlighted in this document.

YES. YES, WE DO.

Each topic is 3 hours in length. We recommend one module delivered weekly or biweekly which allows leaders to learn together, practice activities with their teams in the comfort of their daily environment and get support throughout the program. For optimal learning, our workshops are suitable for groups of up to 20.

Not sure what modules are right for your leadership team? Have no fear! We're committed to providing you the best program to elevate your leaders' skills. We offer a short, online survey you can distribute to your leadership team to uncover their strengths and areas for improvement. With this information, our team can recommend a program path for you.

PLACE YOUR ORDER

Ready to start building your leadership program? Use our handy-dandy online form to build-your-own program. Once you've placed your order, one of our Kick Ass team members will be in touch to start the process.

Start training your Kick Ass leaders now, click here.

Don't be a Stranger!

Website: www.BuildaKickAssCompany.com

Email: marketing@bizxcel.com

LinkedIn: www.linkedin.com/company/buildakickasscompany

Instagram: @BuildaKickAssCompany

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