## Build Your Academy with Mix & Match Modules

Whether you need a targeted course or a full-fledged development experience, our 4-week modules make it easy to build the ideal academy for your leaders' and managers' needs.





# Meet our BizAcademy Instructors



Kevin Eikenberry

Author, Speaker, Founder & Chief Potential Officer at The Kevin Eikenberry Group



Mike Gutman

Remote Work Consultant, Speaker, Educator



Jena Dunay Founder, Recruit the Employer



**Guy Harris** 

Master Trainer, Author, Speaker, DISC Coach



**Brandon Smith** 

Author, Speaker, Keynote & TedX Speaker and Founder of The Workplace Therapist Show



#### **Emily Leeb**

Executive and Leadership Coach at Simon T. Bailey Group



Explore why mindset is important, how it impacts leadership styles, and how a leader can shift their mindset for greater success.

#### Week 1: Pre-recorded session

#### Week 2: Live session

- 3-O Model of Leadership
- The role mindset leadership plays in your role
- Readjust how you view leadership

- Discover 5 specific mindsets and how they influence leadership, including:
  - $\circ$  Fixed vs. Growth
  - Prevention vs.
     Proactive
  - o Inward vs. Outward
  - Self-view
  - Accountability

#### Week 3: Individual work

- Where do you stand on each of the five mindsets?
- How does that shape the way you lead?

#### Week 4: Live Session

- Discuss mindset as an automatic reaction
- Build a plan for changing your leadership mindset for greater success





Identify five ways to be more effective while transitioning into a new management role and create stronger working relationships.

#### Week 1: Pre-recorded session

#### Week 2: Live session

- Introduce four main changes that happen when you become a leader, including relationships, needed skills, mindsets, and perspective
- Define what leadership is and is not
- Introduce common mistakes new leaders make
- Explore transition conversations with your team

#### Week 3: Individual work

- Assess your working relationships
- Prioritize which mindset would best serve your transition
- Create an action plan to improve your new relationships

#### Week 4: Live Session

Practice applying the tools and techniques you've learned so far in your role



#### Managing Change with the Kevin Eikenberry Group





Learn the differences between managing, leading, and championing change, and helping people choose to change.

Week 1: Pre-recorded session	Week 2: Live session	Week 3: Individual work	Week 4: Live Session
<ul> <li>Better understand change as a process</li> <li>Discover the differences between managing, leading, and championing change</li> </ul>	<ul> <li>The difference between compliance and commitment</li> <li>The Change Formula</li> </ul>	<ul> <li>Reflect on how you approach change</li> <li>Prepare for live discussion on preparing and managing change</li> </ul>	<ul> <li>How to help people make the choice to change</li> </ul>





Learn the ABCs of coaching, different sources and types of feedback, and five ways to give feedback effectively.

#### Week 1: Pre-recorded session

#### Week 2: Live session

- Explore coaching as a leader
- Explore 3 factors that impact feedback acceptance and application
- Discuss the balance of feedback
- Introduce the tactics to make your feedback more heard, understood, accepted, and applied

- Week 3: Individual work
- Evaluate the responsibilities of a coach
- Develop an action plan to develop your skills

- Week 4: Live Session
- Discuss the goal of feedback
- The four types of feedback and how it applies to your role as a leader







Understand different types of teams and the leader's role in creating collaboration, plus seven ways to have better meetings.

#### Week 1: Pre-recorded session

#### Week 2: Live session

- Explore team dynamics, including the two types of teams
- Evaluate what type of team you lead
- Reflect on your leadership style

- Further explore the stages of team development
- Your role in creating effective collaboration as a leader

Week 3: Individual work

- Strengthen your team's development
- Facilitate a team meeting

#### Week 4: Live Session

 Create actions steps to prepare for success





Learn how to shift towards a results- and productivity-based management style, support the wellness of remote employees, create connection, and drive results.

#### Week 1: Pre-recorded session

#### Week 2: Live session

#### Week 3: Individual work

- Diagnosing challenges, opportunities, and successes in your remote team
- Identifying where there is room for optimization in the areas of productivity, collaboration, work-life balance, and more
- Introduce the concept of a team charter
- Learn strategies to move from effort to results
- Discuss how to build trust and accountability with your team
- Gain tools to move from inefficient to efficient communication

Complete team charter
 homework

#### Week 4: Live Session

- Defining elements of an inclusive and vibrant culture
- Defining the feelings of health and wellness
- Defining the core tenants of the culture you want to create on your team
- Determining how to complete your team charter and optimize your remote leadership strategy over time





Learn how to shift towards a results- and productivity-based management style, support the wellness of remote employees, create connection, and drive results.

#### Week 1: Pre-recorded session

#### Week 2: Live session

#### Diagnose health and wellness challenges, opportunities, and successes in your team

- Identify room for optimization in your team's work/life balance, emotional health, and stress levels
- •What is a health and wellness agreement?
- •How to use a health and wellness agreement with your team
- •Define a health and wellness culture
- •Discover how to move from organic to intentional culture building
- •Discuss ways to implement your strategy
- •Explore how to turn acting into feeling

#### Week 3: Individual work

Create a health and wellness agreement for your team

#### Week 4: Live Session

Discover health and wellness best practices
How to get team adoption
Create habits to match your team values
Metrics and KPIs for health and wellness





Learn how to identify and practice key leadership skills and navigate critical conversations, including giving feedback, having difficult conversations, and more.

#### Week 1: Pre-recorded session

#### Week 2: Live session

#### Leadership communication starts with self-awareness Overcoming feelings of imposter syndrome Receiving feedback with grace Why is leadership communication style even important?

•Create a vision for your leadership style

Active Listening: How to actually listen, and not just think that you're listening.
Clarity: Learn how to communicate effectively so that everyone has proper expectations.
Transparency: How to

determine what is appropriateto share and what isappropriate to keep private.Adaptability: Pivoting your stylebased on your audience

•Communication in action •Reflect on when you last utilized the 4 communication skills.

Week 3: Individual work

•Getting Feedback •Use the provided guide to strengthen your

understanding of each team member

•Gather feedback using the provided survey

#### Week 4: Live Session

Strategies for having hard conversations
How to build trust and respect
Framework for dissecting and discussing hard conversations with examples
How to make the employee feel empowered, not shamed
Workshop a case study live with the group!





### Learn to develop a workplace culture that not only inspires employees to do their best work but also motivates them to stay.

#### Week 1: Pre-recorded session

#### Week 2: Live session

#### Discuss the importance of retention - not just for the company, but as a leader Identify 5 factors that impact retention

•Discover 2 types of "controllable" types of

- motivation
- •Identify real-life challenges and unearth why employees lack motivation

•Discuss how people often don't leave companies, they leave managers (eek!)

•Identify your leadership & communication style to see how it is impacting your team

- •3 tips to encourage motivated employees
- •3 tips to encourage unmotivated employees

#### Week 3: Individual work

Retention starts with hiring
Identify 3 tweaks to your hiring and onboarding process that you can control
Write out your team's culture statement using the template provided

#### Week 4: Live Session

Discuss when team members have felt celebrated, and times when they haven't
Uncover the #1 way to get people to stay at your company (that doesn't cost anything!)
7 easy practices you can implement today to help motivate your team
Workshop issues that are occurring on the team





# Learn the skills help you work smarter and more efficiently as a leader.

BIZ

ACADEMY

Week 1: Pre-recorded session	Week 2: Live session	Week 3: Individual work	Week 4: Live Session
<ul> <li>Describe the concept of the "Author Seat" and the "Editor Seat"</li> <li>Discuss the traits and purpose of the "Editor Seat"</li> <li>Discuss the traits and purpose of the "Author Seat"</li> <li>Review the traps and challenges of shifting to the correct seats</li> </ul>	<ul> <li>Discuss the importance of shifting seats with your team</li> <li>How to practically delegate and start the process of shifting into the "Editor" seat</li> <li>Open discussion: challenges to shifting into the "Editor Seat"</li> <li>Best practices for coaching your team members</li> </ul>	<ul> <li>Establish 1:1 meeting expectations with your direct reports</li> <li>Practice sharing your</li> <li>"Commander's Intent" with your team</li> <li>Notice which direct reports are reluctant to your efforts to delegate and how they try to "shift seats" on you</li> <li>Identify situations where you find yourself slipping into old habits and sitting in the wrong seat</li> </ul>	<ul> <li>Discuss and debrief learnings from application</li> <li>Identify ways to effectively</li> <li>"Author" to your manager and properly manage up</li> <li>Discuss possible or likely ways your manager may avoid shifting seats and how to proactively anticipate such tactics</li> <li>Discuss additional ways to push the "Author / Editor" mindset further down into your organization</li> </ul>



Develop key skills for being a strategic leader who drives results and inspires and motivates teams to create change and stay competitive.

#### Week 1: Pre-recorded session

#### Week 2: Live session

□Discuss the TRUST formula and

Discuss the key roles and functions of an executive
How leaders ideally need to be using their time
How leaders need to build trust
Identifying and communicating priorities as a leader
Identifying, setting, and communicating the culture

how to develop that more effectively with one's team □Reflect on the "Applying Leadership Communication Best Practices" worksheet to determine if you need to become more "operational" or more "relational" with your team Discuss how to identify the critical priorities and how to properly communicate those priorities to your team (and others) to avoid making too many things urgent at the same time □Identify strategies for aligning with other leaders in the business (honoring the 10% rule)

#### Week 3: Individual work

Complete the "Values
Worksheet" to identify your top three values
Share your values with your team to enhance their trust in you
Discuss the "Values
Worksheet" with your team
Consider sharing the "Applying Leadership Communication Best Practices" with your team as a feedback tool for you
Practice narrowing and communication your list of priorities for your team

#### Week 4: Live Session

Discuss and debrief learnings from application
Discuss the importance of identifying and understanding one's leadership brand
Review "Traits of Executive Presence"
Discuss ways for you to show appreciation and recognition
Develop an executive communication plan for celebrating team members and sharing stories that reinforce the culture that you are trying to set





Develop the skills to expertly resolve conflict through identifying all sides of conflict, communicating through difficulty, creating dialogue and more.

#### Week 1: Pre-recorded session

#### Week 2: Live session

# Identifying Conflict What is it? How do you know when you have it? Identifying All Sides of the Conflict - Seeing each party and their respective perspectives.

- Principles of Communication
- Genuine Listening and Authentic Speaking

□Are we willing to resolve? -Getting the pulse on the conflict and if resolution is possible

How to communicate
despite different perspectives
Establishing connection Understanding logic - How to
build and rebuild trust
Seeking to understand:
"True dialogue can only
happen if I enter the
conversation willing to be
changed by it." - Miki Kashtan

#### Week 3: Individual work

Practicing being comfortable in uncomfortable situations and conversations
How to practice courage in the face of discomfort and adversity
Admitting when you're wrong
Providing feedback through the SBIA model
Practicing self-compassion and forgiveness to others

#### Week 4: Live Session

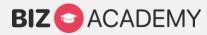
Dealing with difficult personalities
When to walk away
Practicing Discernment
Creating powerful dialogue
Creating powerful agreements
Takeaways/real-world
applications and tools
Seeking Permission and
Creating Invitations
Advocating for Yourself and
Others
Cultivating Resolution
Refining Discernment





Develop essential emotional intelligence skills, including selfregulation and how to apply them in the real world to effectively lead teams.

Week 1: Pre-recorded session	Week 2: Live session	Week 3: Individual work	Week 4: Live Session
<ul> <li>What is Emotional Intelligence</li> <li>History of Emotional Intelligence - Darwin 1st emotional psychologist</li> <li>Emotions in plants, animals and humans</li> <li>The Feelings Wheel</li> <li>Financial Benefits of EQ</li> </ul>	<ul> <li>How Our Past has shaped our Emotional Experience</li> <li>Emotions vs Stories</li> <li>Emotional Regulation</li> </ul>	<ul> <li>Empathy vs Sympathy vs Compassion</li> <li>Being the Observer - Observing our Emotional Experience</li> <li>Responding vs Reacting</li> </ul>	<ul> <li>How our emotional experience shapes our decision making</li> <li>David Hawkins Levels of Consciousness</li> <li>EQ in Action</li> </ul>





Develop the skills to create a psychologically safe work environment where employees can thrive and do their best work.

Week 1: Pre-recorded session	Week 2: Live session	Week 3: Individual work	Week 4: Live Session	
<ul> <li>What is Psychological Safety - The work of Amy Edmonson</li> <li>Creativity and Innovation</li> <li>High Performance Culture</li> </ul>	<ul> <li>How we cultivate psychological safety</li> <li>Growth vs Fixed Mindsets</li> <li>Dealing with setbacks, mistakes and failures</li> </ul>	<ul> <li>Self-Compassion - Growth Mindset in Action</li> <li>Qualities and skills</li> <li>Your relationship with yourself, others and your circumstances</li> </ul>	<ul> <li>What is culture?</li> <li>What is a subculture</li> <li>The Change Curve</li> <li>Benefits of psychological safety</li> </ul>	





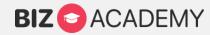
Develop a strong understanding of the difference between integrity, ethics, values, and morals, how to apply them and educate others about them.

Week 1: Pre-recorded session	Week 2: Live session	Week 3: Individual work	Week 4: Live Session
<ul> <li>What is Integrity - Domains of Trust</li> <li>The difference between ethics, values and morals         <ul> <li>Ethics - Guiding Principles</li> <li>Values - The things that elicit fulfillment (and joy) - Values in Action</li> <li>Morals - Right vs Wrong - For</li> </ul> </li> </ul>	<ul> <li>What it takes to build and rebuild integrity and trust <ul> <li>With yourself and with others</li> </ul> </li> <li>Being in Integrity <ul> <li>"Talk is Cheap"</li> <li>Talk isn't cheap, we cheapen talk</li> </ul> </li> </ul>	<ul> <li>Integrity Audit</li> <li>Ethics Audit</li> <li>Values Exercise</li> <li>Moral Audit</li> </ul>	<ul> <li>Discernment: Ethics, values and morals in action, leadership principles</li> <li>How they marry together to shape culture and experience</li> </ul>
individuals and for organizations			



# Improve your relationship with time and develop self-awareness around managing time and following through on commitments.

Week 1: Pre-recorded session	Week 2: Live session	Week 3: Individual work	Week 4: Live Session
<ul> <li>Time as a Construct - Einstein Time vs Newtonian Time</li> <li>Building Habits</li> <li>The Myth of Multitasking</li> <li>The Cost of Distractions</li> </ul>	<ul> <li>Prioritization</li> <li>Decision Making</li> <li>Practicality and Tools for Time Management</li> <li>Eisenhower Urgent/Important Matrix</li> <li>Planning Fallacy</li> </ul>	<ul> <li>Time Blocking</li> <li>Using Your Calendar, Setting Reminders</li> <li>Do Not Disturb</li> <li>To Do Lists</li> <li>Tracking Progress</li> </ul>	<ul> <li>Zones of Flow: Incompetence, Competence, Excellence, Genius</li> <li>Your Personal Relationship with Time: Quick Start, Follow Through, Innovator vs Fact Finder</li> <li>Commitments vs Moods</li> </ul>



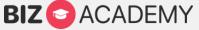
#### **Strategic Planning with Emily Leeb**



Develop the skills to think like a business owner, deliver an effective strategy, set OKRs and KPIs, create a vision, and more.

Week 1: Pre-recorded session	Week 2: Live session	Week 3: Individual work	Week 4: Live Session
<ul> <li>What is Strategy?</li> <li>How Strategy relates to Vision</li> <li>How to vision and plan</li> <li>What are OKRs and KPIs</li> </ul>	<ul> <li>Driving organizational success</li> <li>Where we are now &gt; Goals &gt; Outcomes &gt; Customer Experience/Needs</li> <li>Strategic Thinking - Industry Knowledge - Market Understanding - Customer and stakeholder focus - Decision Making - Adaptability</li> </ul>	<ul> <li>Self-Assessment of industry, market knowledge and your role</li> <li>Assessment: Knowledge vs Action - What do you know? - What needs to be put into action?</li> </ul>	<ul> <li>Entrepreneurial Mindset <ul> <li>Taking Ownership</li> <li>What's Missing and providing it - Seeing things through</li> </ul> </li> <li>Creating OKRs &amp; KPIs - Setting a strategy</li> <li>Effective Reporting</li> </ul>

Innovation



## 2024 BizAcademy Pricing Schedule

Learners	4 Weeks	8 Weeks	12 Weeks	16 Weeks
5	\$6,000	\$12,000	\$18,000	\$24,000
6-10	\$8,000	\$16,000	\$24,000	\$32,000
11-15	\$10,000	\$20,000	\$30,000	\$40,000
16-20+	\$12,000	\$24,000	\$36,000	\$48,000

