

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.

**Transitioning to
Your Role**

**Coaching &
Feedback**

**Mindsets of
Leadership**

**Remote/Hybrid
Leadership**

**Managing
Change**

**Collaboration &
Teamwork**

**Leadership
Communication**

**Employee
Motivation &
Retention**

**Health &
Wellness in
Remote/Hybrid
Teams**

**Delegation &
Managing Up**

**Executive
Leadership**

**Conflict
Resolution**

**Emotional
Intelligence**

**Psychological
Safety**

**Integrity,
Ethics, Values,
and Morals**

**Time
Management**

**Strategic
Planning**

Meet our BizAcademy Instructors



Kevin Eikenberry

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



Jena Dunay

Founder, Recruit the Employer



Brandon Smith

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



Mike Gutman

Remote Work Consultant, Speaker, Educator



Guy Harris

Master Trainer, Author, Speaker, DISC Coach



Emily Leeb

Executive and Leadership Coach at Simon T. Bailey Group

Mindsets of Leadership with the Kevin Eikenberry 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

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

Week 2: Live session

- Discover 5 specific mindsets and how they influence leadership, including:
 - Fixed vs. Growth
 - Prevention vs. Proactive
 - 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

Transitioning to Your Role with the Kevin Eikenberry Group



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

Week 1: Pre-recorded session

- Introduce four main changes that happen when you become a leader, including relationships, needed skills, mindsets, and perspective

Week 2: Live session

- 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

- Better understand change as a process
- Discover the differences between managing, leading, and championing change

Week 2: Live session

- The difference between compliance and commitment
- The Change Formula

Week 3: Individual work

- Reflect on how you approach change
- Prepare for live discussion on preparing and managing change

Week 4: Live Session

- How to help people make the choice to change

Coaching & Feedback with the Kevin Eikenberry Group



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

Week 1: Pre-recorded session

- Explore coaching as a leader
- Explore 3 factors that impact feedback acceptance and application

Week 2: Live session

- 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

Collaboration & Teamwork with the Kevin Eikenberry Group



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

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

Week 2: Live session

- 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

Remote/Hybrid Leadership with Mike Gutman



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

- 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

Week 2: Live session

- 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

Week 3: Individual work

- 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

Health and Wellness in Remote/Hybrid Teams with Mike Gutman



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

- 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

Week 2: Live session

- 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

- 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

Week 2: Live session

- 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 appropriate to share and what is appropriate to keep private.
- Adaptability: Pivoting your style based on your audience

Week 3: Individual work

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

Employee Motivation & Retention with Jena Dunay



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

- 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

Week 2: Live session

- 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

Delegation & Managing Up with Brandon Smith



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

Week 1: Pre-recorded session

- Describe the concept of the “Author Seat” and the “Editor Seat”
- Discuss the traits and purpose of the “Editor Seat”
- Discuss the traits and purpose of the “Author Seat”
- Review the traps and challenges of shifting to the correct seats

Week 2: Live session

- Discuss the importance of shifting seats with your team
- How to practically delegate and start the process of shifting into the “Editor” seat
- Open discussion: challenges to shifting into the “Editor Seat”
- Best practices for coaching your team members

Week 3: Individual work

- Establish 1:1 meeting expectations with your direct reports
- Practice sharing your “Commander’s Intent” with your team
- Notice which direct reports are reluctant to your efforts to delegate and how they try to “shift seats” on you
- Identify situations where you find yourself slipping into old habits and sitting in the wrong seat

Week 4: Live Session

- Discuss and debrief learnings from application
- Identify ways to effectively “Author” to your manager and properly manage up
- Discuss possible or likely ways your manager may avoid shifting seats and how to proactively anticipate such tactics
- Discuss additional ways to push the “Author / Editor” mindset further down into your organization



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

- 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

Week 2: Live session

- Discuss the TRUST formula and 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 communicating 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

Conflict Resolution with Emily Leeb



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

- 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

Week 2: Live session

- 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

Emotional Intelligence with Emily Leeb



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

Week 1: Pre-recorded session

- What is Emotional Intelligence
- History of Emotional Intelligence - Darwin 1st emotional psychologist - Emotions in plants, animals and humans
- The Feelings Wheel
- Financial Benefits of EQ

Week 2: Live session

- How Our Past has shaped our Emotional Experience
- Emotions vs Stories
- Emotional Regulation

Week 3: Individual work

- Empathy vs Sympathy vs Compassion
- Being the Observer - Observing our Emotional Experience
- Responding vs Reacting

Week 4: Live Session

- How our emotional experience shapes our decision making
- David Hawkins Levels of Consciousness
- EQ in Action

Psychological Safety with Emily Leeb



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

Week 1: Pre-recorded session

- What is Psychological Safety - The work of Amy Edmonson
- Creativity and Innovation
- High Performance Culture

Week 2: Live session

- How we cultivate psychological safety
- Growth vs Fixed Mindsets
- Dealing with setbacks, mistakes and failures

Week 3: Individual work

- Self-Compassion - Growth Mindset in Action
- Qualities and skills
- Your relationship with yourself, others and your circumstances

Week 4: Live Session

- What is culture?
- What is a subculture
- The Change Curve
- Benefits of psychological safety

Integrity, Ethics, Values, and Morals with Emily Leeb



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

- What is Integrity - Domains of Trust
- The difference between ethics, values and morals
 - Ethics - Guiding Principles
 - Values - The things that elicit fulfillment (and joy) - Values in Action
 - Morals - Right vs Wrong - For individuals and for organizations

Week 2: Live session

- What it takes to build and rebuild integrity and trust
 - With yourself and with others
- Being in Integrity
 - "Talk is Cheap"
 - Talk isn't cheap, we cheapen talk

Week 3: Individual work

- Integrity Audit
- Ethics Audit
- Values Exercise
- Moral Audit

Week 4: Live Session

- Discernment: Ethics, values and morals in action, leadership principles
- How they marry together to shape culture and experience

Time Management with Emily Leeb



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

Week 1: Pre-recorded session

- Time as a Construct - Einstein Time vs Newtonian Time
- Building Habits
- The Myth of Multitasking
- The Cost of Distractions

Week 2: Live session

- Prioritization
- Decision Making
- Practicality and Tools for Time Management
- Eisenhower Urgent/Important Matrix
- Planning Fallacy

Week 3: Individual work

- Time Blocking
- Using Your Calendar, Setting Reminders
- Do Not Disturb
- To Do Lists
- Tracking Progress

Week 4: Live Session

- Zones of Flow: Incompetence, Competence, Excellence, Genius
- Your Personal Relationship with Time: Quick Start, Follow Through, Innovator vs Fact Finder
- Commitments vs Moods

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

- What is Strategy?
- How Strategy relates to Vision
- How to vision and plan
- What are OKRs and KPIs

Week 2: Live session

- Driving organizational success
- Where we are now > Goals > Outcomes > Customer Experience/Needs
- Strategic Thinking - Industry Knowledge - Market Understanding - Customer and stakeholder focus - Decision Making - Adaptability
- Innovation

Week 3: Individual work

- Self-Assessment of industry, market knowledge and your role
- Assessment: Knowledge vs Action - What do you know? - What needs to be put into action?

Week 4: Live Session

- Entrepreneurial Mindset - Taking Ownership - What's Missing and providing it - Seeing things through
- Creating OKRs & KPIs - Setting a strategy
- Effective Reporting

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