



## BETTER YOUR BUSINESS TRAINING PROGRAM

### 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

Pricing is for a minimum 2 participants. Additional participants will be charged at \$150 /module + GST (up to a max of 15 participants). Course Capacity: 2-12. Total Training Hours: 16 hours.

<b>1</b>	<b>Comprehensive Optimal Package:</b> Includes All 7 modules (2 hours each) delivered in person.	<b>\$12,000 + GST</b>
<b>2</b>	<b>Individual Package:</b> Individual Modules.	<b>\$2000 + GST</b>

### Course Overview & 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.

### Detailed Course Content

<b>1. Current/ Future State Assessments &amp; Vision</b>	
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.	<b>2 hrs</b>
<b>2. Defining Organizational Culture</b>	
Create and define organizations purpose statement. Define the importance of organizational values. Clear understanding of why the business is exists; discuss key differentiators.	<b>2 hrs</b>

<b>3. Organizational Structure &amp; Role / Responsibilities</b>	
Define the key roles and responsibilities required to meet the vision and objectives of the company.	<b>2 hrs</b>
<b>4. Behaviors</b>	
Learn and understand the components of DISC. Better understanding of personal strengths & weaknesses.	<b>2 hrs</b>
<b>5. Systems and Processes</b>	
Define the systems and processes required for each role in the organization.	<b>2 hrs</b>
<b>6. OKR's</b>	
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.	<b>2 hrs</b>
<b>7. Time Management</b>	
Define common time wasters found in organizations. Define the difference between urgent and important tasks. Introduce the BYB tactical time management funnel.	<b>2 hrs</b>
<b>8. Conscious Leadership &amp; Personal Accountability</b>	
Define what is conscious leadership. Introduce above/below the line thinking. Define taking radical responsibility as a leader and what this means to organizations.	<b>2 hrs</b>

## Course Lecturer

	<p><b>Carolyn de Voest</b> B. Ed CPCC MBA</p>	<p><a href="mailto:carolyn@betteryourbest.ca">carolyn@betteryourbest.ca</a> 778-238-6448</p>
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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.