



## Course Information

Thank you for investigating the  
Ally Business Coaching Leadership Development Course!

We welcome all forward-thinking business owners and leaders that are looking for the advantage our coursework can provide to them and their staff.

It is not for everyone as it take a positive, futuristic outlook and not everyone has that. It takes knowing that to accomplish all of your aspirations you will need a team of well prepared leaders that have your back in the present and want to follow you to where you are going!

The Leadership Development Course, in its two chapters, can assist in the preparation necessary for that future to become a reality.

Please review the entire document and we can then have a conversation to tailor our offering to your desired outcomes!

I look forward to serving you and your staff.

Sincerely,

Jay Perry  
Founder & CEO

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## **Bullet Points**

### ***Motivation:***

Better leadership - better corporate results

### ***Focus:***

3 major components; personal inventory, principles and techniques.

Addresses:

Working with others,

Challenging perceptions,

Dealing with difficult situations,

Leadership principles/philosophies and techniques,

The most accurate guide to self awareness.

### ***Logistics:***

12 months (52 weeks) in length. Two chapters, please see accompanying documents.

Starts with online questionnaire.

Weekly, one-on-one, live online with coach.

Bite-size, manageable pieces presented in half hour sessions.

Real world application and sustained learning.

The personal attention provides for maximum efficiency, building on their strengths, teaching approaches and avoiding pitfalls.

### ***Experiential Benefits:***

Candidates come to identify, embrace and develop their own unique leadership style.

100% "would refer to others" rate from graduates!

Overall satisfaction with relevance, timing, content and coaching stands at 4.8/5.0.

### ***Functional Benefits:***

(The following results are based upon our third-party interviews with the candidates, the following has been documented)

**Improved Self-Awareness**

**Improved Communication**

**Improved Leadership Skills**

**Improved Readiness to Lead**

**Improved Team Insights**

**Improved Organizational and Time Management skills**

**Improved Culture and Environment**

**Improved Attitudes**

### ***Costs:***

Current fees are CAN\$9,000 per candidate. Includes all coaching, preparation work, delivery costs, assessments fees. Excludes taxes.

## Ally Business Coaching Leadership Development Course (LDC)

### **Motivation:**

The more effective a leader is with their people, the better the organizational performance, The LDC is designed for existing leadership, identified future leaders and those that are in positions of responsibility like supervisors; anyone in an organization that influences the performance of the workforce and results of the company.

### **Focus:**

Our participants are called candidates. Individualized and powerful, the LDC has 3 major components; personal inventory, principles and techniques. The LDC addresses working with others, inside & outside the organization; perceptions and how to work with them; dealing with difficult situations in efficient ways. We discuss leadership principles/philosophies, techniques that work all rooted in the candidate's strengths as identified by our unique online assessment. We use a state-of-the-art tool that provides the most accurate guide to self awareness.

### **Logistics:**

The Course is 12 months (52 weeks) in length. It is NOT a classroom setting or pre-recorded lessons. Candidates work weekly, one-on-one, live online with their coach. Course materials are introduced in bite-size manageable pieces with sessions lasting approximately a half hour each, respecting busy schedules. This conversational approach to learning promotes real world application and sustained entrenched learning. The personal attention provides for maximum efficiency, building on their strengths, teaching approaches and avoiding pitfalls.

### **Experiential Benefits:**

Over the 12 month period with the materials provided, candidates come to identify, embrace and develop their own unique leadership style. We are proud that we have a 100% "would refer to others" rate from graduates! Our overall satisfaction with relevance, timing, content and coaching stands at 4.8/5.0.

### **Functional Benefits:**

(The following results are based upon our third-party interviews with the candidates, the following has been documented)

**Improved Self-Awareness** – 100% of participants believe the program opened their eyes to their strengths and stressors.

**Improved Communication** – 100% believe the program enhanced their ability to better engage with and communicate with subordinates and peers.

**Improved Leadership Skills** – 100% of participants indicated LDC improved their leadership competencies either through learning new skills or refreshing best practices.

**Improved Readiness** – 20% of program participants have elevated functional roles (been promoted) because of their growing leadership abilities.

**Improved Team Insights** – Better understanding different types of leaders and styles helped explain how people make decisions and respond to various situations.

**Additional Benefits Reported** – Improved organizational and time management skills (increasing personal efficiency and effectiveness), improved culture and environment (people felt more respected and "heard"), improved attitude and personality (elevated positivity).

### **Costs:**

We have kept costs low for top-quality coaching with our virtual delivery system. Because every candidate receives personal attention, our fees are not discounted for volume. Current fees are CAN\$9,000 per candidate plus tax, all costs included.

### ***Course Description***

This course chapter provides students with a deeper understanding of Leadership as it applies to free market business and not-for-profit operations. The course includes both philosophy and techniques that are useful to those in middle to senior management roles as well as recognized heads of departments or corporations.

The course will also be found interesting to anyone that shows potential for or a desire to participate in a leadership role in their career future.

The course also includes the utilization of the most accurate Personality Assessment tools available, The Birkman® Method.

Candidates will learn what great thought leaders have to share on the subject and to apply principles of those thoughts within their daily interactions with their charges.

Candidates will define for themselves their personal leadership style include preferred and optional approaches to power, techniques and applications.

They will acquire abilities to best describe themselves as leaders and the various attributes they possess and be able to outline their expectations of others on their team.

The candidates will also understand the motivations behind creating teams for both long & short terms.

They further will learn how to handle a variety of personalities, enhance listening skills and make better decisions on behalf of the company.

### ***Course Organization***

The course is taught through online chats that occur weekly. Zoom is the agnostic platform used so the candidate views material with the coach simultaneously during the conversations. The visuals include text, quotes, charts and graphs and are all backed up with materials that are emailed to the candidate at the conclusion of the chat.

Small assignments, usually limited to observations or practice of techniques are disseminated weekly at the conclusion of the online chat and are reinforced with written instructions via email. These assignments are not intrusive and the longest written piece to be submitted by the candidate is about the same length as this paragraph.

The course culminates with a joint session wherein all candidates from the same corporation share what they have learned about themselves and other candidates in the course.

### ***Course Objective***

The candidates will learn what drives them in their quest and how that influences their choices in choosing a particular leadership style. They will also learn what happens to them when things shift from ease to stressful and how they shift in their behaviours and how to cope with those shifts.

They will acquire skills equipping them to deal with subordinates in fair, equitable ways and in alignment with corporate goals. They will enhance their abilities to motivate others. They will be able to describe for themselves and others their personal style, motivators and needs from others so they function in a most effective fashion.

***Course Structure***

The course starts with the completion of the The Birkman® Method online assessment. This assessment produces reports that allow the coach the foundation upon which to craft the various components of the course into the most effective and efficient way for the benefit of the candidate. Following that the weekly sessions commence and follow the calendar below. The calendar is flexible and the course leader will accommodate individual needs to the best of their ability.

ABC Materials© are discussed with an Ally Coach (ABC)

Birkman® Method Materials are discussed with a Birkman® Certified Coach (BCC)

Weekly assignments are, as mentioned previously, more observational in nature and are never onerous or difficult. They do challenge candidate's thinking and their conscious behaviours but are not embarrassing or attention-drawing.

The assignment are always due at the next weekly session with the coach.

The coach is available in reasonable time terms for questions, comments or concerns between sessions by text, email or telephone conversation.

Calendar:

Week #	Lesson Name	Source	Instructor
1	Major Interests (the Drivers in one's life)	Birkman® Method	BCC
2	Strengths (the Best We Are)	Birkman® Method	BCC
3	Needs (our Preferences to Maintain Strengths)	Birkman® Method	BCC
4	Stress Behaviours (Potential Reactions)	Birkman® Method	BCC
5	Integration & Leadership Style Grid Diagrams	Birkman® Method	BCC
6	Leadership Characteristics 1 to 4 (of 12)	ABC Materials ©	ABC
7	Leadership Characteristics 5 to 8 (of 12)	ABC Materials ©	ABC
8	Leadership Characteristics 9 to 12 (of 12)	ABC Materials ©	ABC
9	Communication: Leadership Listening	ABC Materials ©	ABC
10	Communication: Leading in Conversations	ABC Materials ©	ABC
11	Responsibility	ABC Materials ©	ABC
12	Thought Precedes Everything	ABC Materials ©	ABC
13	Emotions	ABC Materials ©	ABC
14	Lesser Interests	ABC Materials ©	ABC
15	Conversational Connection	Birkman® Method	BCC
16	Bigger Impact in Training others	ABC Materials ©	ABC
17	Communication: Intention	ABC Materials ©	ABC
18	Communication: Power in Words	ABC Materials ©	ABC
19	Communication: Ruthless Compassion	ABC Materials ©	ABC
20	5 Types of Leader's Power	ABC Materials ©	ABC
21	Case Study in the Employee Experience	ABC Materials ©	ABC
22	Aspiring to Great Leadership Qualities	ABC Materials ©	ABC
23	Asset to the Corporation	Birkman® Method	BCC
24	Usual Style Defined & Combined	Birkman® Method	BCC
25	Declaration of My Leadership	Birkman® Method	BCC
26	Summary of Learnings and Practical Application	Birkman® Method	BCC



### ***Course Description***

As the title suggests, this chapter is designed to move the participant (candidate) to the new paradigm of leading through influencing. It is the very first course offered that is specific to the application of flattening an organization's hierarchy and move the leaders into a more powerful role of leading through empowerment. To have a team move in the right direction with leadership shifting to a true coaching role by way understanding people better and learning skills to help execute to produce results.

This chapter provides graduates of the LDC with a much more external look at leadership style impact and prepares them to be more flexible in their approach so that greater effectiveness is achieved with their people.

The personal inventory of attributes is reviewed but with a closer look at how these characteristics impact their interactions with others.

Greater understanding of the motivations of others by examining the alternate quadrants of the The Birkman® Method Interests leads to an expanded view of the team they command. Learning to appreciate the contributions of the different types of motivations within the organization leads to greater cooperation, higher employee satisfaction and productivity.

Creating flexibility in approaches to leadership is key for success in working with and guiding a vastly diverse modern workforce. With multi-generational issues, multi-cultural issues and multiple lifestyles being lead today, the modern leader needs more than just accommodation of differences. They need solid approaches in creating a cohesive, self-directive team that can embrace working together harmoniously.

The candidate will further enhance their abilities to handle a variety of personalities, listening skills, communications and make better decisions on behalf of the company.

### ***Course Organization***

The course is taught through online chats that occur weekly. Zoom.us is the agnostic platform used so the candidate views material with the coach simultaneously during the conversations. The visuals include text, quotes, charts and graphs and are all backed up with materials that are emailed to the candidate at the conclusion of the chat.

Small assignments, usually limited to observations, practice of techniques and readings are disseminated weekly at the conclusion of the online chat and are reinforced with written instructions via email. These assignments are not intrusive and the longest written piece to be submitted by the candidate is about the same length as this paragraph.

The course culminates with a session assessing the improvement to self and the impact the new style has made upon the organization.



### ***Course Objective***

The candidates will learn what drives other team members and how that influences their choice of a particular leadership style. They will also learn what happens to their people when things shift from ease to stressful and how to identify the shift in behaviours and how to cope with those shifts.

They will acquire skills equipping them to deal with subordinates to enlarge the role these subordinates have in fulfilling corporate goals.

They will enhance their abilities to motivate others. They will be able to identify the personal style, motivators and needs of others so they function in a most effective fashion in their interactions with these team members.

### ***Course Structure***

The course starts with the review of the The Birkman® Method inventory of personality characteristics, including the candidates but also looking at those of their team members. Following that the weekly sessions proceed and follow the calendar below. The calendar is flexible and the course leader will accommodate individual needs to the best of their ability.

Weekly assignments are more observational in nature and are never onerous or difficult. They do challenge candidate's thinking and their conscious behaviours but are not embarrassing or attention-drawing.

The coach is available in reasonable time terms for questions, comments or concerns between sessions by text, email or telephone conversation.





**Calendar:**

Week #	Lesson Title	Source	Instructor
1	Major Interests & Contribution to Success	Birkman® Method	BCC
2	Understanding Others - Rule of Thumb	Birkman® Method	BCC
3	Identifying Needs of Others by Observation	Birkman® Method	BCC
4	Stress Behaviours of Others - How to Handle	Birkman® Method	BCC
5	Personal Component Report	Birkman® Method	BCC
6	Personality Components #1 & #2	ABC Materials ©	ABC
7	Personality Components #3 & #4	ABC Materials ©	ABC
8	Personality Components #5, #6 & #7	ABC Materials ©	ABC
9	Personality Components #8 & #9	ABC Materials ©	ABC
10	Components in Action Exercise	Birkman® Method	BCC
11	Dominant Style & Communication Report	Birkman® Method	BCC
12	Psychology in Behaviours of Leaders	Birkman® Method	BCC
13	Self Coaching #1	ABC Materials ©	ABC
14	Self Coaching #2	ABC Materials ©	ABC
15	Being a Coach to Your People #1	ABC Materials ©	ABC
16	Being a Coach to Your People #2	ABC Materials ©	ABC
17	Being a Coach to Your People #3	ABC Materials ©	BCC
18	True Empowerment of the Team #1	ABC Materials ©	ABC
19	True Empowerment of the Team #2	ABC Materials ©	ABC
20	Discipline in Constructive Ways	ABC Materials ©	ABC
21	Accountability: Extracting Superior Performance #1	ABC Materials ©	ABC
22	Accountability: Extracting Superior Performance #2	ABC Materials ©	ABC
23	Accountability: Extracting Superior Performance #3	Birkman® Method	BCC
24	Balancing People Needs with Company Needs #1	ABC Materials ©	ABC
25	Balancing People Needs with Company Needs #2	ABC Materials ©	ABC
26	Trophies of the Past 6 Months: Evaluations	ABC Materials ©	ABC

Notes: