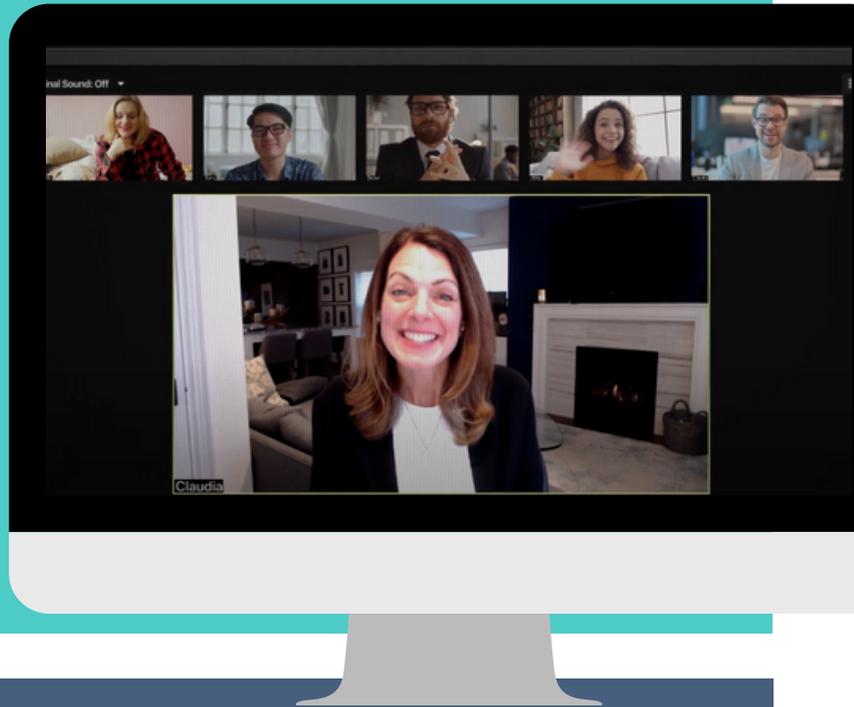




## BOOK A MASTERCLASS SERIES

GIVE YOUR LEADERS  
AND TEAMS ESSENTIAL  
SKILLS THEY NEED TO  
THRIVE



Leaders and their team members often struggle because they haven't developed the core skills required for success.

A Leaders for Leaders Masterclass Series will help your attendees build skills to deliver results, support their team, and stay sane in the process.



**VIRTUAL • 60-MINUTE SESSIONS • INTERACTIVE**

*"These hour-long sessions have provided practical and timely support to nearly 100 staff from YMCAs across the country. Staff that included CEOs to entry level managers shared very positive feedback after each session. **Many commented how easily transferrable and useful the learning was, and shared that the sessions were the highlight of their week.**"*



**Ida Thomas**

VP Children, Teens and Young Adults  
at YMCA Canada



# 'THE ESSENTIALS' MASTERCLASS SERIES

Each of our masterclasses tackles a tension your leaders face at work or in their personal lives.

Learning to navigate tensions is a crucial skill for all leaders. They are unavoidable!

We recommend you do all of the masterclasses in 'The Essentials' series. However, you can select 3, 4, or 5 of these masterclasses to create your own custom series.

 The One About  
**Expectations AND Grace**

[Take me to the description](#)

 The One About  
**Truth AND Tact**

[Take me to the description](#)

 The One About  
**Optimism AND Realism**

[Take me to the description](#)

 The One About  
**Strengths AND Weaknesses**

[Take me to the description](#)

 The One About  
**Self AND Others**

[Take me to the description](#)

 The One About  
**Work AND Home**

[Take me to the description](#)

Organizations like these trust us to train their leaders and so can you.



**Want to go over your options together?**  
[Click here to fill out our contact form](#) and we'll reach out asap!





# PRICING

Pricing is simple and straightforward.

## MASTERCLASSES ARE \$1750 EACH

+ APPLICABLE TAX

You can have up to 30 people in one masterclass.  
Select 3 or more masterclasses for your series.

We've done the  
**masterclass math**  
for you:

**'The Essentials' - All 6 masterclasses = \$10,500**

5 masterclasses = \$ 8,750

4 masterclasses = \$ 7,000

3 masterclasses = \$ 5,250



*"I've been around the corporate world for a long time, and I must say these sessions are outstanding.*

*You have such a real, sincere and yet professional way of presenting the material, and the breakouts, surveys and chats make the concepts easy to follow and the time fly by.*

*I'm always disappointed when the sessions are over.*

*Keep up the great work!"*

**Mark J. Stashuk**

Systems and Processes Senior Consultant at  
Parkland Burnaby Refinery

[CLICK HERE TO SEE OUR MASTERCLASSES IN ACTION](#)

KNOW WHICH MASTERCLASSES YOU WANT?  
[CLICK HERE TO CONTACT US!](#)

[LEARN HOW TO CREATE YOUR SERIES](#)

# HOW TO CREATE YOUR PERFECT MASTERCLASS SERIES:

## 1. Choose Your **Classes**

We suggest you do all of the masterclasses in 'The Essentials' series. However, you can select three or more of our top six masterclasses to create your first series!

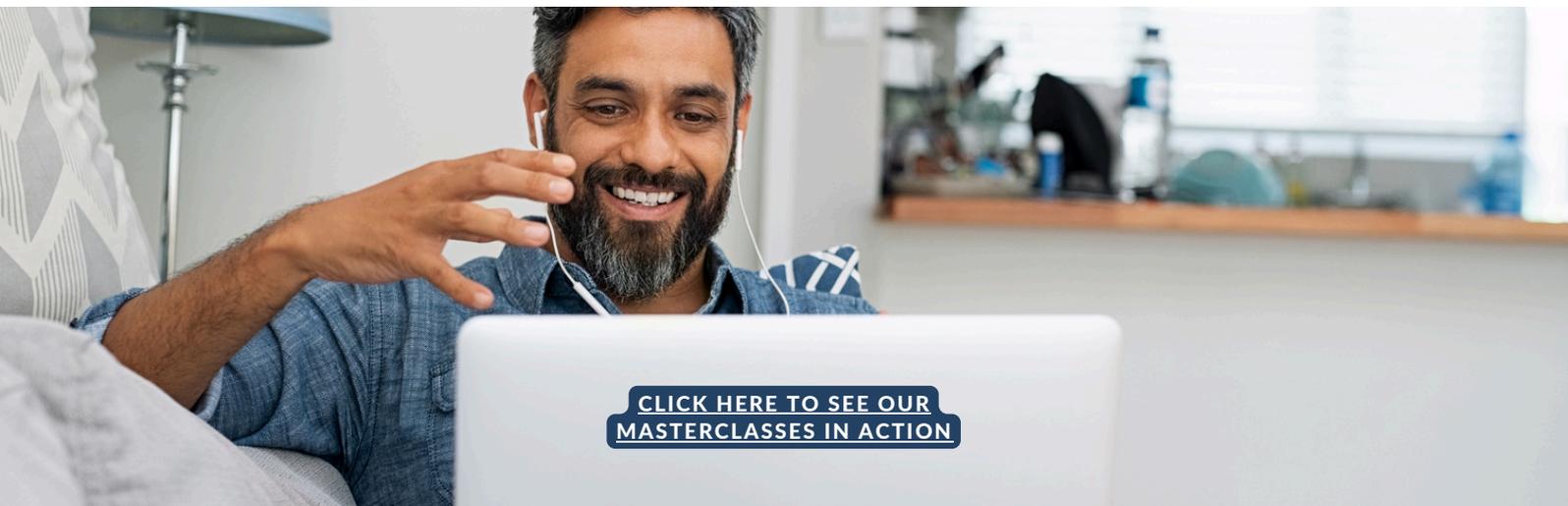
## 2. Choose Your **Cadence**

Once a month? Once a quarter? Once in a while?

Whatever pace is right for your crew, we can make it happen.

## 3. Choose Your **Celebration**

How will you celebrate when your team shares their excitement—everyone will be saying, *“That was amazing! This masterclass really delivered and I can’t wait for the next one!”*



## WHY A MASTERCLASS SERIES WILL WORK FOR YOU:

- **Relevant & Timely** - Hybrid and remote work makes teamwork and leadership challenging. Equipping your people with the skills required to thrive has never been more critical for success.
- **Practical & Actionable** - Real-world examples and a personal action plan make sense of the concepts and provide skills you can apply right away.
- **Interactive & Fun** - No one wants to attend another boring online training. Delivered by a master facilitator, these workshops are highly experiential with collaborative challenges, breakout rooms, and small group discussions to bring each session to life.

## The One About **Expectations and Grace**

Establishing goals and objectives can increase team and individual motivation, focus, and performance. But non-stop, high expectations can lead to resentment, stress, and burnout. Your leaders need to see and call out the best in others, but how do they know when they're pushing too hard?

By choosing this masterclass, your leaders will learn how to:

- Drive toward goals and excellence while having empathy and acceptance with themselves and others.
- Find healthy, safe ways to move outside of their comfort zone.
- Prioritize challenges to increase overall achievement and success.

**Select this 60-minute masterclass to empower your leaders to leverage the tension between having high expectations AND extending grace.**



## The One About **Truth and Tact**

Leaders are responsible to speak up and share their ideas, thoughts, and concerns, yet they worry about coming across as aggressive or hurting people's feelings. They know it's important to be diplomatic and relational, however, they worry about watering down their message and becoming vague.

By choosing this masterclass, your leaders will learn how to:

- Be clear and candid while at the same time empathetic and kind.
- Avoid being passive or aggressive, and instead, learn the art of healthy assertiveness.
- Discover the three key questions that will help them gauge if they should give feedback or not.

**Select this 60-minute masterclass to empower your leaders to leverage the tension between being truthful AND being tactful.**



## The One About **Optimism AND Realism**

Leaders want to make a difference and leave a mark; however, it often feels like they're fighting an uphill battle against broken systems and impossible demands. And no one wants to work with a leader who is all realism without any hope for what's next.

By choosing this masterclass, your leaders will learn how to:

- Get back in the driver's seat to distinguish between what they can and can't control.
- Focus their energy on things they can actually influence.
- Hope for a better future while accepting the brutal facts of reality to increase resilience and results.

**Select this 60-minute masterclass to empower your leaders to leverage the tension between being optimistic AND realistic.**



## The One About **Strengths AND Weaknesses**

All too often your leaders experience frustration instead of fulfillment at work and this takes a toll on their energy, their engagement, and possibly leads to burnout.

Leaders need time to assess what is working and what isn't. When they become aware of their strengths they can figure out how to do more of the work that gets them out of bed everyday. And on the flip side, they can implement support systems or strategies to compensate for their weaknesses.

By choosing this masterclass, your leaders will learn how to:

- Understand what makes them tick to drive joy and engagement.
- Identify sources of frustration and energy drain in their work.
- Put more time and energy into working from their core strengths or "sweet spot."

*After this masterclass, we will send you a link to an assessment called 'Working Genius' you can share with your leaders. They can pay \$25 USD to take the online assessment and get their own results if they want to further their learning.*

**Select this 60-minute masterclass to empower your leaders to leverage the tension between working from their strengths AND managing their weaknesses.**

## The One About **Self AND Others**

When looking beneath the surface of some of the most incredible difference-makers in recent history you often find family breakdowns, health issues, and burnout. The sad reality is that making a difference often comes at a high personal cost. Is there a way to serve others well and have a life?

By choosing this masterclass, your leaders will learn how to:

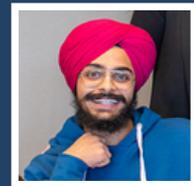
- Care for others while not losing focus on their own well-being.
- Identify self-care practices that are meaningful and manageable, and find ways to fit them into their day.
- Apply savvy time management techniques that allow them to accomplish more of the right things.

**Select this 60-minute masterclass to empower your leaders to leverage the tension between caring for others AND caring for themselves.**

*"I didn't believe virtual leadership training could be so fun and engaging; now I do.*

*The sessions were perfect in length and were delivered in a dynamic way to keep everyone active and engaged.*

*The content was relevant, practical, and so valuable that you didn't want to miss out on a single session."*



**Taranjeet Singh**

*President at*

*Centennial College Student Association Inc.*

## The One About **Work AND Home**

When it comes to meeting all their demands at work and at home, the idea of achieving balance can seem completely impossible for your leaders. Because of this, it may feel like they are not thriving in any area of their life.

By choosing this masterclass, your leaders will learn how to:

- Determine what balance looks like right now in this season of their life.
- Gain skills in setting boundaries and overcome the pitfalls of people-pleasing.
- Acknowledge and accept that they can't have it all at once, but they can probably have most of it over time.

**Select this 60-minute masterclass to empower your leaders to leverage the tension between what gets the green light at work AND home.**

# YOUR MASTERCLASS TEAM

Meet your new favourite team! We're committed to providing you with unparalleled service and to ensure you have the best experience possible.

Our goal is to make the entire process easy for you from start to finish!



**CLAUDIA VALLE**

Program Director & Facilitator

Claudia has designed and delivered leadership training worldwide for Fortune 500 companies, not-for-profits, and everything in-between. She loves helping teams and leaders move from surviving to thriving and uses all of her experience to help people get unstuck, achieve their goals, and make a difference.



**APRIL SUNSHINE HAWKINS**

First Contact & Facilitator

April utilizes her 20+ years of teaching and facilitation experience to help leaders learn to navigate the unavoidable tensions that come with leading a team. She loves empowering people to tap into more of their emotional intelligence and provide psychologically safe spaces for people to work.



**CHRISTY BLOEMENDAL**

Coordinator & Facilitator

Christy has worked as a teacher, university instructor, and school leader, honing her ability to design and deliver exceptional learning experiences.

Her hope for everyone she works with is that they leave energized and empowered to be better leaders and better people.

If you haven't filled out the contact form on our website yet, that's the first step. Fill it out and April or someone on our team will reach out to set up a time to chat that is convenient for you.

[CLICK HERE TO FILL OUT THE CONTACT FORM](#)



We'll answer all of your questions on our call, however, you can also check out our [FAQ pages](#) below to get a few answers right away.

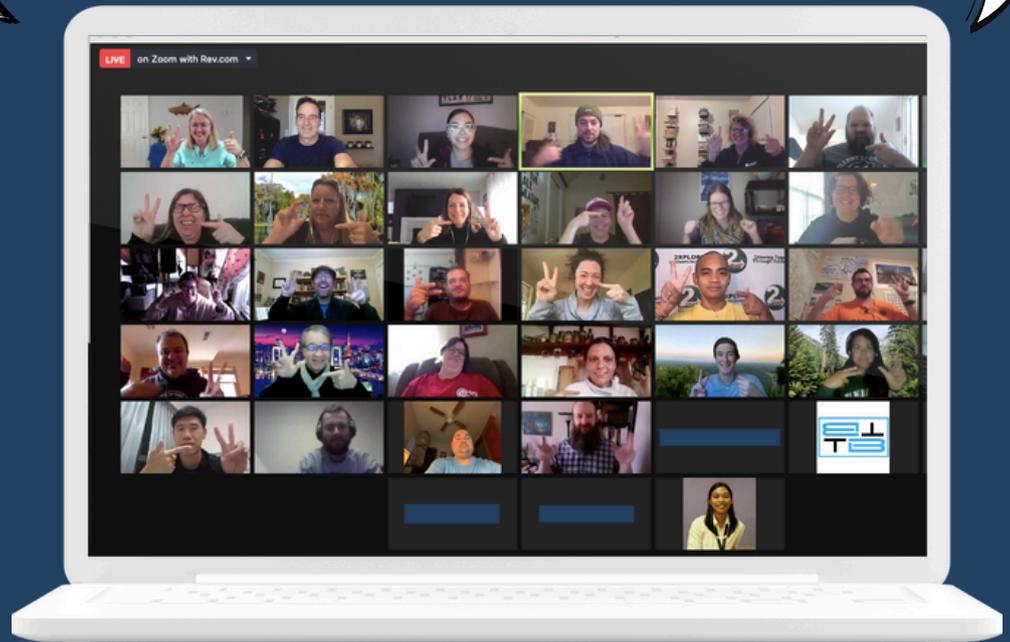


I LOVED  
this  
session!

This was exactly  
what I needed!

I can't wait for  
the next one!

∞  
**OUR  
PLEDGE  
TO YOU**



When it comes to booking great virtual leadership development sessions, we know you want to be **confident you're choosing something your leaders and team members will love.**

You want sessions that will be a perfect fit for your goals and timeline AND you want them to be good...**really good.**

We get it. You don't want to book what you thought would be a killer session, just to watch your attendees use the time to answer emails or texts.

You work hard to provide sessions that are practical and actionable and that's what we work tirelessly to provide...

**because we want your leaders to win by gaining the new skills they need to thrive.**

**Ready to  
level-up your  
professional  
development offerings  
and watch the  
registrations roll in?**

**We can go  
over your  
options on a  
call, just...**

**Or if you've  
already spoken  
with us and you're  
ready to go...**

**CLICK  
HERE TO  
FILL OUT  
THE  
CONTACT  
FORM**

**REACH  
BACK  
OUT  
TO  
YOUR  
REP!**



**WE CAN'T WAIT TO PARTNER WITH YOU! BOOK YOUR MASTERCLASS SERIES TODAY!** ∞

# FREQUENTLY ASKED QUESTIONS

## [Do you work with my industry?](#)

Our 60-minute leadership development and team building masterclass sessions are perfect for companies who operate in the following worlds/industries:

- Municipalities/Cities
- Higher Ed/Universities
- Healthcare
- Nonprofits
- For-Profits

## [What is the structure?](#)

A 60-minute masterclass is a modern twist to the old-school lunch and learn (if you're old enough to remember those).

They are:

- Virtual so your attendees can join from anywhere.
- Interactive so your attendees get to connect with each other while they're learning.
- The perfect blend of actionable AND fun so your attendees will learn something they can apply immediately and be pumped to attend the next session!

And bonus, they don't have to be at lunchtime! They can be scheduled at a time that suits your group.

It's micro-learning made easy!

## [How do I create a masterclass series?](#)

### 1. Choose Your **Classes**

You'll find the top 6 masterclasses your leaders will love in this catalog<link to catalogue>. You'll select three or more to create your first series!

### 2. Choose Your **Cadence**

Once a month? Once a quarter? Once in a while? Whatever pace is right for your crew, we can make it happen.

### 3. Choose Your **Celebration**

How will you celebrate when your team shares their excitement—everyone will be saying, "That was amazing! This masterclass really delivered and I can't wait for the next one!"

*"These one-hour sessions have been very helpful and uplifting. I can always use a boost of confidence, and the strategies provided have been very useful. Plus, in the breakout rooms, you get to meet people you would otherwise never talk to or listen to. I am so appreciative of a workplace that values this kind of learning."*



**Deborah Marlatt**

**Case Manager, COVID-19 Case Management Team at Ontario Ministry of Government and Consumer Services**



# FREQUENTLY ASKED QUESTIONS

## [Who are your masterclasses designed for?](#)

Our masterclasses are perfect for all working professionals, but critical for anyone who leads a team (your leaders, supervisors, and managers).

## [How long are your masterclasses?](#)

Each masterclass is 60-minutes.

## [Who hosts the masterclasses?](#)

To make your life super easy, we provide the Zoom link, a main facilitator, and a producer providing AV support and ensuring the interactive components of the event run smoothly. You can choose to kick off the masterclass with a few words about why we're there and then you can enjoy the training as a participant or observer. You can also opt to skip the masterclass entirely and we'll take care of everything.

## [How many people can join a masterclass?](#)

You can put up to 30 people in a masterclass. This size helps attendees feel like they have the ability to contribute and ask questions.

## [Can I add the same masterclass more than once to my series?](#)

Absolutely! For example, if you have 80 people you want to go through the same masterclass, you could offer the masterclass of your choice at three different times. You can let people register for the time that works best for them or assign the time they should attend.

## [Do the fun activities in your masterclasses make people uncomfortable?](#)

We love that you asked this question! It is a big concern and we're glad to have the opportunity to address it. The feedback we receive from EVERYONE after a masterclass is that the fun and connecting activities are actually the best part. People are so grateful to have an excuse to have a good time together and that's why we've used our 30+ years of experience to select activities your attendees will enjoy.

## Still have questions?

Shoot us your questions on [the contact form](#) or send an email to [info@leadersforleaders.ca](mailto:info@leadersforleaders.ca) and we'll reach out to you asap!

