

The betterPROGRAMS

HOW WITZ WORKS

Becoming a next-level leader is all about taking action. It's about movement and progress and growth. That's where we come in! We're here to give you the tools and the space you need to engage, communicate and act with confidence and clarity to achieve all of your professional and personal goals.



A POWERFUL WORKSHOP PRESSURE COOKER

Our programs consist of two to five power-packed, live training sessions. You can come to us, we can come to you, or we can do everything online. It's your choice!

During each workshop, you'll have the opportunity to step back from the daily tasks of your role to immerse yourself in a learning environment designed specifically for you to feel safe to examine your behaviours, gain insight into your drivers, and reflect on the impact you have on others. This self-discovery experience is the crucial piece of the communication puzzle, providing the self-awareness to create sustainable change in all of your interactions and come out a true leadership trailblazer.

You'll walk out of each session with new tools and exercises to help you gain clarity on what communication blind spots are holding you back from where you want to be and the confidence and direction on how to change for the better.

How do the workshops run?

- Each workshop day runs from 9 a.m. to 4 p.m. ET with stretch breaks every hour, and a longer break for lunch.
- Though the workshop is focused on group coaching, you will also have an opportunity to connect with your peers in smaller breakout sessions, and time to reflect individually.



LIFE CHANGING CONTENT

Day 1

Self-awareness
& how others
perceive you.

- Answer the ultimate question: Who are you?
- What are the pros & cons of your communication style?
- Lay the foundation of the interactive process.
- Learn the rules for effective communication.
- Constructing what to say – how, when, where and why?
- Objectives – zeroing in on the outcomes you want.
- Don't get hooked! Avoiding communication traps.
- Approaches that work for a variety of personalities.

Day 2

Interaction &
manufactured
meaning.

- MRPI: a 360° crystal ball view of your communication.
- Dive into real organizational challenges to inspire new possibilities for yourself and your business.
- Stop manufacturing meaning: perception vs. intention.
- The power of strategy: shaping and influencing outcomes through motivation, recognition and reward.
- Transitioning from strategy to application.

Day 3

Art & science
of emotional
management.

- Using empathy to demonstrate understanding.
- Managing reactions to avoid unfavourable outcomes.
- Effectively responding to emotional reactions.
- Inspiring confidence, enthusiasm & motivation in others.
- Understanding new approaches to conflict management
- Build emotional bridges: reach within yourself to effectively reach others.

Day 4

Advancing
outcomes with
assertiveness.

- Get what you want out of every relationship.
- Step-by-step approaches to assertiveness.
- The difference between aggressive & assertive.
- Remove the anxiety from challenging interactions.
- Walking the line between leadership and management.
- Identify practical approaches to engage your teams.
- What you risk reveals what you value.

Day 5

Set out to
start your
betterLIFE!

- Intention and retention: Are you still awake?
- Level up from manager to mentor.
- Different communication approaches for coaching, mentoring, delegating and problem-solving.
- Discover the power of NEXT!
- View breakdowns as a source for breakthroughs.
- Selling possibilities instead of product.



AN INSTANT COMMUNITY

A PEER GROUP OF LIKE-MINDED LEADERS

Your workshop group is full of like-minded leaders from a wide range of backgrounds, perspectives and industries. This group setting is a safe space to openly and honestly share, learn and grow through peer support, accountability, and endless enthusiasm as you embark on the next stage of your leadership journey.

EXPERIENCED betterCOACHES

And don't forget about our coaches! For over 30 years, Witz Education's training programs have helped entrepreneurs and business leaders eliminate their communication blindspots to solve a wide range of organizational issues. This success has a lot to do with our incredible facilitators and coaches. Each coach brings a unique mix of skills and experience to the training table to work through all of your communication challenges.

Throughout the program, your coach will balance group conversations with individual role-play scenarios to give you a well-rounded understanding of every tool. They put the power directly in your hands, ensuring that you know how each concept can be applied to your leadership today, tomorrow, and in the future.

MRPI ASSESSMENT

The people-focused Multi-Rater Personality™ Assessment is a 360° crystal ball view of your personality and instantly uncovers what would otherwise take you months to discover.

Based on Dr. Eric Berne's theory of transactional analysis (the analysis of an individual's personality), our proprietary MRPI Assessment reveals how your personality dictates your communication, management and leadership styles. Learn the root cause of particular patterns of behaviour, dive into individual strengths, and uncover the behaviours that are limiting your full leadership potential.

Also included is an MRPI debrief with one of our betterCOACHES so you can fully understand your results, review your emotional dynamics and actions, and investigate areas of improvement in a one-on-one coaching environment.



JUST IN TIME COACHING

In times of crisis, talking through issues, challenges, fears and anxiety is what makes the difference between holding ourselves together and falling apart. Just-In-Time Coaching is a value-added resource for the moments where you need a bit of additional support to navigate through the challenges you face as a leader.

L.E.A.R.N. METHODOLOGY

Learn - Execute - Absorb - Retain - Naturalize

This self-discovery experience is a crucial piece to the betterPROGRAMS. During each session, you are encouraged to apply the tools and concepts you learn to real-life situations through role-plays and case scenarios. This allows you to get very comfortable with a new way of thinking and communicating before testing it out in the "real world".



QUARTERLY CONNECTIONS

These quarterly sessions are designed to bring our betterALUMNI back together to re-connect, re-focus, re-energize and re-engage in the leadership conversation. Each quarter, one of our amazing facilitators will host a virtual event to dive into the hottest leadership topics, drawing on a panel of past clients and audience input to further the discussion.

SUPPLEMENTAL PROGRAMS

It's important that you feel supported by your teams and that you're on the same page and speaking the same language. That's why we offer supplemental programs like betterTEAMS, betterSALES, betterSERVICE and Executive Coaching to help you reach all of your organizational goals as a strong, cohesive unit.

However we choose to connect, you'll be surprised by just how much more you can accomplish when you've got team members who are leaders in their own right, able to support your organization's goals.

LIFETIME ACCESS

Can't find your materials or misplaced one of your Witz Worksheets? Can't quite remember how to use one of the tools or forgot one of the concepts? No problem! We've got you covered with the Witz Education Membership Portal. This is a one-stop-shop for all things Witz. From training videos to materials to resources, you have lifetime access to everything you need to stay inspired, motivated and to keep the communication going after graduation

Know what's even better?! Once you become one of Witz's betterALUMNI, you are welcome to return to re-take your betterPROGRAM ANY TIME! No questions, no fees, only learning.

ARE YOU READY TO BE BETTER?

Contact us toll-free at 1.866.907.9480 or
email sales@witzeducation.com to learn more.

