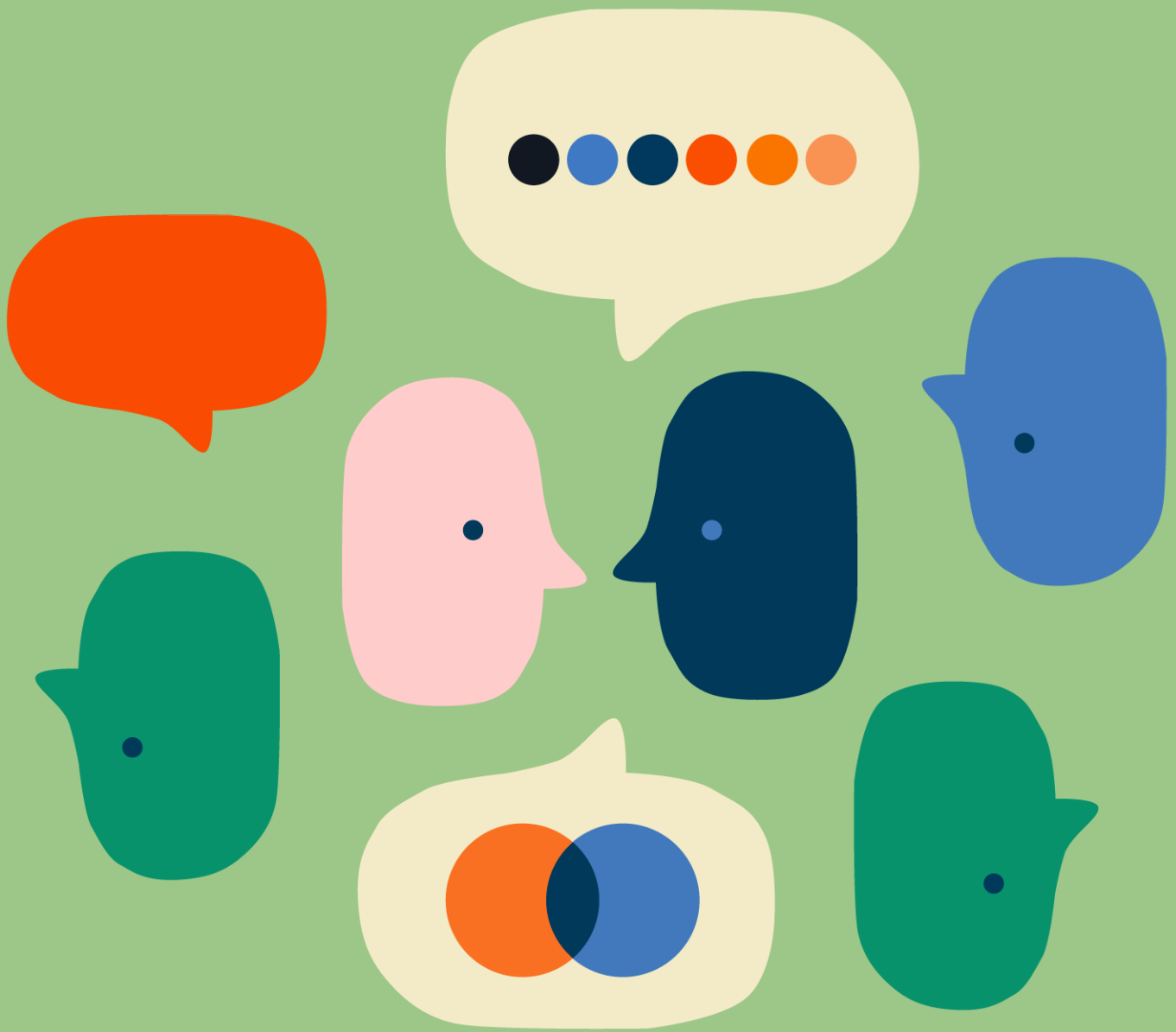


**ELAINE  
BROE**

**LEADERSHIP  
& LEARNING  
EXPERIENCES**

# Tailor-made Leadership Experiences



### Tailor-made Solutions

My tailor-made solutions range from a one-time program experience to a global learning design that shapes your leaders for the future. Whether recent global disruptions have required you to reassess your business or you need more leadership capacity to move a big idea into reality – let’s create the plan together.

My goal is to help you where you need it and create the right internal systems and skill to support you long-term. Future focused clients are currently working with me to translate in-person learning experiences into engaging and meaningful virtual

When you hear me talk about “our program” it’s because I’m personally invested in the success. Clients have called me an expert outsider who feels like part of the team. I shoot from the hip and believe honesty saves us both a lot of confusing emails and pointless meetings. I’m here to make your life easier and I take that seriously.

Let’s connect about your ideas, big and small, so you and I can determine if there is a fit for your culture, timeline, needs, and budget.

I work with clients who are willing to get creative and understand the needs of their people in relation to the organizational goals.





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## Here's How Your Tailor-made Experience Works:

### 1. START WITH SUCCESS

As a result of our work, what have we accomplished? We explore the outcomes you want for your people, culture and bottom line. Then we get familiar with current barriers and strengths to achieving those goals. You're honest about how much time, money and energy you want to invest to create what you need.

#### PAST CLIENTS HAVE WORKED WITH ME TO DESIGN:

- Transition the design of in-person programs to a virtual environment
  - Leadership development multi-module program for the entire organization
  - Targeted learning programs for emerging, succession, or senior people
  - Welcome and onboarding experience at the organizational level
  - Conference or meeting architecture and content design
  - Executive and Board retreats, coaching or strategy sessions
  - Focused and interactive workshops or team retreats
  - Train the Trainer programs for internal facilitators
- 

### 2. GET REAL ABOUT SCOPE

Whether we're designing a team retreat or a leadership program for the entire organization, we need to understand how to make it accessible, engaging and relevant. We'll establish a framework to best explore and identify the unique needs of your audience in relation to the goals we've identified.

#### WE'LL CHOOSE THE BEST WAY TO UNCOVER THE UNKNOWN AND GET BUY IN:

- Interviews with senior leadership
- Focus groups with key participants and their leaders
- Detailed needs assessment across selected departments
- Ambassador design session and advisory board
- Design thinking coaching with your HR or OD people
- Pilot delivery process for long-term success



### 3. CREATE THE EXPERIENCE

We plan the core content and design what we're learning and how we're learning it. I'll create activities that inspire, educate and challenge your leaders to the next level. We're aligned on decisions regarding the audience, logistics, group size, design and delivery methodology.

#### WE CREATE VALUE IN THE LEARNING EXPERIENCE THROUGH:

- Dynamic and engaging design within virtual environments
  - Approved objectives for the program
  - Supported assessments and learning tools
  - Design for diverse styles and practical application
  - Expectations for participants and their leaders
  - Meaningful learning journey before, during and after
  - Sustainable support network through peers and leaders
  - Evaluation and feedback strategy, short and long term
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### 4. FOLLOW UP AND REFINE

I design highly valued and relevant programs, however there is always opportunity to revisit the overall experience through feedback and impact. Based on the experience we design, we'll create a follow up process that provides reflection and learning for us, the participants and the organization. A retrospective also helps to tell the stories as a learning organization.

#### WE DEVELOP OUR EVALUATION APPROACH:

- Measure and track the outcomes
- Encourage honest feedback for redesign
- Anticipate the needs of decision makers
- Gain further buy-in for future experiences
- Establish benchmarks for leader development
- Support the learning efforts of your people
- Share the leadership stories to reinforce a learning culture
- Develop internal facilitators and leaders who facilitate



## How Can I Help?

### LEARNING AND ORGANIZATIONAL DESIGN

You're signing up for a partnership that brings clarity to the growing list of leadership development needs you want to solve. Be warned, I ask a lot of questions to design for the current reality in service of your future vision, which right now can feel like a moving target.

### TRANSLATING YOUR VIRTUAL LEARNING STRATEGY

Now, even more, you're supporting your leaders with thoughtful, connected, and applied learning experiences. Whether it's a pre-existing program that needs to go virtual or a desire to create more accessible leadership development for these complex times – I have decades of experience creating engaged learning experiences.

### CONFERENCE AND EVENT EXPERIENCE DESIGN

You want an experience flow instead of separate talking heads on a screen. Let's avoid people's video cameras "not working" and get real about the connections we're all wanting to make with one another.

### INTERNAL COACHING DESIGN

As a rule, leaders learn the hard way when it comes to sustainable work habits that keep up with the pace of change we're experiencing. Awareness and accountability are crucial. Design a tailored coaching strategy that increases team ownership and decreases stress-related burn out.

### FACILITATION TRAINING AND PRESENTATION DELIVERY

I work with people to unearth their facilitation swagger and take them to the next level. I help increase the skills of internal trainers to bring their best to shaping your organization's leaders.

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## Assessments

I see great value in using assessments and tools in learning experiences, if they are self-validated by the learner and used as a form of feedback and exploration into our strengths and blind spots. It's important to set the right support with any self-scored tool, to avoid putting ourselves and others into overly simplified boxes.

I still remember the first personal assessment I completed and how it provided me with a language to better describe my strengths and identify how being on auto-pilot with my preferred style may impact others. These types of assessments can be useful for:

- New leaders examining their development needs
- Established leaders uncovering blind spots
- Teams seeking to understand how they work together
- Individuals learning to adapt their style for others
- Getting specific about communication and relational behaviours

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## DiSC

DiSC is a quadrant model based on the work of Dr. William Moulton Marston (1893-1947) to examine the behaviour of individuals in their environment. We can produce a detailed Team report to help identify patterns and examine team dynamics. There are four main personality dimensions or traits within the DiSC model which participants self-score on:

- Dominance: Describes the way you deal with problems, assert yourself and control situations
- Influence: Describes the way you deal with people, the way you communicate and relate to others
- Steadiness: Describes your temperament – patience, persistence, and thoughtfulness
- Compliance: Describes how you approach and organize your activity, procedures and responsibilities



### MBTI

MBTI is an introspective self-report questionnaire that reveals differing psychological preferences in how people perceive the world around them. Developed by Katharine Cook Briggs and Isabel Briggs Myers, it is based on the conceptual theory proposed by Carl Jung. The underlying assumption of the MBTI is that we all have specific preferences in the way we construe our experiences, and these preferences underlie our interests, needs, values, and motivation. They affect our preferred work environments, communication needs, and how we make decisions:

- Attitudes: extraversion/introversion
- Functions: sensing/intuition and thinking/feeling
- Lifestyle preferences: judging/perception

### TOTALSDI

TotalSDI focuses on the motives that drive behaviours, when things are going well and when we're in stages of conflict. Get to the heart of what people value and notice how those differences impact our relationships. With the TotalSDI, you examine the stages of conflict, what people prioritize and how to better adapt and communicate in any situation. Examine your distinct combination of motivational styles:

- Performance / Results
- People / Relationships
- Process / Systems

### EQI 2.0

The Emotional Quotient Inventory (EQ-i 2.0) assesses emotional and social intelligence which helps you to understand the emotional competencies of an individual. We talk a lot about building more empathy and creating psychologically safe environments and this tool helps you understand your strengths and weaknesses in 15 competencies. You can select a 'self-rater' instrument or the multi-rater EQ 360 for feedback from other respondents in five composite areas:

- Stress management
- Self-Perception
- Self-Expression
- Interpersonal
- Decision Making





### About Elaine



Unlike many consultants, I've worked in organizations for the better part of my career, leading teams, navigating politics and getting the work done. I spent 11 years of my career at the Banff Centre, eventually leading program design in the leadership development division. At lululemon athletica, I led the global design of their retail training program with a dynamic team of people.

I am a certified PCC level Executive coach with the International Coaches Federation (ICF), bringing over 1,000 hours of coaching experience, supported by additional certifications in behavioral assessments. With a Master's degree in Leadership, I am an endless resource of tools and approaches that support the changes you want to make.

### What it's Like to Work with Me

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“Elaine has been integral to the success of our WestJet Leadership program that has reached over 900 leaders - from team lead to C-suite - and counting! From the start of our partnership, her talent to understand culture, people and deliverables was evident. Whether it was a design thinking session with WestJet leaders to gather insight to shape the program content or increasing the skills of our facilitators to confidently deliver the program, Elaine's ability to connect with people is a unique gift. With years of experience, she is an encyclopaedia of engaging content and inspiring learning activities. She is a true thought partner and I consider her to be an extended part of our team. Elaine delivers, every time.”

AMBER REIMER, DIRECTOR LEARNING & OD  
WESTJET



### These folks have experienced tailor-made magic first-hand:

“Elaine’s expertise in the area of Leadership Development has been evident since my very first interactions with her. From the foundation work of understanding the client’s needs and culture, through the design of a customized curriculum, to the facilitation of leadership development initiatives, Elaine is a true professional. While she is very collaborative in her approach, she also demonstrates the ability to bring forward solid recommendations and offer creative solutions based on her extensive experience in adult learning and leadership development. Elaine consistently demonstrates respect for the client, participants and her colleagues. She is responsive, accountable, and creates a fun learning environment that has people asking when she’ll be back. Elaine is a trusted and valued learning partner.”

CAROL PAGE, FORMER LEADERSHIP  
DEVELOPMENT,  
SHAW COMMUNICATIONS

“Elaine helped define our leadership development needs and created a leadership development curriculum to enhance our leader skill sets. She was very flexible to a demanding customer and provided a great end result. I look forward to working with her again in the future to further develop our leaders.”

LISA NADEAU, VP HUMAN RESOURCES, NATIONAL ENERGY BOARD

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“Elaine is one of my favourite people! Not only does she bring a depth of knowledge and expertise to the design process, business consulting and coaching teams to deliver exceptional results, she does it all with a touch of humour and grace. Elaine was responsible for leading the team that designed, developed and delivered lululemon’s global retail learning & leadership programming. She created innovative and beautiful learning experiences with the end user in mind. The programs were game changing for our retail store teams, resulting in a more engaged workforce and increased sales.”

SUSAN KARDA, FORMER DIRECTOR  
GLOBAL LEADERSHIP DEVELOPMENT  
LULULEMON ATHLETICA





Shall we begin?

Email me to book a consultation call: [info@elainebroe.com](mailto:info@elainebroe.com)

