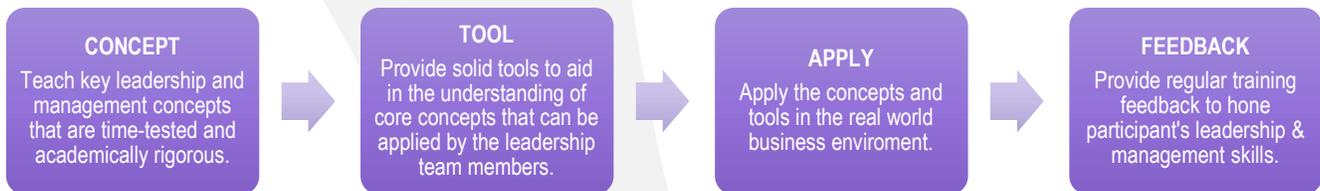


# Ventrek Inc. Leadership Training & Development Programs Overview

## Ventrek Overview

Ventrek, Inc. specializes in Leadership & Development Training using the proprietary Ventrek System. The Ventrek System is designed to help team leaders build resilient and respected companies by uncovering why they exist (vision), where they are doing (strategy) and how to get there (execution). Our goal is to help these leaders build organizations that can truly scale thereby driving the Canadian economy and creating jobs.

Ventrek focusses on the *application* of critical leadership and management skillsets. To achieve these, we move all participants through a four-step process designed to maximize learning application of critical business concepts and tools. The diagram below illustrates our approach.



## Courses Overview

<b>Delivery Method</b>	Ventrek's courses are delivered in a traditional classroom environment replete with audio-visual equipment, whiteboards and flipcharts. Courses are generally taught face-to-face with participants although virtual, on-line training is provided as an option or to augment the training.
<b>Assessment Method</b>	Testing occurs at the end of each course to ensure learning & understanding. In addition, participants are assigned deliverables (homework) between courses which are assessed at the following course. Finally, verbal "testing" occurs throughout courses to determine participant comprehension of key concepts.
<b>Certification</b>	Participants are offered Certificates of Completion upon successful completion of each Module and Course.
<b>Capacity</b>	Each course is restricted to 15 participants to ensure maximum hands-on learning and attention.
<b>Instructor Overview</b>	Peter Zyla is the primary course instructor. He has extensive background in training and development spanning over 20 years and ranging from post-secondary instruction to corporate training to custom training. Peter possess an MBA from the Haskayne Business School at the University of Calgary. He has taught and designed dozens of courses over the years for various clients.
<b>Training Costs Include</b>	Fees quoted are all inclusive (nb: additional costs will occur if travel outside Calgary is required)



## Course Offerings

Module & Course Overview	Course Code	Total Training Hours	Cost Per Participant
<b>Module 1: Introduction to Leading &amp; Managing</b>		48 hrs	\$6,000
Foundation Building	FB101	8	\$1,000
Core Building	CB101	8	\$1,000
Understanding Business Strategy (Annual)	UB101	8	\$1,000
Building a Strategic Plan (Annual)	SP101	8	\$1,000
Fundamentals of Leadership & Management (Annual)	LM101	8	\$1,000
Leading & Managing in the Diversified Context (Annual)	DC101	8	\$1,000
<b>Module 2: Advanced Leadership &amp; Management</b>		48 hrs	\$6,000
Activity Management (Q1)	AM101	8	\$1,000
Resource Management (Q2)	RM101	8	\$1,000
Information Management (Q3)	IM101	8	\$1,000
Department Leadership Level 1 (Q1)	DL101	8	\$1,000
Department Leadership Level 2 (Q2)	DL102	8	\$1,000
Department Leadership Level 3 (Q3)	DL103	8	\$1,000
<b>Module 3: Mastering Leadership &amp; Management</b>		32 hrs	\$4,000
Business Strategy Analysis (Annual)	BA101	8	\$1,000
Crafting Powerful Strategies (Annual)	CS101	8	\$1,000
Building High Performance Teams (Annual)	HP101	8	\$1,000
Building High Performance Teams Level 2 (Annual)	HP102	8	\$1,000

## Ventrek Inc. Modules & Course Outlines

### Module 1: Introduction to Leading & Managing

The first module consists of six courses focused on teaching leaders and managers core concepts and tools surrounding leadership and management. We explore the differences between leading and managing, uncover the core skillsets for both and introduce powerful tools to help participants better lead and manage. The design of the courses is built on helping participants build resilient and respected companies that lead to great companies in Canada.

#### Foundation Building (FB101)

This introductory course dives into key leadership and management foundational concepts. Participants will learn critical leadership and management principles such as developing a strong organizational chart, clearly identifying roles and responsibilities in the organization, understanding the importance of regular meetings with clear rules and the importance of monitoring the health of the organization through weekly dashboards.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Gained an understanding of the core concepts of Right Structure, Right Roles, Right Responsibilities
2. Built a Roles & Responsibility Chart for their organization with the Right People in the Right Seats
3. Understood the concepts of Meeting Rhythm, Highly Effective Meetings and PEDDA (problem-solving method)
4. Built a Weekly & Monthly Dashboard for their organization

#### Core Building (CB101)

The Core Building course dives into the heart of what makes great leaders – the ability to identify the “core” of the organization while building a strong culture and ensuring the entire company is aligned with this vision. Participants are introduced to key leadership concepts such as “purpose”, “core values” and “core competency”. By the end, participants gain a clear understanding of that it takes a strong Vision Factor toward building resilient and respected companies.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Understood the concept of “Core Purpose” and build this for their organization
2. Understood the concept of “Core Values” and build these for their organization
3. Understood the concept of “Core Competency” and identify this for their organization
4. Understood the concept of “Core Market” and identify this for their organization
5. Understood the concept of “Core Offering” and build these for their organization
6. Understood the concept of “Core Value Proposition” and build this for their organization
7. Understood the concept of “Core Differentiators” and identify these for their organization
8. Understood the concept of “Core Process” and establish this for their organization
9. Understood the concept of “BHAG®” and build this for their organization

#### Understanding Business Strategy (UB101)

The Understanding Business Strategy course teaches leaders and managers key concepts related to business strategy so they are better able to lead and manage their people. This course teaches participants critical strategic concepts such as conducting a SWOT analysis, learning the “Start-Stop-Keeping Doing” exercise and understanding the importance of analyzing key internal and external factors when designing a business strategy. By the end, participants are clear on what strategy is and what it takes to analyze key internal and external factors impacting their organization.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Gained an understanding of the Four Business Ambitions and the Ten Business Strategies
2. Conducted the “Start-Stop-Keep Doing” exercise for their organization
3. Developed a “SWOT” (strengths, weaknesses, opportunities, threats) for their organization
4. Understood how to analyze key external variables (Industry, Competition, Macro-Environment)
5. Understood the importance of strategy as a key skillset for successful leadership



**Building a Strategic Plan (SP101)**

The Building a Strategic Plan course helps participants understand one of the key leadership skills: how to craft a strategic plan and implement it in their organization. Leaders are expected to understand how to craft a plan for the organization and communicate that to the entire organization. This course helps leaders understand how to craft, implement, monitor and communicate a strategic plan at their organization – a skillset critical for leaders and managers.

**Learning Outcomes (Objectives)**

After completion of the course, participants will have:

1. Understood the concepts of strategic theme, strategic objectives, rocks (priorities) and key metrics
2. Built both a 3-year and 1-year plan for their organization which includes themes, objectives and metrics
3. Developed quarterly priorities (rocks) for organizational team members
4. Gained an understanding of how to monitor their strategy on a weekly, monthly and quarterly basis

**Fundamentals of Leadership & Management (LM101)**

Fundamentals of Leadership & Management focuses on introducing key core concepts related to effective human resource management. The course teaches participants delegation techniques, effective performance appraisal methods, conflict management and communication techniques. By the end, participants are armed with effective human resource tools to immediately implement within their organization.

**Learning Outcomes (Objectives)**

After completion of the course, participants will have:

1. Gained a solid understanding of the five skills of effective leaders and five skills of effective managers
2. Developed a keen understanding of what it takes to become a Level 5 Leader
3. Understood key delegation techniques and tools
4. Developed a deep understanding of performance appraisal methods
5. Built a strong appreciation of conflict management techniques and practiced these techniques
6. Learned the five communication techniques and practiced these techniques

**Leading & Managing in the Diversified Context (DC101)**

The Leading & Managing the Diversified Context course is specifically designed to help those leaders and managers that are responsible for a given department or business unit within a larger organization. The course walks through the importance of allocation of resources within the diversified organization, learning to lead from the “middle” and understanding department tracking and reporting techniques. By the end of the course, participants will have a keen understanding of what it takes to lead and manage in the diversified organization.

**Learning Outcomes (Objectives)**

After completion of the course, participants will have:

1. Developed an understanding of how to analyze departments for resource allocation
2. Understood the difference between revenue and support departments/units
3. Gained clarity as to how to track and report on initiatives at the department level



## Module 2: Advanced Leadership & Management

The second module in the *Leading & Managing in the Diversified Context* program consists of six courses that are typically spread over three quarters (two day-long sessions). The module builds upon the concepts and tools from Module 1 and is designed to bolster the skillset of the participant leaders and managers. Advanced concepts focus on effectively managing resources, building and maintaining solid information system and ensuring strong processes within the organization.

### Activity Management (AM101)

The Activity Management course teaches leaders and managers techniques to more effectively run their organizations by better management of key activities such as brainstorming techniques, goal-setting, time management and process management. By the end of the course, participants will have a solid understanding of the key activities necessary to run an organization and tools to ensure effective activity management.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Understood important brainstorming techniques and how to utilize in the meeting environment
2. Determined how to reverse goal set for effective goal-setting
3. Learned and implemented the Process Optimizer within their organization
4. Understood time management principles and techniques at the leadership level

### Resource Management (RM101)

Effective resource management is a critical skill for leaders and managers. This course teaches critical resource considerations such as cash management, maximizing employee productivity, building strong supplier relationships and understanding budgets. By the end of the course, participants will learn how to effectively manage resources toward building a resilient and respected company.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Understood cash flow considerations and techniques to maximize cashflow and profitability (the 1% concept)
2. Determined methods for maximizing productivity among staff by providing effective training, support & resources
3. Analyzed existing supplier relationships and determine how to best leverage suppliers
4. Understand the fundamentals surrounding budgeting and forecasting and built a budget for their organization
5. Learned the importance of partnerships and alliances

### Information Management (IM101)

The final course of Module 2 focuses on helping participants effective concepts and tools for information management. Leaders and managers who gain a keen understanding of information management are better able to analyze their business and adjust necessary to ensure long-term health. During this course participants will work through key concepts such as dashboard, reporting, waterfall charts and other analysis techniques. By the end, participants will have a solid understanding of tools and techniques to better predict and analyze their business.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Gained a solid understanding of how to effectively develop reports and reporting
2. Understood and implement the concept of Profit per X
3. Learned the concept of Return on Capital (ROCE) and applied it to their organization
4. Determined how to build Waterfall Charts to help effectively manage their organization

### Department Leadership Level 1 (DL101)

In the diversified context, managers and leaders need to understand how to “lead from the middle”. To achieve this, a certain skillset is required. That is where this course comes in – learning the basic skills for running an effective department within a larger organizational environment. Participants will learn key how to effectively manage their “superiors”, how to develop effective priorities and how to report on these priorities on a quarterly basis. By the end of the course, participants will have learned key concepts while building a solid plan for their department for the quarter.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Learned key concepts related to “leading in the middle” and how to apply these in their organization
2. Reviewed their previous quarter plan and reported on successes and misses
3. Built a solid plan and priorities for the next quarter



**Department Leadership Level 2 (DL102)**

The Department Leadership Level 2 course builds on the foundation learning of DL101 and explores additional topics related to leading and managing from the middle. We delve deeper into teaching participants key tools to effectively manage their department including rock and metric trackers. We also explore the topic of motivation on how leaders can use key rewards to recognize and encourage motivation. By the end of the course, participants will gain a deeper understand of what it takes to effectively lead and manage a given department.

**Learning Outcomes (Objectives)**

After completion of the course, participants will have:

1. Gained a solid understanding of motivational theories and how to apply them in their organization
2. Reviewed their previous quarter plan and reported on successes and misses
3. Built a solid plan and priorities for the next quarter

**Department Leadership Level 3 (DL103)**

The Department Leadership Level 3 course builds on the foundation learning of both DL101 & DL102 and explores additional topics related to leading and managing from the middle. We explore topics related to effective empowerment and delegation techniques and how to best maximize the use of department resources. We also delve into inter-department communication and cooperation techniques. By the end of the course, participants will gain a very solid understanding of how their department contributes to the whole and how to best utilize department resources.

**Learning Outcomes (Objectives)**

After completion of the course, participants will have:

1. Gained a solid understanding of empowerment and delegation concepts
2. Understood how their department contributes to the greater whole
3. Reviewed their previous quarter plan and reported on successes and misses
4. Built a solid plan and priorities for the next quarter



### Module 3: Mastering Leadership & Management

The final leadership and management training module within the *Leading and Managing in the Diversified Context* program offers four courses and focuses on further advancing the knowledge and skillsets of the participants. During this module, we focus on key concepts such as profiling tools (Kolbe, Enneagram, etc.) and strong team-building methods and techniques. These advanced courses are designed to further enhance the leadership and management skills of the participants.

#### Business Strategy Analysis (BA101)

The Business Strategy Analysis courses helps participants gain a deeper understanding of the concepts surrounding strategic analysis. This course teaches participants how to conduct an industry analysis, walks them through the concept of Blue Ocean Strategy and how to use Porter's Five Forces. By the end, participants will have a solid grasp of how to effectively analyze external business factors to maximize their strategic planning.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Uncovered how to create a Macro-Environment Analysis and completed one for their organization
2. Discovered the principles of conducting an Industry Analysis and completed one for their organization
3. Learned the concept of Blue Ocean Strategy and conducted this for their organization
4. Uncovered the principles of Porter's Five Forces and incorporated these into their external analysis

#### Crafting Powerful Strategies (CS101)

Great leaders understand the importance of crafting powerful strategies and ensuring the entire team is rowing in the same direction. This course builds upon the concepts learned in SP101 but increases participant knowledge by helping them understand long-term planning, goal-setting and establishing strong metrics. This hands-on course helps participants hone their 3-year and 1-year plans for their organization and implement quarterly priorities to achieve these plans.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Enhanced their knowledge of crafting a powerful strategic theme, establishing objectives and developing metrics
2. Discovered how to measure progress on a weekly, monthly and quarterly basis
3. Developed quarterly priorities (rocks) for organizational team members

#### Building High Performance Teams (HP101)

The ability of a leader and manager to build a high-performance team is directly proportional to their relative success in their position. This course helps participants understand what it takes to build a high-performing team and works on the tools necessary to build one within their organization. By the end of the course, participants will have a strong knowledge of team-building and will have established techniques and tools to employ within their own organization.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Gained a solid understanding of the Five Dysfunctions of a Team
2. Determined the best techniques for addressing the Five Dysfunctions
3. Learned key tools for building High-Performance Teams within their organization and tested these tools

#### Building High Performance Teams Level 2 (HP102)

The Building High Performance Teams Level 2 courses builds on the concepts and teaching in HP101 and further advances the participants knowledge of how to create high performance teams. This course explores the difference between the five levels of teams, what it takes to create a great team, and techniques and tools for middle managers to employ in their organization. By the end of the course, participants will have a solid understanding and a set of tools with respect to building high performance teams in their department and the organization as a whole. own organization.

#### Learning Outcomes (Objectives)

After completion of the course, participants will have:

1. Gained a solid understanding of the Five Team Levels
2. Developed techniques and tools to help participants build high performing teams in their organization
3. Determined how to build an effective team within a given department