



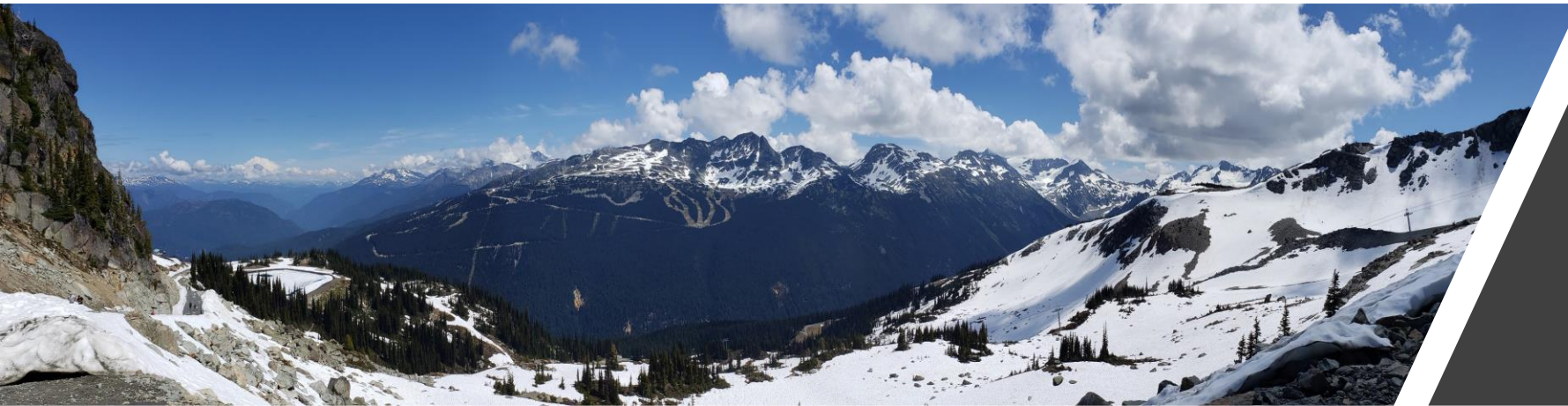
Action Impact Movement

Coaching. Facilitation. Leading Change.



The AIM Leadership Roadmap

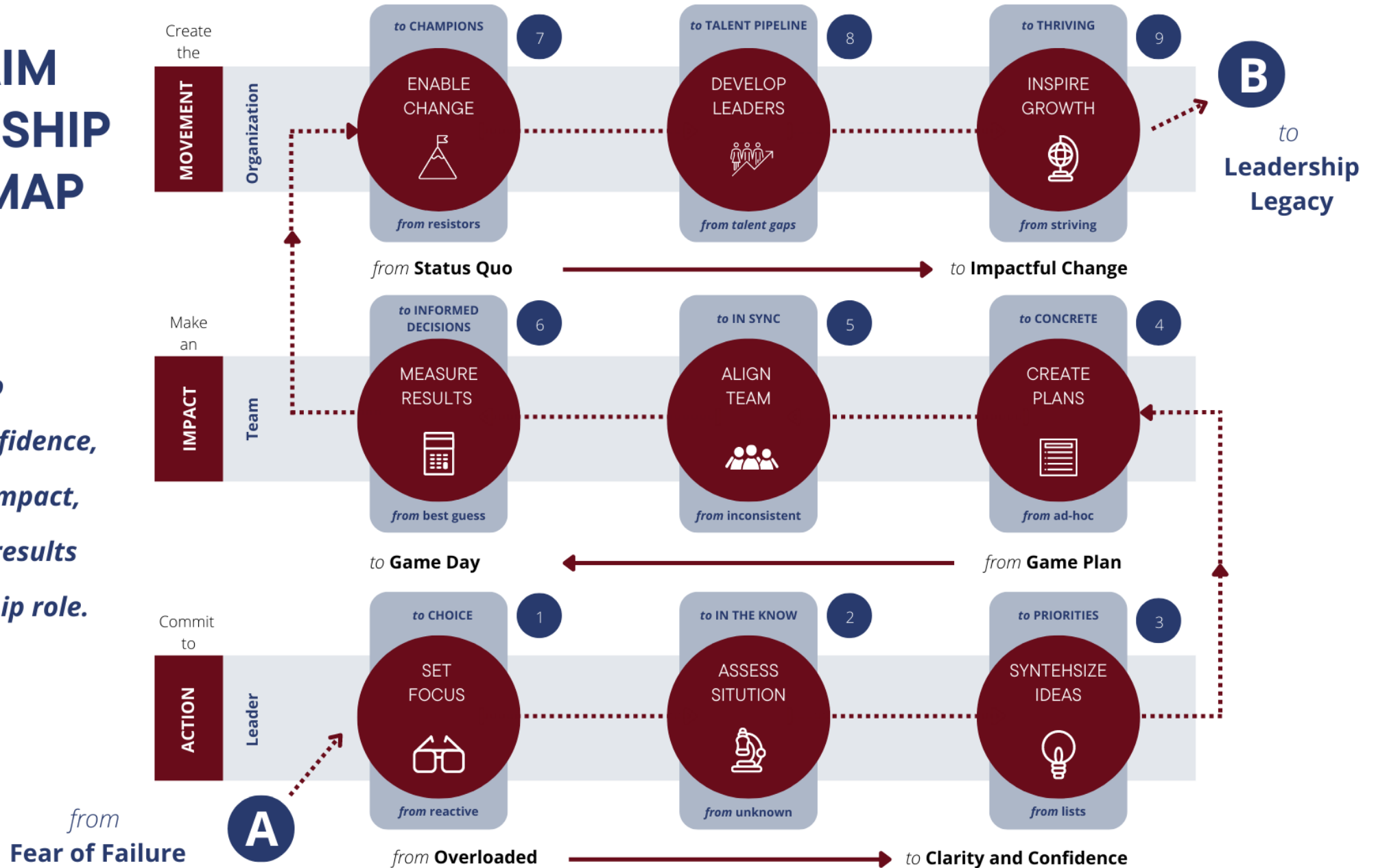
How to lead with confidence, accelerate impact, and deliver results
in a leadership role.



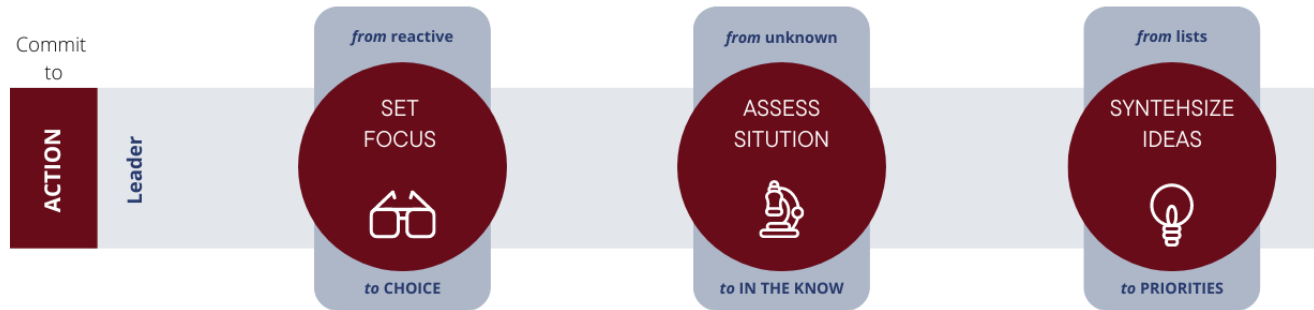
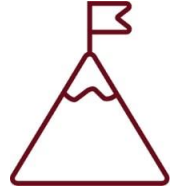
Jennifer Campbell
January 2023

The AIM Leadership Roadmap

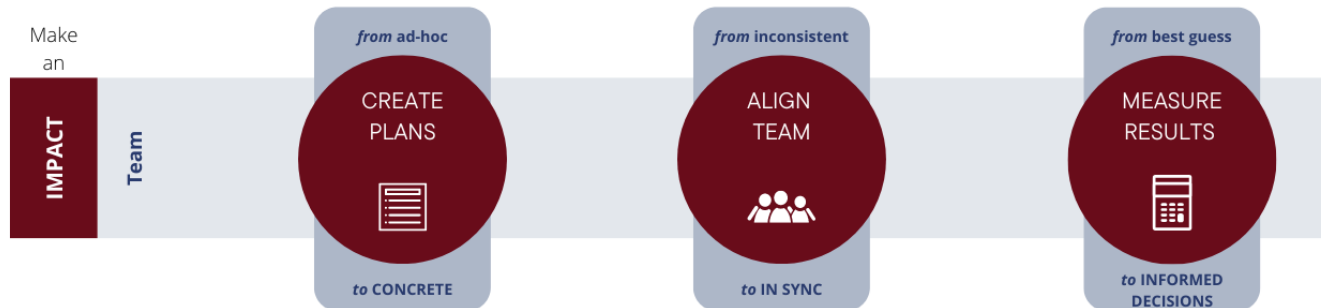
*How to
lead with confidence,
accelerate impact,
and deliver results
in a leadership role.*



AIM Programs



Coaching: Confident Leader Kickstart



Group Facilitation: Team Alignment Workshops



Enable Change

- Change Management Roadmap
- Leading Change Courses

Develop Leaders

- Succession Planning Roadmap
- Path to Promotion Coaching and Courses
- Leadership Courses

Confident Leader Kickstart Coaching



From being new and nervous to calm and confident in your leadership role. 12 weeks to kickstart your leadership legacy.

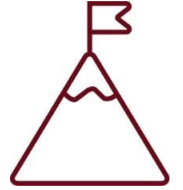
Summary of Outcomes

- Build Trust – develop trust and credibility with your new colleagues
- Establish Expectations – know their expectations and communicate yours
- Deliver the Right Results – choose the right priorities
- Lead with Confidence – to inspire growth in your people and organization

Invest in the Confident Leader Kickstart Program when taking on a new leadership role or when you want to re-focus your leadership approach.

What We Do	How We Do It
Stage 1 – Set Your Focus – use your time and energy in the right places <ul style="list-style-type: none">• Know your Why – Why this role? Why now? Why you?• Choose your Leadership Approach – assessment, values, style• Create your Goals – what, when, how, with whom	One-on-one Coaching <ul style="list-style-type: none">• Kickstart Coaching Sessions (60 mins X 6 sessions over 12 weeks)• Myers-Briggs® assessment debrief (30 mins)• Unlimited email exchanges and on-demand phone calls as needed Assessments and Conversation Guides <ul style="list-style-type: none">• Myers-Briggs® assessment, training video, and Personal Impact Report• Situation Assessment Discovery Guide• Talking Change: Must-Have Conversations for Successful Leaders Conversation Guides• Business Plan Review Question Key Tools and Resources <ul style="list-style-type: none">• Leader Kickstart Playbook• Goals and Actions Planner• The 5W+H Map (Who, What, Where, When, How, and Why)• Priority Planner Worksheet
Stage 2 – Assess the Situation – learn the players, the processes, and the plans <ul style="list-style-type: none">• Meet the Players – your team, your peers, your colleagues• Learn the Business – organizational objectives and business plans• Determine the Structure – reporting, meetings, support, decision making	
Stage 3 – Synthesize Ideas – generate options and identify priorities <ul style="list-style-type: none">• Capture all your Ideas – brainstorm and collate all you’ve learned• Develop Decision Criteria – list key factors to help make choices• Choose Priorities – outline results to be delivered	
Bonuses <ul style="list-style-type: none">• Building Your Brand as a Confident Leader: Video Series and Toolkit AND Paperback copies of Talking Change: Must-Have Conversations for Successful Leaders	

Team Alignment Facilitated Workshops



Align your team around common goals, behaviors, and expectations. Create plans to execute and measure the right results.

Summary of Outcomes

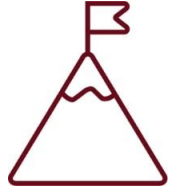
- Set Direction – define purpose and strategy and solve problems
- Innovate and Re-invent - Generate new ideas and solve problems
- Improve Decision Making – the right people make the right decisions
- Build Team Cohesion – improve team dynamics and create a high performing team

Bonuses

- Team copies of Talking Change: Must-Have Conversations for Successful Leaders
- Live Leadership Training Course – one topic of choice (e.g., Effective Communication, Influencing Skills, Coaching & Feedback)

What We Do	How We Do It
Stage 1 – Create Plans – to execute on your priorities <ul style="list-style-type: none">• Assess Situation – review current results, activities, environment, and plans• Develop Vision and Priorities – brainstorm desired results, agree on priorities• Assign Actions – identify actions, resources, and support to achieve goals	Facilitated Team Meetings and Assessments (in-person or virtual) <ol style="list-style-type: none">1. Build Team Cohesion (1 day meeting)<ul style="list-style-type: none">• Team assessment interviews and summary (prior to team meeting)• Myers-Briggs® assessment and reports to understand work preferences• SCOTT Team Index to uncover and address team dynamics2. Create Plans and Measure Results (1 – 2 day meeting)<ul style="list-style-type: none">• Business planning, SWOT analysis, and prioritization• Key performance indicators• Decision making and next steps One-on-one Coaching (Optional add-on) <ul style="list-style-type: none">• 1:1 coaching with team leader (and team members as needed)• Unlimited email exchanges and on-demand phone calls when needed Tools and Resources <ul style="list-style-type: none">• Decision Tree tool, Performance Consulting model, 'So What?' KPI worksheet
Stage 2 – Align the Team – to build common understanding and buy-in <ul style="list-style-type: none">• Player Assessment – identify skills and talents of team members• Team Assessment – assess current alignment to desired direction• Engagement Conversations – gain commitment to desired direction	
Stage 3 – Measure Results – to make the right decisions with the best information <ul style="list-style-type: none">• Identify Key Performance Indicators (KPI) – create scorecard• Develop Decision Processes – have the right people make the right decisions• Review Results – adjust course as needed based on results	

Enable Change: Change Management Roadmap



Consulting and support to plan and manage large-scale or everyday change. Implement change that sticks.

Summary of Outcomes

- Fast-track change implementations – with the right tools and processes
- Unstick stalled projects – engage the right stakeholders with the right messages
- Create structure and habits to sustain success – establish repeatable processes

Bonuses

- Team copies of Talking Change: Must-Have Conversations for Successful Leaders
- Teach Leading Change courses and/or provide access to on-demand courses

The AIM Change Management Roadmap

What We Do

How We Do It

Facilitate **Conversations**

- Change Management 101 workshop
- Change Management Audit
- Planning and Managing Change Conversations – Facilitation
- Engagement Conversations – Planning and/or Facilitation

Attend **Check-ins**

- Share templates and resources
- Review and provide feedback on documents and deliverables
- Attend and/or facilitate status meetings

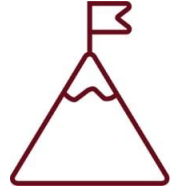
1:1 and Group **Coaching**

- Provide on-going coaching support for key project members, business leaders, and/or change instigators

Teach Signature **Courses**

- Change Foundations
- AIM Changer: Leading Yourself and Others through Change
- Leading Change for Project Managers

Enable Change: Leading Change Courses



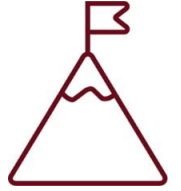
**Training Courses to equip people to embrace change and lead better. Based on the book
Talking Change: Must-Have Conversations for Successful Leaders**

Summary of Outcomes

- Change-Savvy Leaders – to lead everyday change
- Change management capabilities – to lead large-scale change
- Pivotal Conversations – to deal with resistance and build commitment

Course	Change Foundations	AIM Changer Leading Yourself and Others through Change	Leading Change for Project Managers
Audience	All Employees impacted by change	People Managers and Leaders	Project Managers and Project Team
Key Takeaways	<ul style="list-style-type: none">• Understanding of the impact of change on people• Understanding of the ABC Transition Roadmap™ model to gain commitment to change• Recognize and know how to address your own resistance	<ul style="list-style-type: none">• Understanding of the impact of change on people and how to address resistance• Prepare to lead change• Learn to confidently engage people in the right conversations to gain commitment to change	<ul style="list-style-type: none">• Understanding of the impact of change on people and why they resist• New perspective on planning and managing change projects• Practical tools and templates to immediately apply to your project
Delivery	Live virtual or in-person (3 hours) Recorded on-demand (1 hour)	Live in-person Four 3-hour modules	Live virtual or in-person (Three 3-hour modules) Recorded on-demand (4 – 6 hours)

Develop Leaders: Succession Planning Roadmap



Consulting and support to develop an in-house succession planning program to build your leadership pipeline.

Summary of Outcomes

- Succession Plan – to identify and fill key and critical roles
- Customizable competency map – to create common assessment approach
- Action plan – to improve succession planning with minimal resources

The Succession Planning Roadmap

Topic

Key Takeaways

Succession Planning

- Learn how to identify, track, and develop a leadership pipeline

Assessment

- Learn how to assess your current team to identify high potential team members
- Bonus: Access to the Path to Promotion customizable assessment tool

Training

- Learn how to determine key training topics for future leaders

Coaching

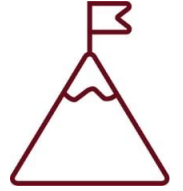
- Learn what and how to coach to develop future leaders

Delivery

Option 1: Taught as a live virtual or in-person 4-hour course – take away the tools and resources to develop and manage your own succession planning process

Option 2: Consulting and support to implement the Succession Planning Roadmap process in your organization

Develop Leaders: Path to Promotion (P2P) Coaching and Courses



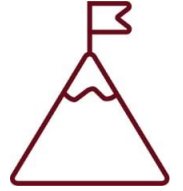
Training Courses and Coaching to prepare the next generation of leaders.

Summary of Outcomes

- Targeted skill development – to improve leadership readiness
- Promotion-ready candidates – to build a leadership pipeline
- Improved retention – to fill key and critical roles

Program	P2P: Accelerate Your Career	P2P: Promotion Candidate Cohort	P2P: One-to-One Coaching
Audience	High potential employees	Cohort: 6–12 months to promotion	Individual: 6–12 months to promotion
Key Takeaways	<ul style="list-style-type: none">• Identify your personal brand• Complete the Path to Promotion self-assessment to identify strengths and areas for development• Learn the AIM competencies needed to accelerate your career and develop a performance improvement action plan	<ul style="list-style-type: none">• Identify promotion expectations in your organization• Know your brand, strengths, and how you are measured• Build your team – develop people, coach, provide feedback, delegate• Develop your stories and prepare for interviews	<ul style="list-style-type: none">• 360° feedback interviews and summary• Development plan and targeted coaching sessions• Interview preparation
Delivery	Live virtual or in-person Four 3-hour modules, including group coaching	Live virtual or in-person Four 3-hour modules	1:1 Coaching 6 – 12 months

Develop Leaders: Leadership Courses



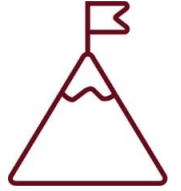
Training Courses to improve and embed leadership skills across the organization.

Summary of Outcomes

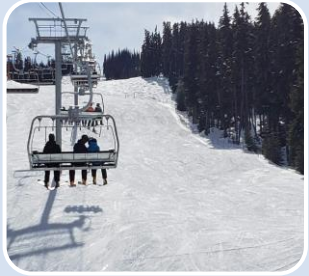
- Common leadership development approach – to consistently develop talent
- Expedited impact of new leaders – to increase retention and leadership success
- Cross-functional alignment – to improve team dynamics and connections across departments

Program	Leadership@	Leadership Skills	Conversational Leadership
Audience	New Leader Cohort	All Employees	New People Managers or Supervisors
Key Takeaways	<ul style="list-style-type: none">• Customized leadership development program aligned to organizational strategy, culture, and priorities• Focus on key AIM Leadership Competencies (Leading Self and Leading Teams)• Experiential learning using our Learn, Leverage, Lead™ model	<ul style="list-style-type: none">• Specific skill development training. Sample topics include:• Executive presence• Coaching and feedback• Facilitation skills• Effective communication• Influencing skills	<ul style="list-style-type: none">• Improve emotional intelligence• Confidently engage in difficult conversations• Leverage coaching skills to develop others• Provide feedback with the right impact
Delivery	Live virtual or in-person (Four 3-hour modules) Optional 1:1 Coaching add on	Live virtual or in-person 1 – 3 hours depending on course content	Live virtual or in-person 3 hours

AIM Leadership Competencies



The AIM Leadership Competencies form the basis of the Leadership Courses and Path to Promotion Assessment



Leading Self

Leading Work

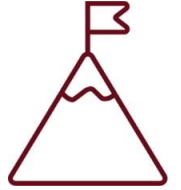
Leading
Teams

Leading
Connections

Leading
Conversations

Leading
Change

Action Impact Movement



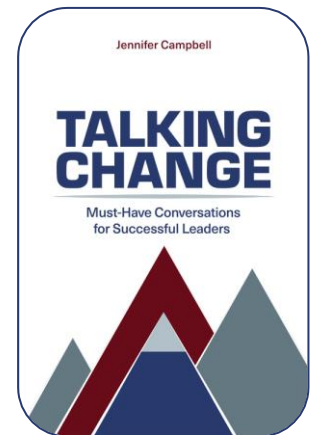
Jennifer Campbell is a certified coach, seasoned group facilitator, and author of the Amazon best-selling book – [Talking Change: Must-Have Conversations for Successful Leaders](#). Her work has made a positive impact on both company bottom lines and individual career success and satisfaction.

A versatile adviser to leaders and sought after 'thinking and execution' partner, clients seek her out to:

- Build leadership depth and implement change that sticks,
- Coach and train people to become resilient, change-savvy leaders who adapt, innovate, and inspire their teams and organizations to realize results,
- Facilitate conversations to improve team dynamics and engage and align teams around common goals, behaviors, and expectations, and
- Create structure, process, and habits to sustain success.

Jennifer holds a Bachelor of Commerce (Honours) from Queen's University and a Certificate in Adult Training and Development (OISE, University of Toronto). She is a certified Myers-Briggs® administrator and a Professional Certified Coach (PCC) through the International Coach Federation (ICF).

*Jennifer is an exceptional consultant and I would highly recommend her to anyone looking for executive coaching support; to develop and execute a key business strategy; or to design and deliver an impressive learning experience for any size group. ~
Director, Leadership Development – Kinross Gold*



Are you ready to Take AIM?

Let's connect!

jen@actionimpactmovement.com