

Action Impact Movement



Embrace change. Lead better. It all starts with a conversation.

Jennifer Campbell

www.actionimpactmovement.com

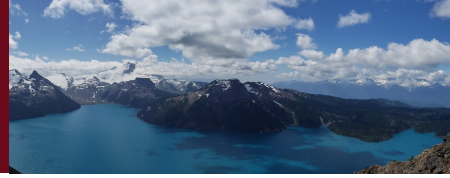


Action Impact Movement

Coaching. Facilitation. Leading Change.

Action Impact Movement

About AIM



Jen founded **Action Impact Movement** (AIM) to enable people and organizations to commit to action, make an impact, and create movement toward their desired results. She helps everyday leaders lead through everyday change. Learn more about Jen on page 14.

RESULTS

We **partner** with organizations to **build leadership depth** and implement **change that sticks**.

We **coach and train** people to become **resilient, change-savvy leaders** who adapt, innovate, and inspire their teams and organizations to realize better results faster.

We **facilitate** conversations to **improve team dynamics and engage and align teams** around common goals, behaviors, and expectations.

We create structure, process, and habits to **sustain success**. [Learn more about what we do.](#)

INSPIRATION TO LEAD SUCCESSFULLY

The Book – [Talking Change: Must-Have Conversations for Successful Leaders](#)

The Blog – [The Whistler Report](#)

The Podcasts – [Talking Change with Jen and Rebecca](#) and [Two Minutes of Talking Change](#)

The Resources – [Free resources from the book](#) and other [leadership resources](#)



Contact Information

Action Impact Movement (AIM)

[Jennifer Campbell](#)

phone: 416.460.3852

email: jen@actionimpactmovement.com

website: www.actionimpactmovement.com

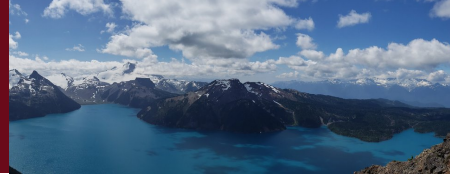


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Programs and Services Overview



LEADING CHANGE SERVICES

Coaching. Training. Facilitation. (page 4)
To plan and implement change that sticks.



LEADING CHANGE COURSES

AIM Changer: Embrace change. Lead better. – For people managers who lead teams through everyday change. (page 5)

Leading Change for Project Managers – For project managers and those who support change initiatives. (page 6)



PATH TO PROMOTION

Assessment. Coaching. Training. Succession Planning. (page 7)
To prepare candidates for promotion and create a pipeline of talented leaders.



LEADERSHIP DEVELOPMENT

Leadership Program – For emerging leader cohorts to develop bench strength and consistent leadership competencies. (page 9)

Leadership Skills – Stand-alone courses to target specific skill development. (page 10)



TEAM ALIGNMENT

Expert process facilitation and techniques to engage and align groups or teams around common goals, behaviours, and expectations. Customized approach and content to achieve desired outcomes. (page 13)

Leading Change

Leading Change Services Overview



Leading through Change programs and services are based on Jen's Amazon #1 best-selling book [Talking Change: Must-Have Conversations for Successful Leaders](#).

Coaching

ImpleMentor

[Change Instigators](#)

Coach instigators of change to plan, communicate, execute, and gain commitment to organizational and team changes. Assess and audit change plans, brainstorm ideas, and provide guidance.

Training

Leading Change

[AIM Changer](#)

For people managers: Prepare to lead teams through change – see program description on page 5.

Change Foundations

For individual contributors and managers: Learn the foundations of the people side of change, transition, and dealing with resistance.

Conversational Change

For change practitioners or change leaders: Add the right conversations and improved facilitation skills to your change toolkit.

Change for Project Mgrs

For project managers: Add change management best practices to project management methodologies for better results. See page 6.

Facilitation

Set Direction

Prepare and plan

Re-think, re-invent, or reset purpose and strategy, agree on goals and objectives, set priorities, develop measures & key performance indicators.

Navigate Change

Evaluate & review

Use content from Talking Change: Must-Have Conversations for Successful Leaders to interpret information, debrief change, review results, and decide on action.

Align Teams

Improve team function & output

Leverage expert facilitation practices to engage and align teams around common goals, behaviors, and expectations.

People Manager Training Program

AIM Changer: Embrace change. Lead better.



Who is this program for?

- This program is for people managers to help them engage their teams, deal with resistance, and build commitment and momentum to realize the benefits of change – through conversation.
- You may not have chosen the change but you are expected to implement it successfully in your team.
- AIM Changer is not about change management methodology and process – it's about building the skills to lead people through constant change and disruption.

“

The AIM Changer content is rich and has a practical focus to help lead teams through change. Jen is a dynamic facilitator with tons of experience and relevant examples that bring the content to life. – Managing Director, Global L&D Team, Professional Services Firm

Participant Results:

- Gain an understanding of the people dynamics during change – how and why people react to change and dealing with resistance
- Prepare to lead change by applying the ABC Transition Roadmap™ and Myers-Briggs® Type preferences to change situations
- Learn to confidently engage people in the right conversations to gain commitment and make change stick
- Build momentum and sustain the benefits of change



Logistics:

This program can be delivered virtually or in-person over two full days or split into half days. Each module is 3 hours.

Program Overview

1. The People Side of Change

- The people dynamics of change
- The ABC Transition Roadmap™
- Recognizing and addressing resistance to change

2. Prepare Yourself to Lead Change

- Personal change leadership style assessment (including a personalized Myers-Briggs® Type Indicator Impact Report)
- The impact of personality preferences and past experience when leading change
- Prepare yourself to lead change action plan

3. Key Conversations to Navigate Change

- Why conversations are needed
- Who needs to be involved in conversations
- What conversations will enable change
- Participate in the conversations to experience the impact

4. Gain Commitment to Change through Conversation

- How to facilitate effective conversations
- Choose and plan the right conversations to lead change
- Build an action plan to lead your team through change



Participants receive the book *Talking Change: Must-Have Conversations for Successful Leaders*, a comprehensive workbook, and a personalized Myers-Briggs® Impact Report.

Project Manager Training Program

Leading Change for Project Managers



Who is this program for?

- Project Managers – new or experienced
- People who manage projects or initiatives but don't have PM in their title
- People supporting change initiatives
- People who want to understand more about change management and how to apply best practices to help people do something more, better, or different and realize great results

“

Now I know who the right people are to have at the table and how to engage in meaningful conversations about change. I feel more prepared to guide the business to help them build their change management plans and for me to identify the risks of the change. – Senior Project Manager, Professional Services Firm

Participant Results:

- Understand the People Side of Change
- Be equipped with knowledge, skills, tools, and conversations to Plan and Manage Change
- Develop a change management plan for an active project
- Identify the Engagement Conversations needed to enable commitment to change
- Gain confidence to engage in the right change management planning conversations with business leaders



Online, Self-Directed Course:

Leading Change for Project Managers is also available as a [self-directed online course](#) in the [AIM Online Learning Portal](#).

Program Overview

1. The People Side of Change

- Change definitions
- The people dynamics of change
- The ABC Transition Roadmap™
- Recognizing and addressing resistance to change

2. Planning and Managing Change

- Key conversations to plan and manage change
- Best practices to implement change successfully
- The Change Management Planning Toolkit

3. Conversations to Enable Change

- Why conversations are needed
- Who needs to be involved in conversations
- Key engagement conversations to enable buy-in and commitment to change

Logistics:

This program can be delivered virtually or in-person over 1.5 days or split into half days. Each module is 2.5 – 3 hours.



Participants receive the book *Talking Change: Must-Have Conversations for Successful Leaders*, a comprehensive workbook, and access to more than 15 tools and templates.

Path to Promotion

Path to Promotion Services Overview



Structured coaching and training programs to prepare people for the promotion process and build leadership skills to succeed in a new role. Support for current organizational leaders to coach the next generation and manage their talent pipeline.

Coaching

Path to Promotion

High potentials preparing for leadership roles

Customizable Path to Promotion self-assessment based on the seven skills to accelerate your career in professional services, 360° feedback, performance observation, development plan, targeted coaching to prepare for the promotion process and leadership roles.

Training

Path to Promotion

Custom training for promotion candidates

Training program to prepare for the promotions and build leadership capacity to succeed in a new role. Elements include Path to Promotion self-assessment, training content aligned to organization's promotion process, and leadership preparation activities.

Leader Coach

Training for leaders to mentor & coach promotion candidates

Training for leaders to mentor, coach, and steward the next generation to advance their careers. Focus on coaching vs advice with a bit of 'been there done that' experience given at the right time.

Succession Planning

Competency Assessment

Identify common development needs

Customize the Path to Promotion self-assessment to align to organizational competencies (or leverage our model). Assess groups to identify common development areas to accelerate career growth.

Leadership Pipeline

Cultivate the next generation of leaders

Support to identify, track, and prepare the next generation of leaders in your organization. Fill critical roles. Build a leadership pipeline.

“

I've had executive coaches in the past and this was hands down a different experience with Jennifer. – Successful Partner Candidate, Professional Services Firm

Path to Promotion

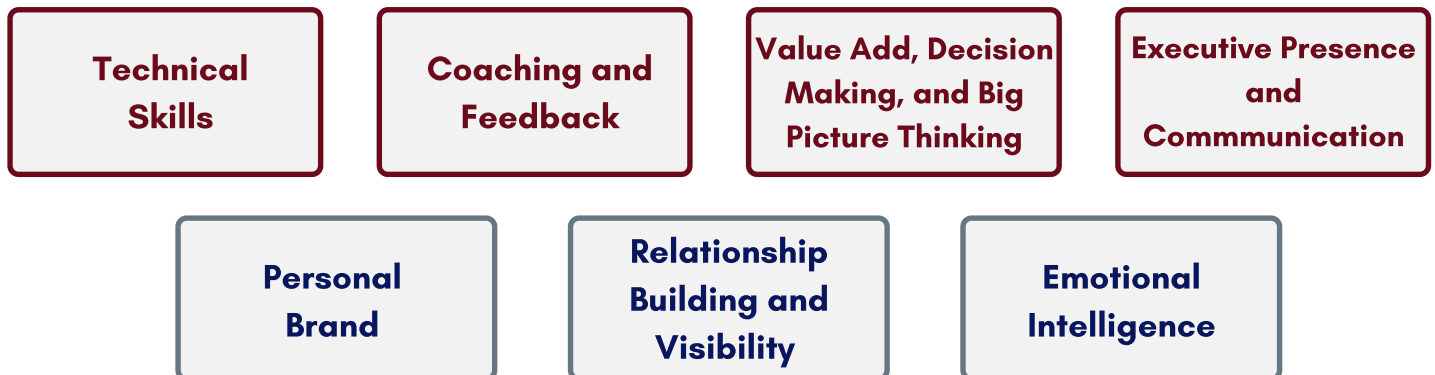
Path to Promotion Assessment



Seven Skills to Accelerate Your Career

- Seven most-commonly highlighted areas for development I compiled from hundreds of 360° feedback interviews completed while coaching promotion candidates (professional services managers, senior managers, and partners)
- 30 questions across seven categories
- Customizable to align to an organization's competencies and performance expectations (i.e., modify or add focus areas such as inclusion, equity, and diversity)
- Can use the same assessment at multiple levels to establish baseline skills, build development plans, and show improvement

Skills Categories



Assessment and Development Planning

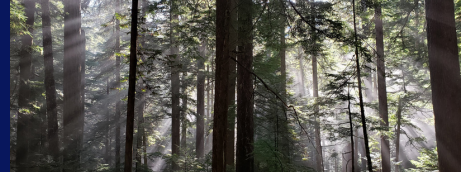
- Assess for consistency of skill demonstration (1) consistently demonstrate, (2) sometimes demonstrate, (3) rarely demonstrate
- Create development plans based lowest rated categories aligned to performance expectations

“

I very much appreciate you. While you definitely helped coach me through the promotion process that's ongoing, your feedback and conversations on many topics have truly helped me deal with what could have definitely been a mind-kerfuffle to deal with. I don't know how I could say thank you more, but on the topic of legacy, you have made your mark on me. – Successful Partner Candidate, Professional Services Firm

Leadership@ Program

Designed with your organization in mind.



Who is this program for?

- Emerging leader cohorts
- Leaders wanting to improve their self-awareness and team leadership skills
- Organizations wanting a consistent approach to embed common and effective leadership behaviours
- Organizations wanting to build connection and alignment across teams

“

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 of Leadership Development, Kinross Gold

Participant Results:

- Improved self-awareness and self-confidence
- Increased organizational awareness and decision making aligned to organizational goals
- Enhanced executive presence
- Networking and relationship building action plan
- Awareness of team dynamics and ability to align teams around common goals and objectives



Logistics:

This program can be delivered virtually or in-person over 2 days or split into half days.

Program Overview

1. Leading Self

- Myers-Briggs® Type Indicator assessment and debrief
- Being a student of the organization: Organizational awareness
- Intersection of self and organization: How your purpose aligns with that of the organization

2. Leading Teams

- Team dynamics: Influencing and inspiring to lead effectively
- Aligning teams around common goals and behaviours

3. Executive Presence

- Identify the key components of executive presence
- Self-assess your own executive presence
- Learn the do's and don'ts for improving your executive presence

4. Networking and Relationship Building

- Learn to network in a way that works for you
- The secret to building your book of business
- The must-do activities to maintain your relationships and grow your network

This is a custom program requiring input and support from the organization's leaders in order to provide the best learning experience for participants and greatest impact for the organization.

Leadership Skills Content

Popular Topics



Building Your Personal Brand

Do you know how people perceive you? Is it how you want to be perceived? Building your personal brand is about showcasing what makes you unique, being able to describe the added value you contribute to your colleagues and clients, and demonstrating those skills and behaviors consistently. Your brand is a combination of your expertise, your experience, your personality, and how you show up to work each day.

Learning objectives:

- Understand why your personal brand matters
 - Identify the key aspects of your personal brand
 - Become more comfortable talking about yourself and your brand
 - Learn how to use your personal brand to advance your career
-

Networking and Relationship Building

Building a strong book of business is imperative to advance within the firm – but where to start? Many people cringe when they think of networking – sweaty handshakes, mingling at large events, introducing yourself to strangers. There is another way! And in the current online world, many of those things aren't possible anyway.

Learning objectives:

- Learn how you can network in a way that works for you
 - The secret to building your book of business
 - The must-do activities to maintain your relationships and grow your network
-

Effective Communication

Do you know your preferred communication style? Do you change your communication style for different audiences? Do you know how your past experience or perceptions impact your listening? Do you actively listen during meetings? Effective communication can address many of the people issues you encounter at work.

Learning objectives:

- Identify your preferred style of communication and understand the communication styles of others
- Effectively communicate with different audiences
- Understand the impact of past experience and perception on listening and communication
- Employ active listening skills

Leadership Skills Content

Popular Topics (cont)



Coaching and Feedback

What is the best piece of feedback you have ever received? How did acting on it impact your career or life? The value of effective feedback is well-documented and many organizations are actively focused on building feedback and coaching into their culture. And as it turns out, both of these activities are fairly easy – so what gets in the way?

Learning objectives:

- Understand what holds us back from giving effective feedback and providing effective coaching
 - Learn three simple coaching questions to change the way you develop your people
 - Improve your approach to giving feedback
-

Emotional Intelligence

‘When I compared star performers with average ones in senior leadership positions, nearly 90% of the difference in their profiles was attributable to emotional intelligence factors rather than cognitive abilities.’ says Daniel Goleman, a leading authority on emotional intelligence (EQ). EQ is your ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges, and defuse conflict. And the best part is – you can learn and improve your EQ skills.

Learning objectives:

- Understand the impact of emotional intelligence in the workplace
 - Learn the key characteristics of someone with high emotional intelligence
 - Identify how you can increase your emotional intelligence and apply EQ effectively at work
-

Executive Presence

Do you have that ‘it factor’? That ‘je ne sais quoi’ that draws people in? The Center for Talent Innovation published a statistic that ‘Executive presence accounts for 26% of what it takes to get the next promotion.’ But what is executive presence and how do you get it?

Learning objectives:

- Identify the key components of executive presence
- Self-assess your own executive presence
- Learn the do’s and don’ts for improving your executive presence

Leadership Skills Content

Popular Topics (cont)



Prioritizing and Decision Making

Most people's to do lists are too long. Many people focus on day-to-day operational activities and never have time to get to the strategic activities that they know will move their business or career forward. Being able to prioritize effectively and make effective decisions have become key survival skills in today's busy world. Are you getting involved in decisions that your team should be able to make on their own? Are you working through your to do list but not feeling like you're making progress on the things that matter most?

Learning objectives:

- Rethink what decisions you need to make, what decisions can be made by others, and how to reset your decision making process
- Identify how to prioritize your work and to do list and make time for the things that matter most

Difficult Conversations

What makes a conversation difficult for you? Do you know how to approach challenging conversations to create the best outcome for all parties involved? Many people avoid crucial conversations because they don't know where to start or dislike engaging in conflict. This program outlines an approach for AIM Changing Conversations that will help learners take a deep breath, prepare, and dive in to get better results from any conversation.

Learning objectives:

- Understand what makes a conversation difficult
- Learn how to prepare for a difficult conversation
- Develop skills to use to improve the outcomes of difficult conversations

Myers-Briggs® Type Indicator (MBTI)

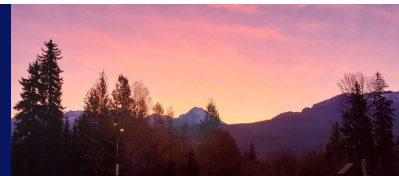
Do you know your preferred work style? Do you know why you approach work and life in a certain way? Are you organized? Introverted? A calculated decision maker? Completing the MBTI opens up a world of self-awareness information that helps you recognize your own preferences and those of your colleagues and teammates. The information will help you become a better people manager and leader.

Learning objectives:

- Complete the MBTI online assessment and review a personalized report
- Understand how individual preferences impact approaches to work and relationships
- Apply MBTI preferences to work situations to improve people management skills and team interactions

Team Alignment

Team Alignment Facilitation



Expert process facilitation and techniques to engage and align groups or teams around common goals, behaviours, and expectations. We customize the approach and content to achieve desired outcomes. Ideal for newly formed teams or teams going through change. [Learn more.](#)

Build Team Cohesion

Improve team performance

Leverage Myers-Briggs® Type and the SCOTT Team Index to understand working preferences and strengths of the team. Identify actions to improve team dynamics and performance.

Set Direction

Prepare and plan

Set purpose, vision & strategy, agree on goals and objectives, set priorities, develop measures & key performance indicators.

Innovate & Re-invent

Brainstorm and prioritize

Generate ideas, think outside the box, re-invent, and solve problems. Prioritize actions and execute.

Navigate Change

Evaluate and review

Use content from Talking Change: Must-Have Conversations for Successful Leaders to interpret information, debrief change, review results, decide on action.

Make Decisions

Improve decision-making

Engage in a 'Decision Tree' discussion to ensure decisions are being made by the right people and communicated at the right time.

Resolve Conflict

Appreciate new perspectives

Recognize the contributing factors, behaviours, and points of view causing conflict, then take action to change it.

“

Thanks so much for your leadership of the conversation today. Your listening and the thoughts, opportunities, and challenges you shared with the team were exemplary. – Municipality Utilities Group Manager

Jennifer Campbell

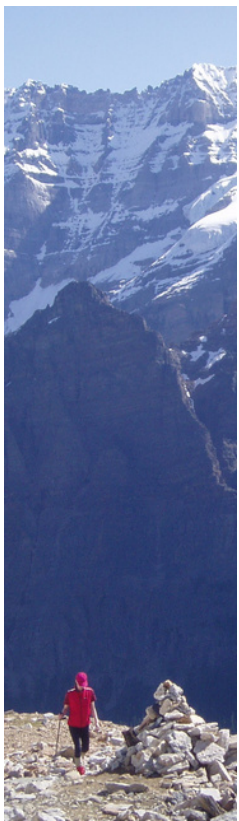
Bio



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Jennifer is a certified coach, seasoned group facilitator, and author of the Amazon #1 best-selling book - Talking Change: Must-Have Conversations for Successful Leaders. She has coached and facilitated at senior and staff levels in organizations for over 20 years and has seen many of her personal and group session outcomes make a difference to both company bottom lines and individual career success and satisfaction.



A sought after 'thinking and execution' partner, Jennifer is a versatile adviser to leaders with a practical approach to enabling change and aligning teams. She is a quick study and known for her contagious energy, ability to create a positive atmosphere, and desire to help connect the right people to create better solutions. She summarizes her wealth of experience into practical steps to help people improve their performance and lead change.

Jennifer holds a Bachelor of Commerce (Honours) from Queen's University, a certificate in adult training and development (Ontario Institute of Studies in Education, University of Toronto), and is certified to administer the Myers-Briggs® Type Indicator. She is a Certified Professional Co-Active Coach (CPCC) through the Coaches Training Institute.

“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 of Leadership Development, Kinross Gold

SELECTED CLIENTS



Jennifer Campbell

Selected Experience



LEADERSHIP COACHING

Jen has coached business leaders across North America. She has developed a proven approach to help people earn promotions, support leaders with new mandates, guide change implementations, and improve personal performance through:

- Leader and team assessments
- Individual coaching focused on defined goals
- Process enhancement recommendations using her Leader Checklist and ImpleMentor approach

I have had several coaches over the years, but none have proven to have Jennifer's ability and desire to move beyond personal coaching and into organizational change, to include insight on design and drive on execution and accountability, which has proven invaluable to me over the years.

*Practice Leader
Professional Services Firm*

TEAM FACILITATION AND LEADERSHIP TRAINING

As a seasoned facilitator Jen has designed and led interactive and impactful training and process facilitation sessions to:

- Develop strategic plans and identify business priorities
- Debrief and navigate organization change
- Work through conflict, make decisions, and assign accountability
- Develop leadership skills and build team morale

CHANGE MANAGEMENT

In 2020, Jen published the book Talking Change: Must-Have Conversations for Successful Leaders. Based on twenty years of leading change from the board room to the plant floor, she distilled her knowledge into a practical reference guide to lead the right conversations to create change in people and organizations. She uses this approach when working with clients to help their people adapt to and lead change and to transform their organizations.

Jen has worked in client-facing and internal roles with large and small organizations across North America including professional services, education, municipalities, health care manufacturing, mining, not-for-profit, tourism, and associations.