



The Courage Crusade's Courage To Lead Program

couragecrusade.com

What do organizations most struggle with?

In our recent company survey, the greatest professional development concerns are:

- **managing change**
- **young leaders**
- **being assertive**
- **team cohesiveness**

From my experience, **managing change is the all-encompassing challenge**, while the other 3 areas make change management possible.

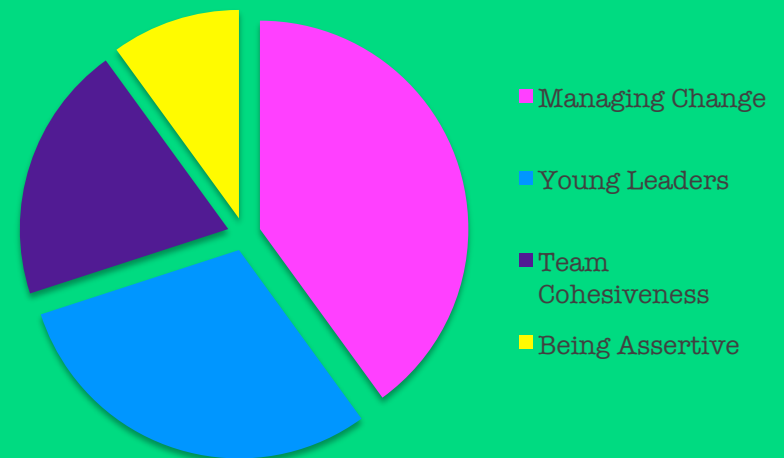
The issues that can result if unaddressed:

- departments working in silos
- conflict that gets acted out rather than talked out
- lack of trust between departments and especially towards senior management
- unmotivated and uninspired employees who do the bare minimum
- unwillingness to take risks and speak up
- leaders who micro-manage rather than delegate and empower their team

What Can I Do For You?

I help you take away those issues by significantly improving your team's assertiveness, leadership, and cohesiveness.

Greatest Professional Development Concerns

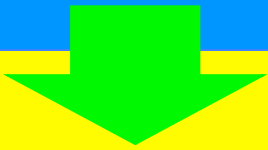
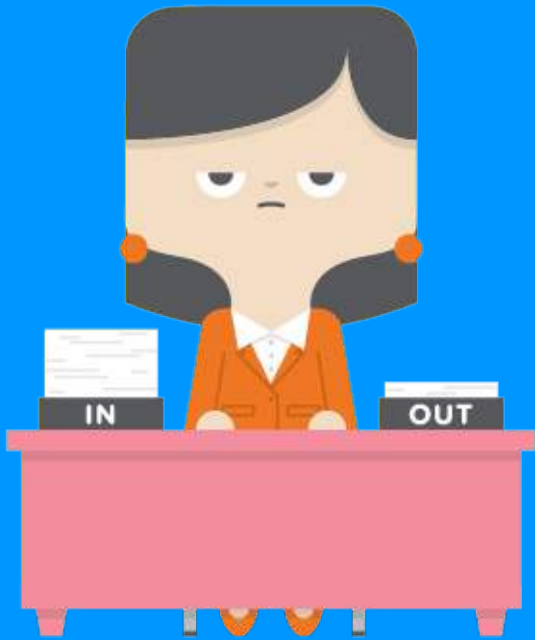


What Makes My Approach Unique?

Two key aspects define my approach. Firstly, I focus on the whole person, rather than just the “work” person, because the challenges we face in our personal life negatively impact our performance.

Secondly, I've seen that courage is the cornerstone to leadership and productive relationships. Therefore developing courage as a habit is at the core of everything I do.

Without courage, people fall victim to the following fears:



Fear of Failure

Challenges of...

managing yourself

- using your strengths
- knowing your gaps
- admitting when you're wrong or don't know
- asking for help
- daring to question the process
- staying big-picture focused
- balancing work and personal life

managing others

- having the patience to seek input (not just give answers)
- controlling your emotions
- turning negative conversations into positive ones
- learning to delegate
- acknowledging good work
- providing inspiration in the face of unknowns

Fear of Looking Incompetent

Fear of Not Being Respected

How would our relationship work?

#1

Step 1: The “fit” meeting

We meet to determine whether or not I’m a fit for your organization. I want to learn about the unique challenges you face so I can better understand your most urgent needs. I can then customize a program to get results. If I’m not the right person for your needs, I’ll recommend someone else who is.

#2

Step 2: The test drive (let your people decide)

Before you buy a car, you go for a test drive. I give a 45-minute talk to your staff to address their challenges, show that I understand them as a unique audience, and give them some “aha moments” so they understand the role they can play on the road to improvement. I leave them with tangible nuggets which they can start putting into practice immediately.

Assuming you’re open to the possibility of a larger, ongoing Professional Development (PD) program with me, If you purchase a copy of my book for each audience member, I offer this initial talk **at no charge** because I am so confident that you and your staff will see the value that I can bring long-term. We then survey your staff for their input, so they feel they have a say in their own professional development plans.

#3

Step 3: The bigger picture

Assuming you and your staff see the value that I can add long-term, I sit down with you to customize a larger, ongoing PD program. I have a number of products and services that address a variety of needs at different seniority levels, through 1-on-1 coaching, group workshops and online group coaching.

#4

Step 4: Program delivery

To make it risk-free for you I invite you to put me on a 3-month probation. If you’re not happy with the results by that point you can terminate the contract without penalty.

#5

Step 5: Mid-year check-in

What’s working? What could be going better? For this we would include your staff so they can once again have input and take ownership in their own development.



Testimonials

“ Billy’s infectious energy helped him connect quickly with our management team, at a time when we welcomed new insights in dealing with organizational change.”
- **Sharon Avery, Chief Development Officer, UNICEF**

“ Billy was our keynote speaker and the ripples from his dynamic presentation have resonated in the halls ever since. The challenge to be courageous was a timely message for our staff as we were experiencing unprecedented change in our organization.”
- **Anne McAllister, Manager, Georgian College**

“ I now listen better which allows me to see what’s important to my team. I ask more open-ended questions, getting them to think more and own their agenda.”
- **Giancarlo, Director of Support Services**

“ I have a better ability now to look at things from different perspectives. This helps me to not react right away, but rather to understand the impact of my own values and perceptions. I’m able to deal better with conflicts within my team.”
- **Kimberly, I.T. Manager, Ontario Shores Mental Health**

“ Billy’s out-of-the-box thinking engaged our audience and helped them understand Courage and its impact on leadership”
- **Christine Burych, Director, C.A.M.H.**

“ When I find myself looking for excuses or procrastinating, the first thing that comes to my mind is: what would Billy say to me? He had a huge impact in my life by helping me to realize that I’m the master of my own success.”
- **Solange Tuyishime, Miss United Nations**



It's all about a good fit!

About Me

My name is Billy Anderson and I'm an ACC Certified Coach, a Certified Career Consultant, a regular contributor to the Globe & Mail and author of *Your Comfort Zone is Killing You: Finding the Courage to be You*.

As the founder of *The Courage Crusade* we offer products and services that teach the discipline of overcoming fear. In other words, the discipline of **courage**, which is something I have exercised my entire life. From jumping out of airplanes to swimming with sharks, from building schools in the South Pacific to building leaders on Outward Bound expeditions, from managing a \$2 million advertising account to running a \$5 million fundraising department - I am a leading expert on courage and how to have more of it.

About You & Me

We love love working with businesses and business leaders that want their employees to have more courage. Companies that want employees to speak up, try new things, take a few calculated risks, be themselves, and be happy and fulfilled at work. We can help motivate your team to achieve those results.

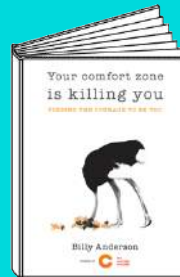
We ❤️
Courageous
Businesses



THANK YOU

**THE
GLOBE
AND
MAIL** 

As a regular columnist, you can read Billy's work in the *Careers* section.



Billy is also the author of *Your Comfort Zone is Killing You: Finding the Courage to Be You*



Learn more at:
couragecrusade.com