

S.P.A.R.K.

LEADERSHIP & COMMUNICATION TRAINING

A Program by:



WHY SHOULD I JOIN?

Do you want to grow your career? Become a more effective leader? Build a reputation as a respected authority figure and mentor? The S.P.A.R.K Leadership Incubator is hyper-focused on ONE thing: growing your leadership potential.

Discover powers of empathy you never knew you had. Learn how to ask the right questions to get the right answers. Nurture your team's passions and career ambitions and develop their skills, self-awareness, and attitudes to make them their best possible selves.



Build the **soft skills** that will change your life

Leadership isn't ordering people around; it's knowing how to bring out the best in people. But you can't do that without knowing **your own** strengths and weaknesses first.

In only 7 weeks, the S.P.A.R.K. Leadership Incubator will give you a LIFETIME of benefits. You'll develop the emotional intelligence and other soft skills necessary to be a positive and motivational influence on your co-workers, your friends and family, and above all, yourself.



Learn from **anywhere**

It doesn't matter whether you're from Markham or Milan—you'll still be able to participate in our live online workshops and get the most out of your S.P.A.R.K. experience as if you were right there in the room with your instructor. We provide you with all the learning materials you need as well as a recording of each class so that you can review your lessons at your leisure.



Build your **support network**

It doesn't have to be lonely at the top. Through this course, you'll meet other leaders who are experiencing the very same challenges as you. Bond with your coursemates, who can be sources of strength and support long after your time at S.P.A.R.K. is over.



Apply **now!**

See if you have what it takes to be a strong and effective leader! Fill out a short application form here, where we assess your experience and determine how we can best help you meet your career and personal development goals.

"Leadership training with Venned was one of the most valuable resources I've encountered in my career. Their team is knowledgeable, fun and empowering! I left their SPARK training feeling extremely confident in my leadership abilities going forward." – Matt D.



LOGISTICS

[See the upcoming cohort dates here!](#)

Location: LIVE weekly over Zoom

OVERVIEW & PURPOSE

Our hallmark S.P.A.R.K.® Program focuses on the five pillars that drive motivation, influence behaviour, and impact effective communication.

The accelerated S.P.A.R.K. Leadership Incubator is a collaborative, safe, and supported space for established and/or emerging leaders to come together for self-reflection, growth, and solution-oriented discussion.

Individually, we will sharpen the skills necessary to navigate professionally through your own organization, linearly or laterally. Leaders will strengthen soft skills such as assertiveness, problem-solving, conflict resolution, peer-to-peer coaching, networking, presentation skills, and self-awareness.

THE OBJECTIVES

1. Navigate and practice the mechanics of leadership (delegating, providing feedback, motivating a team).
2. Uncover the five key drivers of your behaviour, communication and motivation through TVG's proprietary S.P.A.R.K.® Assessment,
3. Gain tools and techniques to interact with and navigate diverse personalities, cultures, and opinions through identifying microcultures and existing mindsets.
4. Learn how to improve autonomy on your own team, and manage and measure expectations.
5. Expand your network with leaders from other industries, positions, and backgrounds.

"I thought it was one of the best trainings I have been a part of." – Brian A., Sales

Ready to apply? Let us know at connect@vennedgroup.com!

Need more info? Read on!

THE SYLLABUS

Module One - Security

- How does security, individually and collectively, influence culture and performance?
- Assumptions vs. perceptions – reframing the us vs. them mentality
- Working with 4 A's of Leadership & Communication
- S.P.A.R.K.® Assessment results:
 - **Resource Management - Strategy vs. Execution:** An individual's innate way of managing their resources (time, energy, skills, etc.) effectively.

Module Two - Praise

- The three main ways to praise and when to use each of them
- Non-verbal cues (in-person and virtual) and their impact on both praise and feedback
- S.P.A.R.K.® Assessment Review:
 - **Feedback Responsiveness:** An individual's ability to accept and act on constructive feedback given to them by others.
- EQ Management Homework

Module Three – Constructive Feedback

- Receiving feedback (with our S.P.A.R.K.® Assessment results in mind)
- How to offer constructive feedback so it motivates vs. deflates
- Tools for providing informal feedback (i.e. difficult conversation techniques)
- Setting & managing expectations with feedback

Module Four - Acknowledgment

- Understanding the difference between praise and acknowledgment
- Incentivizing and motivating individuals vs. teams
- Reestablishing expectations based on key motivators
- S.P.A.R.K.® Assessment Review:
 - **Motivation for Excellence:** An individual's internal and external drive to achieve success and exceed expectations.

Module Five - Respect

- Breaking down and analyzing individual microcultures
- Boundaries in Leadership - how to set them and how to respect them
- Individual values exercise - how to drive motivation with values in mind
- Fostering ambassadorship organically at your organization
- S.P.A.R.K.® Assessment Review:
 - **Collaborative Willingness:** An individual's willingness and inclination to work with others and contribute to team efforts.

Module Six - Knowledge

- How to effectively transfer knowledge to your team members
- Tips for running efficient and effective meetings
- Practice: effective delegation
- S.P.A.R.K.® Assessment Review:
 - **Communication Styles:** An individual's way of communicating their thoughts, ideas, and feelings.

Module Seven – Quiz & Wrap-Up Celebration

- Knowledge assessment of concepts learned
- Team case study completion
- Final Q&A
- Certificate Presentation
- Celebration!

PROGRAM STRUCTURE

Over the course of **7 weeks**, S.P.A.R.K. Leadership Incubator leaders will receive:

- ✓ Weekly 2hr live virtual team training sessions (7 weeks x 2hrs)
- ✓ One 15-minute introductory call per participant with a facilitator prior to the start of the course
- ✓ Full access to The Venned Group Community and to a member of The Venned Group team via email or community chat during standard business hours
- ✓ A SPARK Leadership Incubator Certificate of Completion
- ✓ Networking opportunities with peers and beyond
- ✓ Participants must complete the S.P.A.R.K.® Conative Assessment, along with a final knowledge assessment to receive their certificate

"The training is set up perfectly to build on each skill set taught. Highly recommended!" - Rob B.

Ready to join? Get in touch, connect@vennedgroup.com!