



HUMAN SCAFFOLD

Building human connections for exceptional results

Leadership Synergy Accreditation Program:

Building Proactive, Enterprising Leaders

Prepared for:
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Building *Proactive, Enterprising* Leaders

The Leadership Synergy Program will help the AdPharm Account Executives to be:

- **A Strategic Partner:** They think beyond the immediate task and aim to contribute to the client's broader goals.
- **Solutions-Oriented:** They take ownership of challenges and find creative ways to address them.
- **Confident and Collaborative:** They assertively share ideas while building strong, trust-based relationships with clients and colleagues.
- **Action-Driven Visionary:** They act decisively and inspire others with their ability to turn ideas into results.

What You'll Gain: Account Executives with the confidence to engage, innovate, and lead client conversations.

The Human Scaffold Method:

Practical Learning for Real-Life Growth

Here's what you can expect:

- **Pre-Read Videos:** Introducing concepts for shared learning.
- **Interactive Workshops:** Engaging sessions tailored to develop trust, communication, and leadership skills.
- **Reflection & Feedback:** Opportunities for mutual growth and understanding.
- **Actionable Frameworks:** Practical tools to align team goals and improve clinic operations.
- **Post-Workshop Support:** Continued engagement to sustain momentum and evaluate progress.

Program Deliverables: Provides a structured and supportive approach to develop leadership skills and drive meaningful team improvements.

Workshop Content and Frameworks: *Overview*

Tools for Leadership Growth and Team Empowerment:

- **Understanding Self & Others:** Build trust and morale with the REPN concept.
- **DISTILL Framework:** Master respectful candor for improved team alignment.
- **CBCF Framework:** Foster authentic connections and shared accountability.
- **Rooms of Change:** Strengthen resilience and adaptability during transitions.
- **Discomfortable Meter:** Embrace challenges to sustain growth and momentum.

Impact for the AdPharm – This program empowers Account Executives to drive team collaboration, implement effective solutions and measurable operational improvements.



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WORKSHOP TOPICS

- ➔ Understanding interpersonal dynamics
- ➔ Respectful Candor to enhance client communication
- ➔ Creating a framework for effective feedback
- ➔ Exploring approaches to navigating change
- ➔ Embracing discomfort to embrace growth

Understanding Self & Others:

learn the art of “behavioural flexcellence”

Take your team’s skills to new heights with the practical application of the **REPN concept**.



The REPN concept will help you, the Leader, to:

- clarify intentions to reduce misunderstandings and build trust;
- effectively address team concerns and perspectives;
- recognize contributions to boost morale and motivation.



The REPN concept will help your team:

- create a close-knit group working productively;
- build an excellent reputation and welcoming environment;
- respect leadership and stay motivated by it.



What you will receive:

- a personalized PDA review for every team member;
- empowerment of leadership potential beyond the workshop.

DISTILL Your Communication:

‘we can work it out’ with respectful candor

Utilize the **DISTILL framework** to practice “respectful candor” for better patient outcomes.



The DISTILL framework will help you, the Leader, to:

- reduce misunderstandings through clear, respectful communication
- enhance team alignment with goals and expectations.
- promote proactive problem-solving, easing leadership decision-making.



The DISTILL framework will help your team:

- reduces misunderstandings, creating a smoother, stress-free workflow;
- increases efficiency, freeing time for meaningful tasks;
- enhances collaboration, making work more enjoyable and productive.



What you will receive:

- a shared framework that fosters clarity and alignment for all;
- a practical visual framework with worksheets to apply and internalize.

Designing Collaborative Pathways with CBCF:

get by with a little help from your colleagues

Use the **CBCF framework** to connect with every team member authentically.



The CBCF framework will help you, the Leader, to:

- promoting shared team responsibility and accountability;
- aligning efforts by prioritizing tasks and focusing on impact;
- building a culture of respect, trust, and continuous improvement.



The CBCF framework will help your team:

- appreciate unique contributions and understand diverse team perspectives;
- encourage open sharing of thoughts and concerns;
- demonstrate commitment to growth and continuous improvement.



What you will receive:

- a fillable CBCF framework to establish personalized team collaboration strategies.
- opportunities to practice scenarios to confidently apply CBCF to all profiles.

Creating the Environment for Change:

turn and face the strange... ch-ch-ch-ch-changes

Drive your clinic's success by applying **Four Rooms of Change** for sanguinity.

The Four Rooms of Change will help you, the Leader, to:

- Build resilient teams to thrive during challenges;
- Foster adaptability for innovation in changing environments;
- Align efforts for faster, improved results.

The Four Rooms of Change will help your team:

- adapt effectively to change for personal growth;
- Communicate better and strengthen team collaboration;
- Minimize stress and foster workplace harmony.

What you will receive:

- practical tools to boost optimism, enhance adaptability, and strengthen relationships.

Embrace Challenges to Sustain Momentum:

how to become 'Discomfortably Numb'

Keep the momentum after launching new initiatives using the **Discomfortable Meter**.



The Discomfortable Meter will help you, the Leader, to:

- adopting a "sanguine mindset" where challenges are seen as opportunities rather than threats,
- enabling your team to handle stress and setbacks more effectively,
- acknowledging and supporting each other by leaning on the cohesive team environment you've created.



The Discomfortable Meter will help your team:

- establishing clear, achievable goals to help them understand the purpose behind the change,
- creating an environment where team members feel comfortable discussing their discomfort and challenges,
- demonstrating your willingness to embrace discomfort to set a positive example for the team.



What you will receive:

- You will gain a thorough understanding of the **Discomfortable Meter**, which will help you identify how to coach each team member to maintain change momentum.



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DELIVERABLES & FINANCIALS



LEADERSHIP SYNERGY PROGRAM: *Deliverables*

DELIVERABLES

1. Amy & Mike align on workshop content that will capture the group's needs.
2. Creation of tailored pre-read video(s) that provide context to each workshop.
3. Preparation of workshops, including input gathered.
4. Delivery of interactive, in-person workshop(s).
5. Follow-up of each workshop with participants & leader (Amy), as appropriate.
6. Share key insights with Brian & Amy with actionable next steps.



WORKSHOP DELIVERABLES: *what you can expect*

Every workshop is structured in the following format:

Tailored Pre-read videos

- It introduces topics for discussion that allow for “mental fermentation.”

Fully-interactive workshop

- Designed to apply the concept through relevant scenarios.

Reflection & Discussion

- Opportunity for participants to learn from and with each other.

Additional benefits...

- Pre and/or post-workshop anonymous feedback survey of participants (at the discretion of the organizer).
- Email, phone, Teams/Zoom interactions with Mike throughout the entire planning process.
- Review of slides and scenarios with the organizer(s) before the workshop.
- Opportunity for the organizer to provide input throughout the process.



Phase I: *timelines, deliverables & financials*

DELIVERABLES: *Understanding Self & Others (PDA Reports)*

TIMELINES

Month 1: Complete & prepare PDA reports.

Month 2: Prepare tailored, individual PDA ReportGuides & eview PDA reports in 1:1 meetings with each participant to review each report individually.

Throughout: Connection with Mike via text, email, phone.

FINANCIALS

- PDA Reports:
 - 6 ppl x \$500
 - **Total: \$3000^{+HST}**

FINANCIALS

- Prep of ReportGuide & 1:1 review:
 - 6 ppl @ 4 hours each
 - **Total: \$3000^{+HST}**

PHASE I FINANCIALS

Total: \$6,000^{+HST}

- Includes travel to and from the meeting (in GTA).

Note: 50% paid up-front upon the start of the project, remainder paid upon completion.



Phase II: *timelines, deliverables & financials*

DELIVERABLES: *full-day retreat & half-day workshop*

TIMELINES

Month 1: Full-day retreat

Month 2: Half-day workshop

Throughout: Connection with Mike via text, email, phone.

FINANCIALS

One Full-Day Retreat: **\$4200^{+HST}**

- 8 hours delivery
- 2 hours travel
- 15 hours prep
- + workshop materials & travel

FINANCIALS

One Half-Day Retreat: **\$2800^{+HST}**

- 4 hours delivery
- 2 hours travel
- 10 hours prep
- + workshop materials & travel

PHASE II FINANCIALS

Total: \$7,000^{+HST}

- Includes travel to and from the meeting (in GTA).

Note: 50% paid up-front upon the start of the project, remainder paid upon completion.



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