

Leadership from the Inside Out

WHO YOU ARE IS HOW YOU LEAD

Your drive to always improve got you to where you are. As a leader your job is to encourage that same enthusiasm from your team while you keep pushing your own boundaries. But there are times when you feel stuck - your team isn't responding, or options elude you. You may take too many risks - or too few. You have too many conflicts, or too few honest engagements. You and your team are operating at less than full capacity. To leave a lasting mark and a positive impact you need the kind of culture that fosters competence, creativity, and connection. High performing leaders look inward to gain self awareness to lead forward and create the future.

WHAT PEOPLE SAY?

'THIS PROGRAM CHANGES LIVES'

Our method incorporates the positive psychology Transactional Analysis to give leaders the insight to understand people that allows them to excel in their role and lead their organizations to their highest potential. Unlike any other, the program offers both a breadth of application, and depth of a bona fide psychological model that describes all things human in an organization. You will gain insight into yourself and others that gives you the secret sauce to take up your leadership role in a whole new way. You leave with so much more than just a toolbox of tactics to apply to corporate operations. You also become more fully your authentic self as you integrate your new awareness of yourself and others with business excellence. You will excel because you have new attitudes and skills to communicate, collaborate,

build relationships, problem-solve creatively, and make better decisions. You will wake up to endless possibilities for creating your very best life for yourself and for others - at work and at home.

Modules

Roadmap: Autonomy, Authenticity, Competence - This program is personal and professional development for leaders and teams, designed and presented by qualified and experienced business leaders with a psychological background skilled in developing people *and* organizations. The first module of two days gives the big picture of what it takes to integrate who you are a person with what is required in your leadership role. Research by HBR, Kellogg's, and others report \$50 billion annually spent on traditional leadership programs are not resulting in better performing organizations because they lack in depth personal development of the leader. This module introduces a psychological element to how to make effective agreements, how to deliver meaningful recognition and validation and a concept that describes the four 'windows on the world' that clouds how you see yourself, others, and the your future.

"The past affects people - some let it decide who they are - while others make it part of what they will do." Eric Berne, founder of Transactional Analysis.

15 hours: over an initial two days, teaching three concepts of Transactional Analysis for leaders, teams, and organizations.

Transform Your Beliefs - De-stress your life by recognizing lifelong patterns of assumptions about yourself and others. They are barriers to becoming a potent change maker. This module teaches you how to shift your mindset. Learn and release some of the compulsive ways we engage in work and with people and return to balance and ease that enhances performance.

7.5 hours: teaching an additional 3 concepts of Transactional Analysis for leaders, teams, and organizations.

Impactful Communication - Learn how to talk so people will listen and how to listen so people will talk. It's all about communication and influence, the currency of today's leader.



7.5 hours: training in an additional 8 concepts of Transactional Analysis for leaders, teams, and organizations.

Gold Under the Surface - Communication, beliefs, behaviors, and their psychological drivers. How to be both at ease and at your best.

7.5 hours: training an additional 5 concepts of Transactional Analysis for leaders, teams, and organizations.

Ending the Psychological Game - Identify the destructive “games people play” and discover an alternative that builds connection and fosters collaboration. These are the human behaviors that destroys culture and costs billions in Canadian productivity.

7.5 hours: of training an additional 4 concepts of Transactional Analysis for leaders, teams, and organizations.

Personality Adaptations part one – Coach Yourself and Others. When stressed, we over-adapt to our environments in ways that compromise clear thinking and interfere with achieving goals. We teach you how to combat this behaviour.

7.5 hours: of training in Survival Personality Adaptations from Transactional Analysis for leaders, teams, and organizations. A model NASSA adopted for their astronaut training and now to Canadian leaders. Applying this knowledge is worth billions.

Personality Adaptations part one continued– The Unconscious Sabotage of Success. To change how you lead, you must discover and discard the limiting storyline you tell yourself about your value and worth that causes dysfunctions within you (anxiety, depression, addiction, dishonesty) and between people.

7.5 hours: Performing Personality Adaptations from Transactional Analysis for leaders, teams, and organizations. A continuation of the previous model and applied to a leader's coaching role.

Reality Blindness and the Cure - We block awareness in many ways and for many reasons. Recognizing blind spots is priceless. We don't know we have a blind spot, so we have to commit to a process to look for them. There are levels and degrees of blindness discussed and how to see reality and make sound decisions in daily life and in times of crisis.

7.5 hours: of training in how leaders are blind to information, and what to do about it through a large and complex model from Transactional Analysis for leaders, teams, and organizations.

Putting it All Together - Integrate all the concepts by adding a deeper level of complexity that allows for sustained learning over a lifetime.

7.5 hours: teaching an integrated and wholistic view of human behavior and the unseen driving forces determining our lives. Leaders need more than a superficial view of the complexity of people, team dynamics, and systems. They leave with an action plan.

Cohort 18, 2024 September 16 & 17, 2024 ~ October 16 ~ November 12 ~ December 13 ~ January 10 ~ February 6 ~ March 18 ~ April 24 ~ May 16, 2025.

Cohort 19, 2024 September 26 & 27, 2024 ~ October 24 ~ November 18 ~ December 12 ~ January 9 ~ February 7 ~ March 21 ~ April 25 ~ May 13, 2025.

WHAT WILL YOU GAIN FROM THIS EXPERIENCE?

- The confidence to be a modern leader who co-creates success with individuals and teams. **Business success.**
- Being a timely and responsible decision-maker who acknowledges fear so it can be used to create clarity and confidence. **Better decisions.**
- Clear thinking and emotional resilience in stressful circumstances. **Options when feeling uncertain.**
- The path to excellence is compromised by the tyranny of perfectionism. **Ease within while achieving the goal of excellence.**
- A powerful model of communication - you will own the formula and know all the ways to apply it. **Influence., alignment, trust.**



- A deep and enduring sense of your value and worth that affects growth and change in all your roles at work and in life. **An OK sense of self, respectful workplaces.**
- Renewed enthusiasm for your role and the opportunities your unleashed curiosity generates. **Opportunity.**
- A powerful and unique set of **Skills** particularly suited for creating satisfaction in all aspects of your leadership and your life.

HARNESS YOUR PERSONAL POWER

PROGRAM FORMAT: 75 HOURS TRAINING EACH OF TEN DAYS, SPREAD OVER 10 – 11 MONTHS OF GROUP TRAINING SESSIONS. PLUS, WEEKLY NO COST PEER PARTNER COACHING SESSIONS

VALIDATED PSYCHOMETRIC TEST FOR UNDERSTANDING THE PREDICTABLE WAYS PEOPLE'S CLEAR THINKING, EMOTIONAL INTELLIGENCE, GOAL DIRECTED BEHAVIORS ARE COMPROMISED UNDER STRESS.

A 300 PAGE BINDER OF DETAILED MATERIAL FOR EACH MODULE, WRITTEN BY SPECIFICALLY FOR THIS PROGRAM. AND USED AS AN AFTER PROGRAM REFERENCE.

YOUR PERSONAL GUIDE TO YOUR HIGHEST SUCCESS LORNA JOHNSTON MBA, CTA (O), CTA (P), TSTA

Founder and CEO of The Change Institute, Lorna Johnston helps leaders take up their role with confidence and clarity on what it means to be a leader with who they are as a person. She teaches ways to move forward in how to lead the business with first understanding the inner motivations of themselves and other people responsible for executing the vision. Leadership is a people skill.

When Lorna facilitates, leaders change, and organizations prosper. They create options to drive their vision forward with ease, unstuck from limiting beliefs. Her clients have created thriving organizational cultures where people's contributions are valued, and conversations are honest and open in ways that serve the purpose and vision. She has experience working in different cultures around the world and creates the kind of safety where people dare to care, unleashing creativity and curiosity.

Lorna is among a handful of change agents in the world trained in organizational Transactional Analysis (CTA-O) and psychotherapeutic Transactional Analysis (CTA-P). She integrates business acumen with the positive psychology of Transactional Analysis to create beneficial change for individuals, teams, systems, and the bottom line.

For over 25 years, Lorna has transformed business leaders across Europe, India, Jamaica, Russia, and Canada. She guides them to look inside as the route to becoming potent leaders who create truly outstanding organizations because everyone's talent is unleashed for the greater good.

As a TEC Canada Master Chair, she coaches and facilitates an executive peer group of Presidents, CEO's and Owners to grow their business and their leadership by bringing the breadth and depth of her background and skills to her group members. Lorna helps all leaders develop a sustainable competitive edge by unleashing their innate capacity to work with focus, understand and influence people with all their diversity, and change often.