



Bold leadership drives meaningful change

DISCOVER OUR SERVICE OFFERINGS



brave birds
BOLD LEADERSHIP

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Tracy has brought a wealth of experience, wisdom, and vision to our organization. She has elevated the organization's credibility and visibility in many ways. Including working with the Board to create a relevant and meaningful five-year strategic plan, communication plan as well as facilitate many staff team building events including individual coaching. Simply put AFCC would not be the success it is today without Tracy.

**Shane Gauthier,
CEO Aboriginal Friendship
Centre of Calgary**





brave birds
BOLD LEADERSHIP

Welcome to Brave Birds

I'm Tracy Balash, founder of Brave Birds and passionate destroyer of toxic workplaces.

My career provided me with a rich and diverse background. I've crossed paths with remarkable people, explored opportunities, failed occasionally and succeeded often. I have served in the communications offices of two Alberta Premiers, led the former Public Affairs Bureau and held several senior positions within the Alberta Public Service.

Throughout my career, I've found working with individuals and teams to achieve new levels of awareness and ability gives me the greatest joy. Most employees are excited by these mental shifts and want to contribute their learnings toward a healthy and safe workplace, but their continued growth needs to be nurtured and reinforced by bold leadership.

When I say bold, I don't mean bold business decisions. Executives do that every day. I'm talking about having the courage to pay as much attention to organizational health as is paid to the business bottom line. This isn't fluff. Creating an organizational culture where leadership and the work force rally around a common strategy is hard work, but it pays off through higher morale, lower turnover, greater innovation and increased productivity.

Brave Birds Studio has a proven process to build bold leadership teams and coach individuals to use cohesion, clarity, and communication to create healthy organizations.

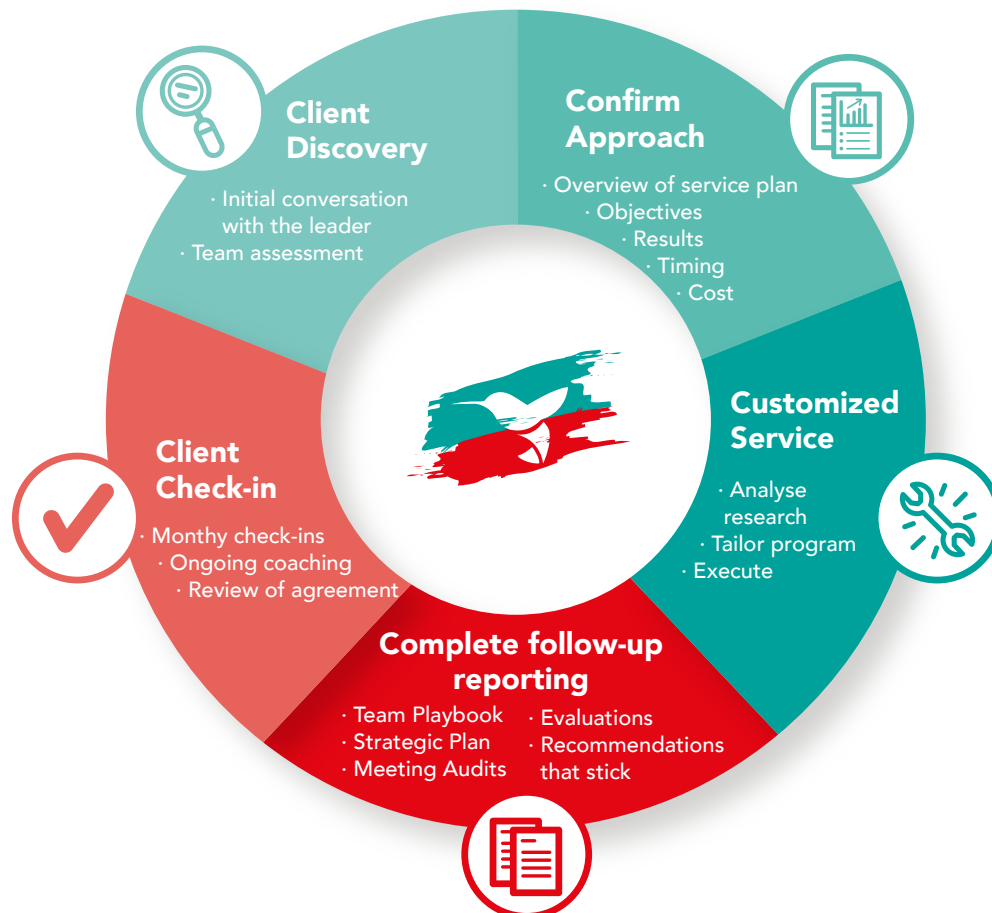
If you're ready to make some bold moves and bring big, healthy change to your organization, we'd love to help.

Tracy Balash
Founder, Brave Birds

How We Work

Passionate about investing in executives, teams and workplaces committed to a new way of working, founder Tracy and partner Ayako have spent hundreds of hours digging in to what truly creates transformative change for business. As they hunted for that silver bullet, they realized that true sustainable growth came from a commitment to ending toxic environments.

The Brave Birds philosophy is to approach client engagements with honour, humility and humour. With a pledge to listen, agitate, acknowledge and story-tell, the team works with organizations to facilitate a mental shift that compels clients to achieve new levels of awareness and ability. The results of Brave Bird's service offerings are greater personal and professional fulfillment, cohesive teams, improved productivity, useful meetings and engaged employees.



Service Offerings

Bold Leadership Service Offering

Team Building Services

Business Coaching Services

Change **Resiliency Training**



Bold Leadership

Uncertainty results in fear and paralysis in organizations. Employees thrive on clarity and guidance from a unified leadership team. Strong leaders provide clarity which builds trust and morale, and organizations that have a high level of trust are more productive and innovative.

In partnership with Organizational Health Practitioner, Ayako Ohtake, Bold Leadership will give leaders the tools to eliminate politics and confusion from the workplace. The result is higher productivity, morale soars and good employees stay. Based on best-selling author, Patrick Lencioni's 4 Disciplines, Ayako and Tracy offer facilitated sessions on the 4 Disciplines with their own stamp of teambuilding, coaching and storytelling.

The Advantage - 4 Disciplines*

Discipline 1: Build a Cohesive Leadership Team

– Rooting out dysfunctions of a team and turning your leadership team into a functioning, cohesive unit.

Discipline 2: Create Clarity – Leadership needs to be crystal clear about its purpose and priorities. Alignment around the answers to six key questions creates clarity.

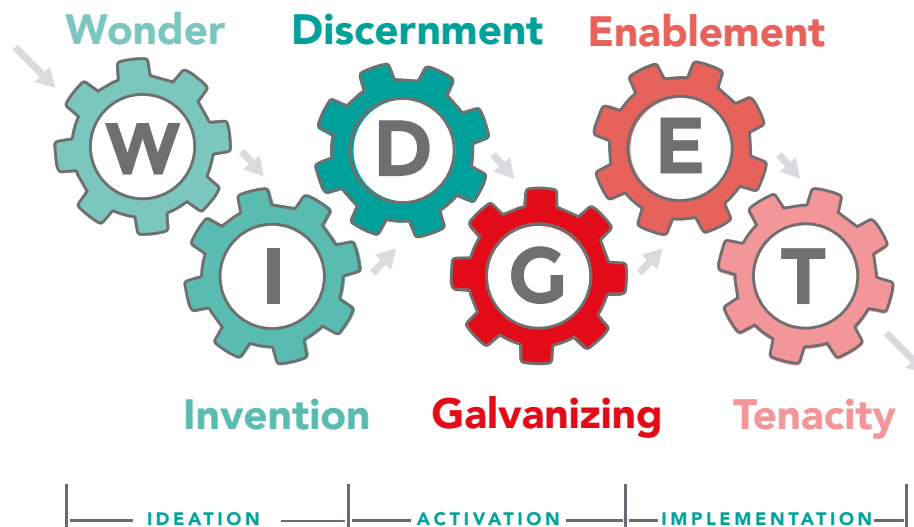
Discipline 3: Over-communicate Clarity – Once leadership has achieved Disciplines 1 and 2, over-communicate the messages to employees and entrench the clarity within the organization's culture.

Discipline 4: Reinforce Clarity – Reinforce clarity with the organization through different modes of communication, running effective meetings, and through your hiring and performance practices.

*The Table Group, A Patrick Lencioni Company

The Six Types of Working Genius

This interactive workshop provides a fast paced, engaging approach to identifying a team's gifts and limitations so they can maximize their potential and organize for success.



The Session

This session is designed to help individuals and teams understand their working genius to improve personal quality of life, teamwork and results

- 2 hours
- Participants leave with an action plan

Objectives

There are two fundamental ways that a team can be transformed by using The Six Types of Working Genius

- Increase productivity and morale by maximizing the time spent in areas of genius and minimizing the time spent in areas of frustration

- Significantly increase the likelihood of success by ensuring that the team has filled all six of the geniuses required to get something done.

Content and Approach

By using The Six Types of Working Genius, a team can identify, discuss and address serious individual and collective problems in less than 2 hours

- Complete the online assessment
- Review and share results
- Map out and discuss results and their implications as a team
- Identify any adjustments and perhaps reorganize roles to allow people to better utilize their areas of genius

Conquer The Five Dysfunctions of a Team

CREATE TEAM ALIGNMENT AND COHESION

A fast paced, engaging workshop to creating high-performing teams.

THE MODEL



The Session

Teamwork remains the ultimate competitive advantage, both because it is so powerful and so rare. This session will help your leaders understand what makes effective teams, and provide them with numerous tangible actions that can be implemented with their teams the very next day.

- 2-3 hours
- Our participants leave with an action plan
- For intact teams and/or team leaders

Objectives

Based on the models developed by New York Times Best Selling Author Patrick Lencioni, participants will work on:

- Avoiding the obstacles to high performance that all teams face
- Increasing levels of trust within the team

- Increasing transparency and productive debate
- Increasing clarity around goals and desired team behaviors
- Understanding the four disciplines that support healthy cultures

Content and Approach

In addition to interactive exercises participants will also have the opportunity to:

Fill out and debrief a team assessment to identify current strengths and weaknesses

- Give peer to peer feedback
- Develop action plans that entail individual and team commitment



Strong Teams Succeed

TEAM BUILDING SERVICES

Every organization must have strong teams in place in order to achieve goals and get the most out of every individual. Team building is a constant journey that requires leadership and action.

Tracy and Ayako guide organizations of all sizes in building strong teams. Taking teams through practical, interactive workshops using their professional toolkit, Brave Birds helps companies identify the “Teamwork Trifecta” where everyone has the potential to be the ideal team player.

Brave Birds helps teams recognize and respect individual strengths and differences – building an awareness that will drive toward personal and group achievement.

Recommended for:

- newly formed teams
- teams on special assignment
- teams in need of a kick start
- executive offsites

Note: Courses are offered in half-day sessions for groups under 10, and full day sessions for groups up to a maximum of 25.



From Aspiration to Inspiration

BUSINESS COACHING
SERVICES

Clients who work with Tracy embark on a journey of self-discovery that will shape their personal and professional development.

Tracy guides clients from a place of aspiration to intention. To succeed, individuals must be vulnerable and open to growth. Tracy builds a space of trust and authenticity that allows her brave birds to find their inner passions and build internal and external strength. Tracy's dedication to personal mastery inspires her clients and helps to unleash a warrior who is powerful both inside and out.

Brave Birds coaching probes and agitates to build clients' self-awareness and empower clients to map the journey.

Recommended for:

- executives who think they have nothing left to learn
- professionals beginning their career
- the curious who want to know more about themselves

Note: Coaching is offered in person or by phone for half-hour or full-hour sessions. Coaching begins with an initial meeting where Brave Birds explains what coaching is and is not. A discovery process and individual agreement follows based on the unique needs of the client. All sessions are confidential. As a member of the International Coach Federation (ICF), Brave Birds abides by the organization's Code of Ethics.



Change Happens – And it's a good thing!

CHANGE RESILIENCY TRAINING

Change is hard, yet inevitable. And if your organization has recently gone through change or is about to embark on the journey, employees and teams will need support through the transition. Tracy provides teams and individuals the tools they need to thrive through change by employing a combination of neuroscience and change management. Certified in the Prosci-methodology of change management, Tracy leads engaging workshops that help clients understand their physical discomfort when change occurs. She also offers survival tips based on five building blocks to successful change management.

Brave Birds change management workshops are offered to teams or individuals.

Recommended for:

- organizations involved in restructuring
- teams and individuals who find change difficult to manage
- executives and managers who want to lead their teams through transition

Note: Team offerings are provided in two-hour workshops and through customized team building sessions. Individuals can work with Coach Tracy to gain support through challenging times.



Take the next step to **bold leadership**

We're **Ready**
When **YOU** Are

Phone: **780.991.8014**

Email: **hello@bravebirdsstudio.com**

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The workplace is more complex and more challenging with every passing day. The competition is stiffer, margins are tighter, expectations are higher, changes are more foundational. Our leadership team needed to reset with a bold new vision of who we are and what we deliver and Tracy and her team at Brave Birds challenged us to do just that. After taking the time to understand the organization's journey and current state, Tracy challenged us to think differently about both; to reexamine our "truth" and throw away outdated ideas and plans. She was frank with us, honest with us, and she challenged us. It wasn't easy but we're leaders and our teams expect us to do the hard work.

Terry Curtis,
Strategic Leader/Culture Builder/ Six Sigma Master Black Belt

BraveBirdsStudio.com

