

McCOPPIN ENTERPRISES INC.

PETER McCOPPIN'S THE ESSENCE OF EFFECTIVE LEADERSHIP

Effective leadership is defined not by position or title but by behavior that excites, inspires, and unites others to contribute their best to a common enterprise.

This course will prepare participants for effective verbal, non-verbal, and written communication. Participants will also gain tools to increase self-awareness, confidence, presence, empathy, and focus. They will also learn skills to manage difficult conversations, to resolve conflict, to listen effectively, to engage people to action, and to execute tasks with maximum efficiency.

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THE ESSENCE OF EFFECTIVE LEADERSHIP

Day 1: Build Character for Leadership

- Leadership Defined
- Models of Effective Leadership
- Governing Principles of Effective Leadership
- Personal Core Values and Vision
- Holding Center
- Master Fear; Build Courage
- Focus and Presence
- Increase Self -Awareness:
 - “We Criticize in Others What We Fear in Ourselves.”
 - “We Teach People How to Treat Us”
 - “Our Reactions to Others Are Self-Informing”
- “Burning Why: – What Inspires Me?”
- Rituals for Continuous Improvement as a Leader
- The Four Agreements
 - Be Impeccable in Your Word
 - Suspend Assumptions
 - Take Nothing Personally
 - Do Your Best

THE ESSENCE OF EFFECTIVE LEADERSHIP

Day 2: Communicate and Execute Effective Leadership

- Listen to Understand
- Capture the Power of Your Voice
- Respond; Never React
- Manage Difficult Conversations; Resolve Conflict
- Engage People to Action
- Master Fear of Public Speaking
- Craft and Deliver a Compelling Presentation
- Establish the Values and Brand of Your Organization
- Imperatives for Effective Execution
- Ensure Organizational Clarity
- Maintain a Learning Culture
- People First!
- Models of Execution

KEY OUTCOMES

- Master fear; build courage
- Maintain focus; control your own emotions
- Develop a commanding presence
- Listen to understand; speak to be understood
- Create a compelling vision
- Encourage and engage people to action
- Ensure continuous improvement
- Manage difficult conversations; resolve conflict
- Deliver compelling presentations

AVERAGE SCORES FROM SOME EVALUATION SUMMARIES

Government of BC – BC Corrections

Government of BC – Ministry of Labour & Citizens Services

TELUS Corporation

HeroWork – A Charitable Organization in Victoria, BC

Western Financial Group

83.9%	96.1%	100.0%	100.0%	100.0%	Was this a good investment of time and resources for our people?
83.4%	100.0%	100.0%	100.0%	98.9%	Were you engaged and enrolled in the process?
84.2%	93.4%	92.5%	100.0%	93.2%	Did you take away tools and method to increase your personal leadership?
77.5%	97.5%	95.0%	88.0%	92.4%	Were issues specific to your business addressed?
88.2%	100.0%	100.0%	100.0%	100.0%	Did the facilitator, Peter McCoppin, demonstrate the right skills?

COMMENTS FROM PARTICIPANTS' COURSE EVALUATION FORMS

- Public speaking examples were well demonstrated, will be useful.
- Peter's high interest level throughout and ability to relate to everyone no matter what the situation.
- Great course that everyone should take.
- Enjoyed every second attending this. Experience and knowledge will help at work and at home.
- Very inspirational, wish there was more time.
- Awesome, fun, and informative.
- Very engaging workshop.
- Excellent teacher and great course.
- Feel the fear and go for it!
- Fun, enriching, great quotes and stories, educational.
- Learned a lot that I am now excited to use in both my personal and professional lives.
- A life plan that could help anyone to a better life, personally and professionally.
- Energy and knowledge of instructor were fantastic. Great to see others suffer the same problems as me in life. Tools for personal and professional self improvement.
- Enjoyable, awakening, enlightening, encouraging.
- One word: Inspiring.
- Very passionate presentation.
- Looking at self worth.
- To realize everyone has fears and room for improvement within themselves.
- Everyone/all staff being able to attend (*often repeated comment).
- I have found ideas to better my life.
- Laughter. Peter's amazing stories..
- Inspiring, wonderful, effervescence.

TESTIMONIALS FROM CLIENTS

Karen Radford, Executive Vice-President for Transformation at Enbridge Inc.

Peter is one of the most dramatic, precise, and accomplished speakers with whom I have had the privilege to work...If you are keen to increase the level of trust and engagement in your team, I recommend you consult Peter.

Lori Wanamaker, Deputy Minister, YBA, BC

Peter's personal commitment to excellence in communications combined with his extensive public speaking experience creates a truly invaluable learning opportunity.

Harry Diemer, then President / CEO, BC Safety

Peter's complete engagement, unwavering commitment, and understanding of human behaviour catalyzed my progress far beyond expectations.

Catherine Roome, P.Eng. President & CEO, British Columbia Safety Authority

We were a new executive team, with a young first-time CEO. Working with Peter was an awakening – through his facilitation he inspired in us a culture of strategic planning, centered in deep personal connection with what we each wished to be part of creating, over our lifetime. And from those retreats with Peter emerged a 10 year corporate strategy that continues to serve us today, some five years later. I am incredibly grateful.

Wendy Johnson, President and CEO, Worldwide Association of Business Coaches

Peter's genius is his ability to show others how to transform their ideas into clear, powerful and engaging messages that command attention and move people to action.

Dr. Nigel Livingston, Founder and Director, CanAssist

Peter has a remarkable ability to determine your needs and to work with you to build on your strengths. He is passionate, engaged, enthusiastic, erudite and highly insightful. A consummate teacher.

Peter McCoppin

**Executive Coach, Facilitator and Trainer, Keynote Speaker
National Host/Broadcaster International Orchestral Conductor**

Peter's Qualifications:

- Peter's leadership skills were developed and refined over the course of 40 years as a Music Director, Conductor, host/broadcaster, and executive coach. That practical experience laid the foundation for his coaching practice and professional training program across the public and private sectors, nationally and internationally.
- Peter McCoppin's Leadership Workshop is among the highest rated in the Government of British Columbia.
- Peter has facilitated more than 80 team-building sessions in the public and private sectors and has provided executive coaching programs to Deputy Ministers, Company Presidents, Olympic athletes. He has also provided leadership training programs to people at every level of their organization from administrative assistants to senior executives.
- As a nationally- and internationally-recognized keynote speaker, Peter is represented by 3 national agencies in Canada. He has given keynote addresses throughout North America from Florida to Alaska.
- He has pursued his passion in music as an international orchestral conductor with a 30-year career on four continents and was the first Canadian conductor to lead major orchestras in Tokyo, Shanghai, Seoul, Sydney, and Mexico City.
- In 1989, Peter's positive approach played a key role in leading the Vancouver Symphony out of bankruptcy and in rebuilding public support and corporate confidence.
- Peter also has a 40 year career as a host/broadcaster in television and radio both in Canada and the USA.