



Definition of flow: “to move, come, or go continuously in one direction”

## 5 PRINCIPLES OF FLOW

Our unique FLOW approach is infused throughout all of our offerings to give you and your team a fully integrated and life-changing experience. We follow five principles that keep us on track.

HOLISTIC	FOCUS ON THE WHOLE EXPERIENCE
HUMAN	MAKE EVERY HUMAN CONNECTION COUNT
CREATIVE	SHARE NEW & FRESH PERSPECTIVES
COLLABORATIVE	ALWAYS DO THINGS TOGETHER
SIMPLE	MAKE IT NATURAL & EASY

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## ABOUT SPARK CREATIONS & COMPANY INC.

IGNITING CULTURES. CREATING PURPOSE.

SPARK Creations & Company Inc. is a training and development organization that inspires people and companies to create meaningful cultures and workplaces. We use a unique FLOW approach through all of our product offerings to focus on the whole experience using new and fresh perspectives in a collaborative way whilst keeping it simple and clear.

Our team of creative, committed and progressive trainers, facilitators, and certified executive and leadership coaches have 75+ years combined corporate training experience in strategic culture visioning, leadership development, team building and communications, executive and leadership coaching, people and culture program development (human resources), flow (lean and process) management, employer branding and marketing, and project management.

Ready to ignite your culture and create purpose? Connect with us today!

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# CULTURE LEADERSHIP™

## CULTURE LEARNING: INSPIRING PURPOSE AND HUMAN CONNECTION

AN ADAPTIVE PROCESS DEVELOPING THE CAPACITY AND CAPABILITY OF THE INDIVIDUAL

As is often the case, it's not only a matter of what we say, it's how we say it. At this stage of the process, we are translating what we learned in Culture Design and integrating at the individual level to co-create capacity across and throughout the organization.

A few Culture Learning training experiences we will co-create with you:

- Essence Leadership™: Becoming a Conscious and Purpose-Driven Leader (Standard & Customized Training Programs)
- Team Communication™: Inspire Trust, Collaboration and Creativity (Standard & Customized Training Programs)
- Flow Management™: Aligning People, Product, and Process (Standard & Customized Training Programs)
- Culture Leadership™: Creating Human Centered Cultures (Standard & Train the Trainer Program)
- Executive / Leadership Coaching and Development (1:1, Group Masterminding, 360 Leadership Reviews, Leadership Retreats)
- Culture Conversations (Lunch & Learns, 30 Day Learning Bootcamps, Team Retreats)
- Team Assessments: Emergenetics (Brain Science & Behaviors), StrengthsFinder & StandOut (Strengths), and Emotional Intelligence (EQi)

According to The Energy Project, 74% of employees are experiencing an energy crisis - stressed, overwhelmed, overloaded, and becoming disengaged from their work. This negative energy is then carried over at home. Our shared responsibility to create the best workplace experience now goes beyond the office.

Unlike traditional HR programs, this innovative and integrative learning will elevate the human skills of the key influencers of people and culture within organizations. The program is focused on strengthening the Culture Creators first so that they can show up as their best selves and lead by example, and as a result, inspire and grow other People Leaders. Not sure where to start? The program also includes a simple and quick way to define and measure your unique culture through an online assessment. The Culture Vibe Report will provide you with key insights that will support the creation of a clear and actionable Culture Vision Plan, ensuring you are laser focused on your current culture needs today!

This training program will focus on three Culture Leadership™ dimensions: ME (Empower Self), YOU (Empower Team), and WE (Empower Company).

## CULTURE LEADERSHIP™: CREATING HUMAN CENTERED CULTURES



# CULTURE LEADERSHIP™

## KEY LEARNING OUTCOMES

- Re-energize your personal “why”
- Strengthen your leadership presence, confidence and courage
- Build up your capacity and resilience
- Grow leadership capacity and capability throughout the organization
- Create and inspire human connection between Leaders and Teams
- Everyone feels cared for and empowered within your organization
- Understand clearly what’s important to your Leaders and Team - focus
- Design and facilitate programs that improve engagement and performance
- Develop a coaching and learning culture

## PROGRAM SCHEDULE

### 3 Day Workshop

#### Day 1: Empower Self

Define Culture Leader Profile (Strengths, Values, EQ)

#### Day 2: Empower Team

Learn and Strengthen Coaching and Emotional Intelligence Skills

#### Day 3: Empower Company

Learn and Practice Human Centered Design Thinking and Masterminding

### Culture Vibe™ Assessment

Simple and quick online (desktop and mobile) assessment to measure current culture needs at start of the program and at 1 year to measure impact of applied solutions. Pulse Vibes™ are quarterly 1 minute assessments to measure impact of coaching and emotional intelligence skills integration.

### 6 Monthly 2.5 Hour Workshops

Experiential sessions focused on 6 culture elements and using human centered design thinking on current workplace challenges.

### 6 Monthly 90 Minute Success Circles

Interactive sessions to share learning and encourage collaboration, and facilitated by Mastermind Coaches with Senior Culture Leadership Experience.

## BONUSES

- Culture Leader Kit™: Culture Leader Profile, Culture Vibe Report and Culture Vision Plan
- Two Emergenetics and EQi Profiles for team
- Online Resources Page
- Community Forum
- Certified Culture Leader™ (CCL) at program completion (1 year)
- Eligible to join future Success Circle Program

\*Detailed outline with learning objectives is available upon request.

To learn more, contact [connect@startyourspark.com](mailto:connect@startyourspark.com) or call 604.561.8143.

