



# S.W.O.T. YOURSELF

## Defining your competitive edge

Know thyself. There is no greater wisdom when it comes to performance, especially under pressure. The *S.W.O.T. Yourself* program combines the TAIS self-assessment tool, one-on-one coaching, classroom work, and follow-up to deliver a truly powerful experience. Focusing on leadership and interpersonal style, the program leaves participants with the keys to leveraging their strengths, the awareness to shore up weaknesses, opportunities for personal development, and strategies for dealing with potentially threatening situations.

It is a highly personalized course that includes a 25+ page report on each participant's leadership and interpersonal capabilities – debriefed in a one-on-one session with a seasoned S.W.O.T. coach. As well, an optional follow-up module two months after the program encourages participants to stay committed to their action plan for personal development.

## Who will benefit?

- People at all levels whose high performance under pressure is critical to the organization
- High potential employees on a leadership track whose development is important to smooth succession planning

“ My session leader took the analysis and just pinpointed exactly what my limitations were and that just threw me. She cut right to it and in a succinct, accurate description. It was just mind-boggling.”

– Mickey Frost, Transit Manager, City of Burlington



## The S.W.O.T. Yourself Process

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Self Assessment	<p>S.W.O.T. Yourself begins when participants write <b>The Attentional and Interpersonal Styles inventory (TAIS)</b>. Used by high performers including the Navy SEALs and Olympic athletes, TAIS uncovers:</p> <ul style="list-style-type: none"><li>■ What they tend to pay attention to, and miss, under pressure</li><li>■ How they process information</li><li>■ 16 other key performance indicators</li></ul>
Classroom Instruction	<p>Once in the <b>classroom</b>, participants spend a half-day focused on three key areas:</p> <ul style="list-style-type: none"><li>■ The role of self-awareness in individual and team performance</li><li>■ How to use the three dominant attentional styles to pay attention to the right things</li><li>■ Understanding the implications of their TAIS report</li></ul>
One-on-One Coaching	<p>At the heart of the S.W.O.T. Yourself course is <b>40-minutes of one-on-one coaching</b> with a S.W.O.T. Coach, which occurs in the afternoon of day 1. Informed by the TAIS report, the conversation uncovers:</p> <ul style="list-style-type: none"><li>■ Areas of strength</li><li>■ Developmental needs</li><li>■ Strategies for leveraging strength and addressing gaps</li></ul>
Personal Analysis	<p>Day 2 begins with participants presenting a 1-page summary of their key strengths and challenges to the group. This <b>personal analysis</b> exercise provides the opportunity for:</p> <ul style="list-style-type: none"><li>■ Support from the group</li><li>■ Suggestions for action</li><li>■ Honest feedback in a safe environment</li></ul>
Follow-On Process	<p>Finally, participants develop an action plan to apply the strategies they have learned to a specific challenge identified in their one-on-one coaching session. The optional <b>follow-on process</b> reinforces both individual and team action plans through scheduled contact with the S.W.O.T. coach three months following the program.</p>

## What will participants take away with them?

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A personal action plan, a comprehensive workbook containing reference materials and exercises, and a 25+ page report on their individual leadership, attentional and interpersonal styles. Optional: a 1-page “MindMap” executive summary of their one-on-one coaching session to ensure focus. This summary can be linked to the organization’s leadership competencies, coaching model or other talent tools or systems used within the company.

“ Incredible experience. One of the most meaningful consultations I’ve ever experienced.”

– Participant, Queen’s Executive Leadership Program



## What benefits will my organization realize?

### 1. Employees who consistently execute in high pressure, mission-critical situations

High pressure work environments are the norm today. Every element of the *S.W.O.T. Yourself* program is designed and delivered with performance under pressure in mind. The TAIS profile allows participants to identify and adjust how they will react in high-pressure situations before they happen, while the self-adjustment strategies focus on techniques to use when the pressure is on.

### 2. Increased ability to quickly move high potential employees up the learning curve and smooth succession planning

The direct feedback participants receive on what they need to do to perform at higher levels helps develop targeted coaching plans that work. High potential employees can be quickly moved up the learning curve and prepared to smoothly transfer into more senior leadership roles.

### 3. Leaders that have the self-knowledge and versatility to respond appropriately to a wide variety of situations and people

Once you are aware of something, you can begin to change it. Self-aware leaders are able to anticipate situations that may evoke a sub-optimal performance and adjust their behaviour. This allows leaders to respond to a wider variety of circumstances and people, creating opportunities for positive outcomes based on wisdom rather than reflex reaction.

## Format

The *S.W.O.T. Yourself* program comprises eight hours of classroom instruction and four hours of one-on-one time with a S.W.O.T. Coach organized over two days. Pre-work is completed prior to the course, and the optional follow-up module drives accountability through e-mails and a scheduled meeting with a S.W.O.T. Coach three months after program completion.

**For more information contact Performance Coaching at 1-800-513-0945.**