



Welcome to the Second Layer

A next-level leadership development opportunity from BE Leadership

Are you an executive leader reporting directly to the CEO, navigating the complexities of high-level decision-making while supporting your organization's mission? The Second Layer professional development group is designed specifically for leaders like you—the "second layer" of leadership in non-profits who drive impact behind the scenes.

The Second Layer offers a unique combination of one-on-one coaching, group calls, and leadership roundtables, giving you practical tools and insights to elevate your leadership skills. Additionally, you will have access to curated learning resources to accelerate your growth. To keep the conversation going beyond our sessions, you'll be part of a private online community where you can connect with peers, share challenges, and collaborate on solutions in real-time.

This is your opportunity to grow alongside other mission-driven leaders and build the confidence, skills, and network you need to thrive at the highest level of your organization.

	Plan includes
Leadership Coaching support with Brian Edey (5 hours)	✓
Second Layer Group Calls (6x90 mins)*	✓
Leadership Roundtables - 2 x Half-day in-person session (hosted in Ottawa)**	✓
Peer to Peer Accountability Partner Calls (unlimited)	✓
Access to Private Online Community	✓
Access to Curated Learning Resources	✓
Access to 15-min "emergency" coaching (as needed)	✓
Annual Cost (not including applicable taxes)#	\$3000.00

Notes:

*Calls will be scheduled approx. every 6 weeks with a break over the summer. Preference will be to schedule these calls for the morning Eastern time, but this may change based on availability.

** The Leadership Roundtable is a half-day collaborative session designed to foster peer support, shared learning, and meaningful connections. Includes meal/snack. Does not include transportation costs to and from the session.

Annual membership runs from April 1 – March 31. Group size will be limited to 10 (min. group size is 6). Flexible payment options available upon request.

For more info or to register, please contact Brian Edey: brian@beleadership.ca or 613-324-3152

Early Bird Registration Bonus – Individuals who register and submit payment prior to February 14th, 2025, will receive an additional two hours of leadership coaching support.





Additional Program Details

Leadership Coaching

Second Layer members receive five hours of personalized leadership coaching with Brian Edey, tailored to meet their unique challenges and goals. Whether focusing on developing a specific leadership skill or navigating complex leadership challenges, coaching sessions are fully customizable. Members seeking rapid growth may cluster their sessions over 2–3 months to accelerate progress, while those aiming for ongoing guidance can schedule sessions every 6–8 weeks for consistent support. Together, you and Brian will design a coaching plan that aligns with your aspirations, empowering you to lead with greater confidence, clarity, and impact.

Group Calls

These facilitated group sessions are designed to connect Second Layer members for meaningful discussions and shared learning. Each call includes time for check-ins, spotlight coaching on real-time challenges, and themed discussions on key leadership topics. Participants gain fresh perspectives, practical solutions, and a supportive network of peers who understand their unique roles. With a balance of structure and open dialogue, these calls empower leaders to navigate challenges and build their capacity to thrive.

Leadership Roundtables

These in-person, half-day sessions offer a unique opportunity for leaders to connect in an intimate and supportive environment. Each session begins with a collaborative activity to build trust and foster connections. Through personal storytelling, group problem-solving, and meaningful reflection, participants engage in deep, authentic conversations about their leadership journeys. Designed to create a safe space for sharing, the roundtables inspire growth, strengthen connections, and leave participants feeling empowered to lead with courage and purpose.

About BE Leadership & Brian Edey

Brian Edey is a Leadership Coach and Culture Builder. Through his company BE Leadership, he supports individuals and organizations to develop great leaders and thriving cultures. His work is guided by the values of connection, curiosity, intentionality, and integrity. Brian has over 17 years of experience in Canadian sport, holding pivotal second layer leadership roles at Swimming Canada and the Canadian Paralympic Committee. Brian understands the unique challenges and opportunities that leaders in this critical layer face and equips them with the tools to excel. A former national team swimmer, he won three bronze medals at the 2003 Pan American Games in Santo Domingo, Dominican Republic. Brian is a Certified Integral Professional Coach and holds a Master of Sport Administration degree from the International Academy of Sports Science and Technology in Lausanne, Switzerland. Brian lives in Ottawa with his wife and their two daughters.

