



BE LEADERSHIP

Second Layer: Personalized Leadership Development

A Tailored Approach to Leadership Growth

Are you a leader reporting directly to the CEO, navigating the complexities of high-level decision-making while supporting your organization's mission? Leaders operating in the Second Layer—the critical space just below the top—play a pivotal role in their organizations. You drive strategy, build culture, lead teams, and your continued development is essential.

Second Layer: Personalized Leadership Development is designed for leaders who want a customized, flexible approach to growth, combining one-on-one coaching, curated learning, and strategic reflection to support their leadership journey.

If you're looking for a partner in your leadership growth—someone to challenge, support, and guide you—this program is built for you.

What's Included:

- One-on-One Coaching (10 hours minimum) – Focused coaching sessions for reflection, problem-solving, and leadership skill-building.
- Curated Learning Resources – Hand-picked articles, books, podcasts, and tools tailored to your leadership development needs.
- Community Access – When available, participants will be invited to Leadership Roundtables and other group sessions, offering opportunities for shared learning and peer support.
- Ongoing Support & Accountability – Stay on track with structured reflection, actionable insights, and a thought partner who supports your journey.

Program Details:

Duration: Up to 1 year

Format: Virtual or In-person based on personal preference/availability

Cost: \$3000 + applicable taxes

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





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About BE Leadership & Brian Edey

Brian Edey is a Leadership and Culture Coach. 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.

