

LEAD YOURSELF. LEAD OTHERS. CREATE THE CONDITIONS WHERE PEOPLE THRIVE

BE Leadership Essentials is designed for people who want to build a strong foundation for leading themselves and others with confidence and intention. Through interactive learning, reflection, and coaching, participants develop the mindsets and skills to build meaningful relationships and create the conditions where people can learn, grow, and perform at their best. Whether you're preparing for your first leadership role or have been leading people for several years, this program is for those who want to become more intentional in how they lead.

Each group session combines discussion, reflection, and practical application to help participants deepen their understanding of leadership and explore what it means to intentionally create the conditions where people can thrive. While much of the learning takes place during the sessions, participants should expect individual reflection and practical application between sessions. By the end of the course, each participant will have created a Personal Leadership User Manual* that captures their leadership philosophy, strengths, values, and approach to leading others.

Together we'll explore the conditions that help people thrive:

- Leading with Vulnerability
- Building and Rebuilding Trust
- Fostering Psychological Safety
- Embracing Awkward Conversations
- Coaching for Impact

The individual coaching sessions will allow participants to explore:

- Personal values
- Defining your leadership
- Developing your Emotional Intelligence
- What conditions am I creating for others?
- Personalized themes

Registration Fee: \$2500.00 (CAD) + applicable taxes
Registration will be limited to a maximum of 10 people.

Winter 2027 Cohort Dates (all times ET). All sessions will take place online via Zoom.

Session 1: Tues, Jan 12 from 1-3:30pm

Session 2: Tues, Jan 19 from 1-3:30pm

Session 3: Tues, Feb 2 from 1-3:30pm

Session 4: Tues, Feb 9 from 1-3:30pm

Session 5: Tues, Feb 23 from 1-3:30 pm

Session 6: Tues, Mar 2 from 1-3:30 pm

Session 7: Tues, Mar 9 from 1-3:30 pm

Four one-on-one coaching sessions will be scheduled at regular intervals throughout the course.



About Brian Edey

As the founder of BE Leadership, Brian partners with athletes, coaches, leaders, and organizations to intentionally create the conditions where people and purpose thrive together. Through leadership coaching, facilitation, and leadership development programs, he helps individuals and organizations build learning cultures where people feel connected, take healthy risks, learn from mistakes, embrace accountability, and perform at their best.

Before founding BE Leadership, Brian spent 17 years working in Canadian sport with the Canadian Olympic Committee, Swimming Canada, and the Canadian Paralympic Committee. During that time, he served eight years in senior leadership roles, most recently as Executive Director, Corporate Services at the Canadian Paralympic Committee. Brian is a Certified Integral Professional Coach and holds a Master of Sport Administration degree from the International Academy of Sport Science and Technology (AISTS) in Lausanne, Switzerland.

A former national team swimmer and three-time Pan American Games bronze medallist, Brian brings firsthand experience as both an athlete and leader in high-performance sport. He lives in Ottawa with his wife and their two daughters.

***What is a Personal Leadership User Manual?**

A Personal User Manual (or Personal Operating Manual) is a tool that allows people to collect short descriptions of themselves such as one's background, values, communication style, etc. These manuals are a great tool for self-reflection. They can be created for personal use or for sharing with others (e.g. colleagues).

Throughout the BE Leadership Essentials, participants will have the opportunity to create their own Personal User Manual with a focus on their leadership style.