

# SENIOR LEADER MASTERCLASS SERIES

ADVANCED LEVEL LEADERSHIP DEVELOPMENT  
PROGRAMMING FOR LEADERS



Transforming the workplace;  
one leader at a time.

[www.danpontefract.com](http://www.danpontefract.com)



# Introduction



**Let's be honest.** Bringing in an outside voice to facilitate any sort of leadership development and/or executive workshop is a *leap* of faith. The same goes for various corporate culture improvement situations.

When you bring **Dan Pontefract** to the table, rest assured that “leap” is the least bit frightening. It might even be welcoming.

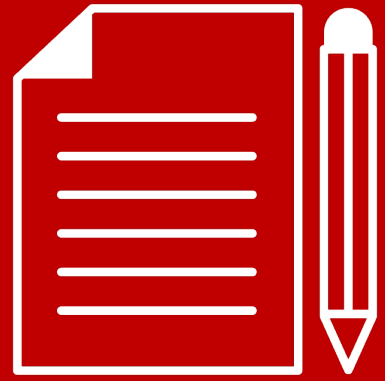
With **over 25 years of honing his craft** in senior leader & executive development, strategic planning, and organizational assessments, Dan brings a wealth of experience to the table. His extensive consulting and culture enhancement assignments have equipped him with the knowledge and skills to guide leaders, teams, and organizations toward their **full potential**.

Dan's approach is rooted in collaboration, education, and information. His 'Senior Leader Masterclass Series' presents an **engaging experience** that is specifically tailored to bolster the leadership skills of leaders, particularly those at the Director level and above. The series is designed not just to widen their influence but also to arm them with the strategic foresight needed to **steer through today's challenges** and confidently face tomorrow's challenges.

With a wide range of options to choose from, you'll embark on a path of **growth and discovery**, engaging with cutting-edge leadership concepts and practical applications that will elevate your interactions with others and improve your operational outcomes.

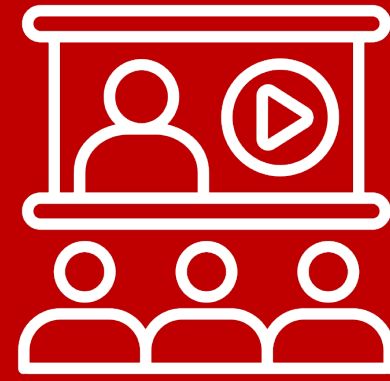
If you and your team need help getting unstuck while gently pushing stakeholders and team members to improve, **Dan's approach may be just what you're looking for.**

# Masterclass Components



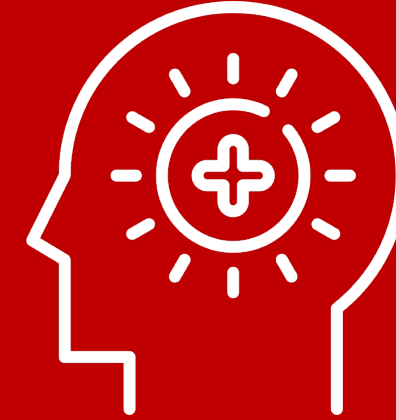
## Comprehensive Curriculum

Dive deep into several meticulously crafted senior-level leadership modules designed to challenge your assumptions, broaden your perspective, and enhance your leadership repertoire. Pick one, a few, or all the modules for you and your team or organization or mid-level to senior leaders.



## Blended Experience

Benefit from a unique mix of virtual sub-team sessions, enriching cohort discussions, and engaging in-person workshops. The Masterclass offers the flexibility of online learning with the irreplaceable value of face-to-face interactions, ensuring a balanced and impactful educational journey for all attendees in the series.



## Practical Application

Move beyond theory with case studies, real-world projects, and interactive sessions that encourage practical application of skills. You'll leave the Masterclass not just with knowledge but with actionable insights that can be immediately applied to your work and leadership challenges.



## Personal & Professional

The Masterclass Series is not just about enhancing your leadership skills; it's an investment in your personal growth. Gain clarity on your leadership style, improve your communication and decision-making, and emerge as a more confident, compassionate, and effective leader of others and self.

# Masterclass Modules



## Collaborative Leadership

How to work with individuals & teams – do you dare to share?



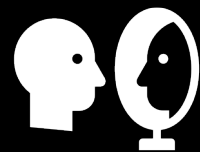
## Strategic Leadership

Importance of purpose-vision-mission-values & your responsibilities.



## Diverse & Inclusive Leadership

Demonstrating cultural humility, curiosity & relationship-building.



## Purpose-Based Leadership

Inculcating purpose – be it personal, role-based, or organizational.



## Culture at the Core

The Four Ds of High Performing Teams



## Ethical Leadership

Behind the scenes of ethical conduct, opinion & decision-making.



## Innovative Leadership

Being a continuous learner in normal & stress-based situations.



## Empathic Leadership

The art of leading with care, respect & concern for others.



## Open Thinker Leadership

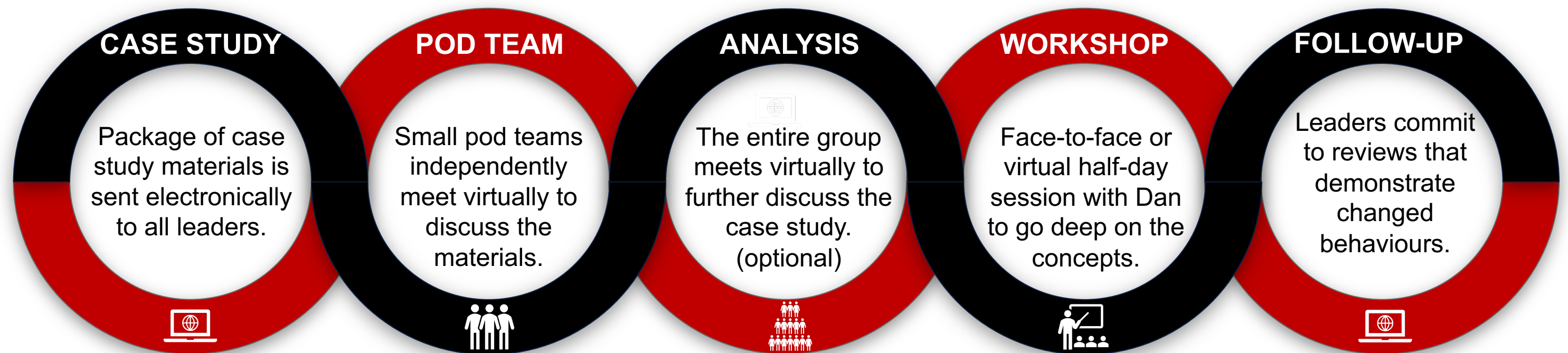
Unleashing creative, critical & applied thinking – open thinking.

# Masterclass Structure

**First:** select number of Masterclass Modules (minimum four – maximum nine).

**Second:** work with Dan to schedule and arrange all sessions & communications.

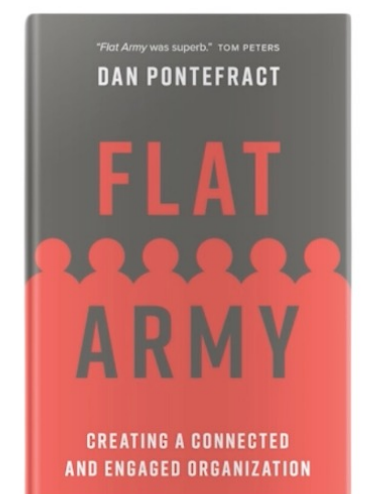
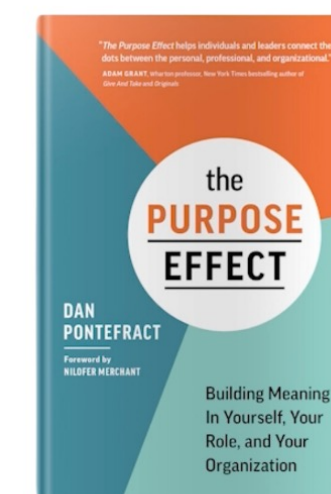
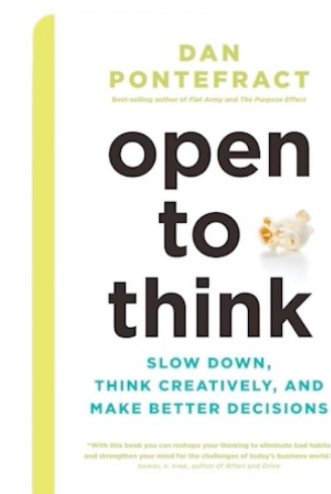
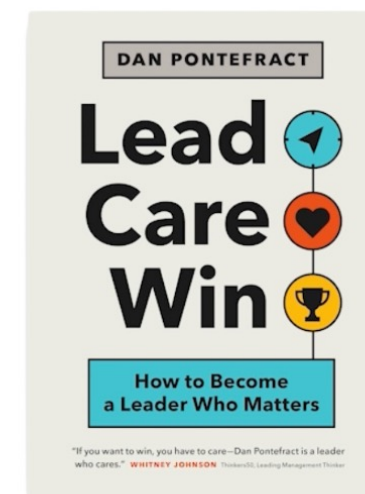
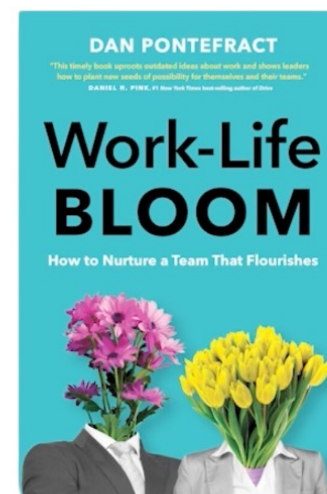
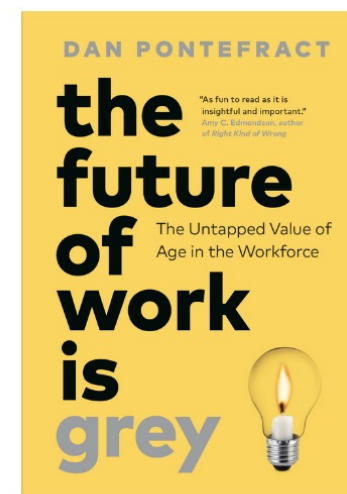
**Third:** the Masterclass structure will be applied to all modules that you select.



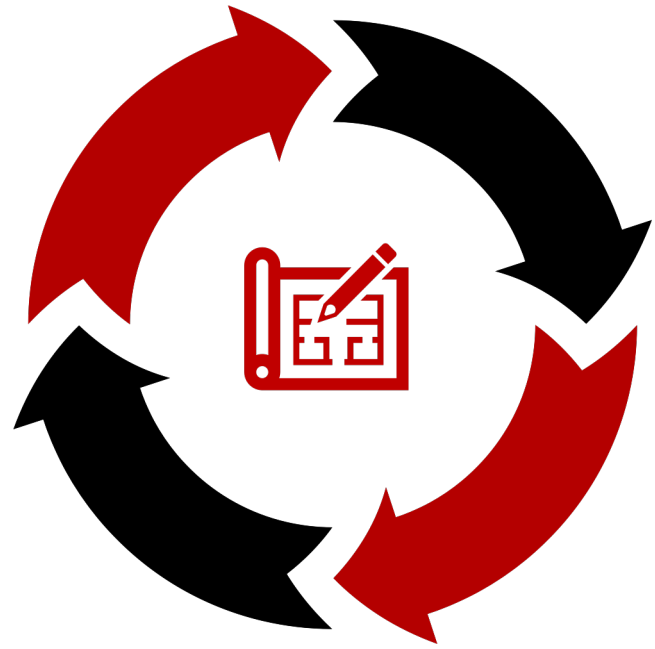
**Fourth:** each module consists of the same structure + electronic job aids are disseminated at the end of the workshop to all leaders.

# Value-Add Options

Option	Overview
Keynotes & Talks	<ul style="list-style-type: none"><li>• Tailored to meet your organization's needs</li><li>• Face-to-face or virtual or both 15-mins to 90-mins</li><li>• Used to address large groups of employees</li></ul>
Signed Books	<ul style="list-style-type: none"><li>• Signed books by Dan Pontefract: <i>The Future of work Is Grey</i>, <i>Work-Life Bloom</i>, <i>Lead. Care. Win.</i>, <i>Open To Think</i>, <i>The Purpose Effect</i>, or <i>Flat Army</i> (Pick one, several, or all six!)</li></ul>

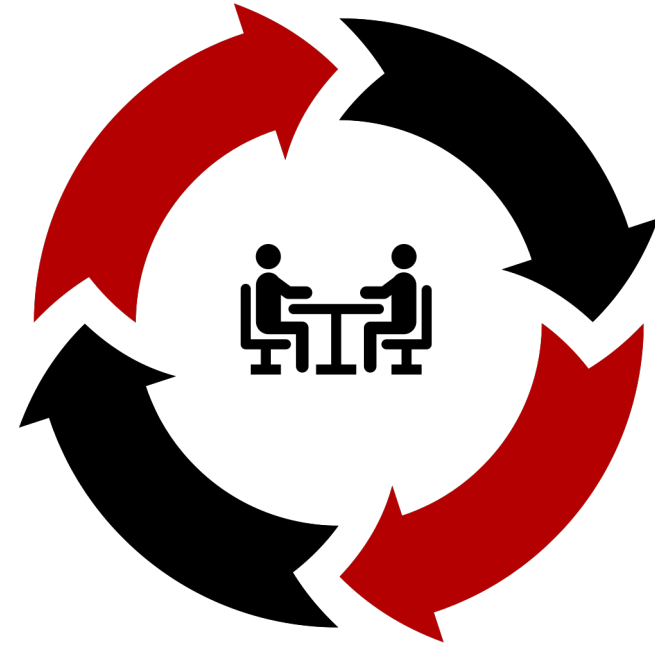


# Additional Services



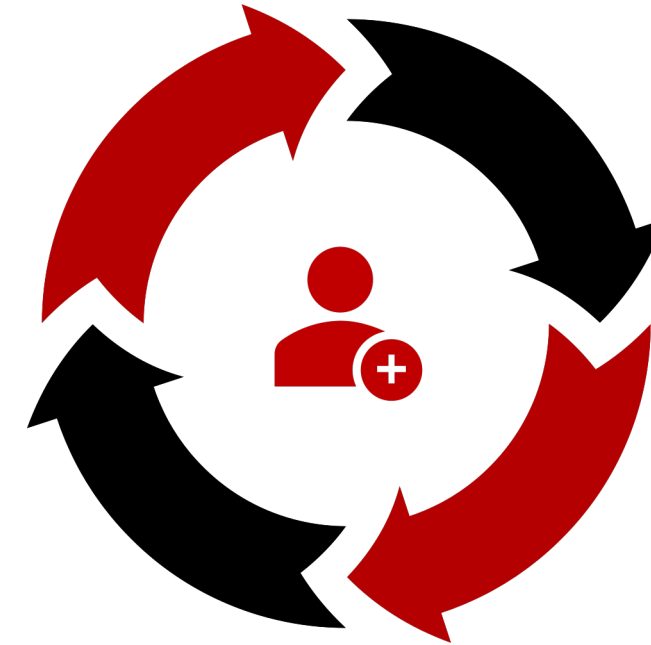
## Strategic Planning

Dan can help facilitate your need to strategic plan with his inclusive, collaborative, and engaging approach. Everyone has a voice – and no session ever goes without hearing from all parties. The end-result is a group of people who feel a part of the result; an agreed upon action plan containing deliverables, timelines, and accountabilities for everyone involved.



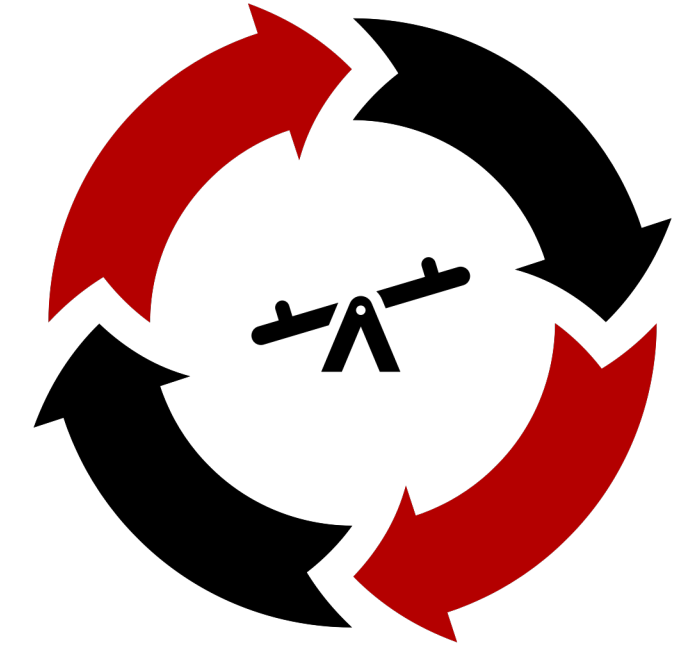
## Consulting

As a former 20-year executive at SAP & TELUS + time since 2019 as an independent, Dan has a wide array of experience to help you in myriad ways. Whether it be with org design, leadership or learning models, purpose-vision-mission-values creation, hybrid work planning, or teamwork & collaboration enhancements, Dan can assist your various org needs.



## Assessments

Assessments help determine how team members view the workplace. We can focus on factors including leadership, collaboration, or people & culture practices such as recognition, performance, and learning. Your flexible/hybrid work strategy is another area to assess. A full report and next-step recommendations are provided, plus implementation options.



## Retainers

Hire Dan on a quarterly or annual basis to tap into a set number of events, hours, and/or access opportunities across his service options in addition to talks, workshops & coaching services.

**PONTEFRACTIONS**



Sign Up for Dan's Newsletter – PONTEFRACTIONS  
Insights into leadership & corporate culture  
<https://tinyurl.com/pontefractions>



**Scan to add  
Dan to your  
LinkedIn  
Network**



# About Dan PonteFract

Dan PonteFract believes that the future of work is now.

He is the best-selling author of six award-winning books: *THE FUTURE OF WORK IS GREY*, *WORK-LIFE BLOOM: How to Nurture a Team That Flourishes*, *LEAD. CARE. WIN. How to Become a Leader Who Matters*, *OPEN TO THINK*, *THE PURPOSE EFFECT* and *FLAT ARMY*.

A renowned speaker, Dan has presented at four different TED events and also writes for *Forbes* and *Harvard Business Review*. Dan is an adjunct professor at the University of Victoria, Gustavson School of Business and has garnered more than 25 awards.

Dan is honoured to be on the Thinkers50 Radar list. *HR Weekly* listed him as one of its 100 Most Influential People in HR. And *PeopleHum* listed Dan on the Top 200 Thought Leaders to Follow. He is a member of Marshall Goldsmith's 100 Coaches firm as well.

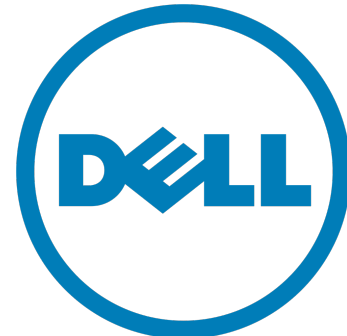
Previously as Chief Envisioner and Chief Learning Officer at TELUS—a Canadian telecommunications company with revenues of over \$15 billion and 90,000 global employees—he launched the Transformation Office, the TELUS MBA, and the TELUS Leadership Philosophy, all award-winning initiatives that dramatically helped to increase the company's employee engagement to record levels of nearly 90%.

His clients include the likes of Salesforce, Amgen, Alberta Blue Cross, Autodesk, TELUS, BMO, Virgin Media O2, UBC, Government of Canada, BDO, Conference Board of Canada, City of Toronto, City of Vancouver, ATD, and many more.

His consulting and strategic counsel is sought after by many clients and leaders.

**dp DAN  
PONTEFRACT**

# Partial Client List



# Let's Work Together

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Instagram: [dan.pontefract](https://www.instagram.com/dan.pontefract)

Two-Minute Reel:

<https://youtu.be/1jYSIXDN29U>

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