

CFACTOR community

Leadership development reimagined, an online community for today's busy manager.



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DON'T JUST SURVIVE. THRIVE in 2021

Hello leader,

You are likely planning for the upcoming year and making important decisions about how you will use your TIME, MONEY, and RESOURCES to meet the goals and mission of your organization. After 16 years of working with organizations of all shapes and sizes across the world, may we make an ask of you?

Don't forget your **ESTABLISHED LEADERS**, your managers/supervisors/team leads/directors sitting in the middle of the org chart when you decide how to spend your professional development dollars in 2021. In the coming year, they are going to need access to courses, content, coaching and other established leaders to help them lead with confidence. The C Factor Community was designed for that very reason.

This idea was hatched well before March of 2020 when Covid hit. Suddenly organizations were learning about disruptive change in real time. A pandemic brings with it unexpected opportunity to recognize where an organization is vulnerable and presents the chance to do better and find the way forward.

We can help you with this important task.

Want to learn more about the us and the C Factor Community? Visit cfactorcommunity.com

Uncertainty has been a huge issue, since no one is sure how much work we'll have, whether or not jobs will be cut and so on. It's also difficult to really coordinate with people remotely and feel a good connection. Virtual meeting tools help a lot but it's difficult to replace the casual conversation. —David



INTRODUCTION:

2020 has been a hard year (and that sentence feels like an understatement). The COVID-19 pandemic pushed everyone far out of their comfort zone, demanding an instantaneous pivot (we declare pivot as the word of the year!) This unexpected and highly disruptive change has revealed where organizations are vulnerable and this is ultimately going to be a good thing. Yes, a good thing. We have followed the last seven months closely, working with our clients to help their employees not just survive but thrive. We have paid attention to the data coming out of respected organizations like Gallup, McKinsey, Pew and others. What we see both from the research and our daily conversations is an opportunity to redefine, realign, and for some a total reimagining for the role of the manager.

Hard truths must be courageously faced and discussed: What has passed for far too long has been a leadership framework at the management level that leaves individuals and teams feeling deflated, demoralized, and disengaged. The good news in 2019 was engagement scores were slowly on the uptick (Gallup) but with a pandemic that trend will be difficult to maintain.

Now is the time to GET STRATEGIC and provide tangible resources for your managers so they can do their job with confidence. Your managers need a program that will help them be agile as disruptive change continues, resourceful during a time that resources seem scarce, and functional as a visionary problem solver who can make real time decisions on behalf of their team and organization.

There is opportunity in 2021, we see it. NOW is the time to align your leadership framework with the changing reality of the marketplace and all the demands it brings with it. **2020 was the wake up, 2021 is the glow up.** How will you show up for your managers? How will you capture the possibilities of this massive shift in thinking? How will you lead the way? NOW IS THE TIME to seize this change to not just adapt, not just survive but truly thrive. The investment you make NOW will determine the kind of year (and beyond) that is right around the corner.

Read on to learn how you can provide support and community for your managers in the coming year!

MEET THE C FACTOR,

Leadership development reimagined, an online community for today's busy manager.

The C Factor Community is a year-long program for established leaders* in the corporate world (aka people managers or – as our parents would have said – ‘middle managers’). Through guided coursework, group coaching, peer-to-peer masterminds and practical tools, it will unlock the knowledge, self-awareness, support and – most importantly – community you need to reach your highest potential as a manager.

***What's with the term "established leader"?** We coined it because we don't think ‘middle manager’ comes close to doing justice to what you do or what it took to get there. If you've reached the management level it's because you're a proven contributor who has been entrusted with a team. You know your way around the organization and your industry.

I think there is a requirement to extend to supervisors and managers a higher level of autonomy in decision-making to **empower** them to support their teams' needs when working remotely. We have found challenges where the supervisors have not felt they were empowered to make decisions in the interest of supporting their staff.

—Tamara, C.O.O

YOUR ESTABLISHED LEADERS NEED THE C FACTOR:

1. Middle management can be new, rewarding, and difficult in the same day. Learning how to manage the highs and lows of the job requires support and resources. **We provide both.**
2. Your managers need to be able to have tough conversations with their direct reports that improve performance, engagement, and commitment. But most managers report that having difficult conversations is one of the things they dread most about their job. **We show them how to do this with courage and confidence.**
3. Most organizations underserve their managers when it comes to support. That is not an indictment, but a consistent observation. It makes sense too, given the expectations of the job of the established leader. Who has time for a day long workshop? Traditional approaches to leadership development will not work for an established leader. **We solve for this challenge.**
4. Managers are often formerly high performing individual contributors who get labeled “high potential” and moved into a management role with little or no training or coaching. Being “good at the job” does not typically translate into being good at managing others to be good at the job. (that's a word salad but you get the drift.) **We fill in the gaps and transform managers from high performing individual contributor to confident leader.**



**BOOK A CALL TO
LEARN MORE ABOUT
THE PROGRAM:**

[**CLICK HERE**](#)

WHAT HAPPENS IN THE C FACTOR PROGRAM?

- Build Your Leadership Portfolio
- One-on-One Coaching session
- Customized Leadership Plan
- Get and Give Coaching
- Peer-to-Peer Mastermind
- Ask the expert/office hours

This 12-month program brings your managers exactly what they need in 2021 to be successful and confident. This is not a one and done experience, it is 12 months of support and community.

WHY YOU SHOULD SAY YES TO THE C FACTOR:

- Sending your manager(s) benefits the manager AND has a positive effect on that manager's team and the organization.
- Your managers are fueled by purpose, stand in their authentic power, and expand their potential which leads to:
- An increase in engagement and motivation throughout your team.
- Customers and clients and staff are HAPPIER and satisfaction scores go up.
- Turnover is reduced (because great managers nurture and retain talented team members!)
- Reduction in the day-to-day issues that come up and take time and energy to address.
- Increase in creativity and innovation.

Gallup is clear: It's the manager. Great managers mean great teams and great organizations.

LEARN MORE [HERE](#)

C FACTOR 2021 SCHEDULE

January 17th: Email Welcome Packet with first call instructions

January 19th: Welcome webinar for all participants on zoom.

1. Orientation into the program
2. Share and go over Leadership Portfolio

January 26th—March 9th

1. Build Leadership Portfolio, one assessment at a time
2. Micro-learning modules that go over each assessment
3. Weekly zoom to connect with other leaders and ask questions
4. Receive guidance and support from us

March 9th—March 26th

1. Schedule one-on-one coaching call to go over Leadership Portfolio
2. Create YOUR personalized 2021 Leadership Plan
3. Weekly office hours to drop in and get support
4. Share Plan with the community, get feedback

April 6th

1. Session: Introduce the group coaching + C Factor Mastermind
2. Introduce our first C Factor themes
3. Group coaching first and third Tuesdays of the month
4. Mastermind on second and fourth Thursdays

April through December

Every month we explore another C Factor word from a management/ leadership perspective

1. Group Coaching
2. Peer Mastermind
3. Micro-learning/courses
4. Office Hours with an Expert
5. Resource Library



IMPORTANT BUDGET DECISIONS are made every day around the best interests of the business. We want you to invest in your managers. Why? Because GREAT managers can make or break the goals you have set for the coming year.

For just \$2500 you can send a manager to the C Factor Program to get what they need/want: Community, Courses, Coaching, and a BIG boost to their confidence.

Your commitment to your manager's leadership development will set them up for success the whole year. This is an investment worth making. We are excited to meet your managers. Let's work together and go from good to great in 2021.