

# CAA Atlantic Tailored Leadership Program

## CAA's Challenge



As one of Canada's largest and oldest consumer-based organizations, the company recognized the need to reinvent its leadership development processes to drive sustainable growth and enhance how senior leaders guided their teams.

Based on their 2023 employee engagement survey, CAA had identified several key areas in which they would like to improve on, including cross-collaboration, career growth opportunities, and communication. And that's where PowerUp Leadership came in - **We designed a tailored leadership development program to target these specific areas.**

## Power UP Leadership Solutions



**PowerUp Leadership created a program for CAA Atlantic centred on key skills like coaching skills, leadership presence, and accountability.**

Training was customized to address real managerial challenges through practical exercises and scenarios. Participants also received personalized coaching to apply new skills and achieve their goals with ongoing support.

## Our Services



**Talent Assessments**



**Virtual Executive & Team Coaching**



**Leadership Development Programs**



**Professional HR Support**

# The Outcomes



## Goal Setting:

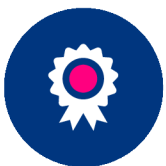
By the end of the program, 80% of participants' goals that they had set at the beginning of the program were partially met or completely met.

Example goals: Take on more of a leader role than a doer role. Be fair, consistent, and carve out time with all teams to build relationships.



## Training Satisfaction:

The average rating over all 5 training session participants gave when asked the question, "On a scale of 1-10, how satisfied with the overall training session?" was 9/10.



## Awards:

Just recently, CAA was awarded One of the Best Places to Work in 2024 by the Canadian HR Reporter.

*"Through the classroom training and the one-on-one coaching with Susan, PowerUp Leadership has provided me with the opportunity to provide coaching to my team. I would recommend PowerUp to others...it gets into how to coach, motivate and inspire your team."*



**Jennifer Weatherhead,**  
Senior Director of Marketing

## Program at a Glance



### 1:1 Leadership Coaching:

Eight 60-minute sessions per participant with an ICF-Certified Coach



### Customized Training:

5 in-person 5-hour interactive group training sessions over 6 months



### DiSC Assessments:

Each participant completed a workstyle assessment, DISC



### Curated Resources:

Participants had ongoing access to learning resources via our coaching platform, [coaching.com](https://coaching.com)

