

# *Steve's Speaking Offerings*

*For 2023*



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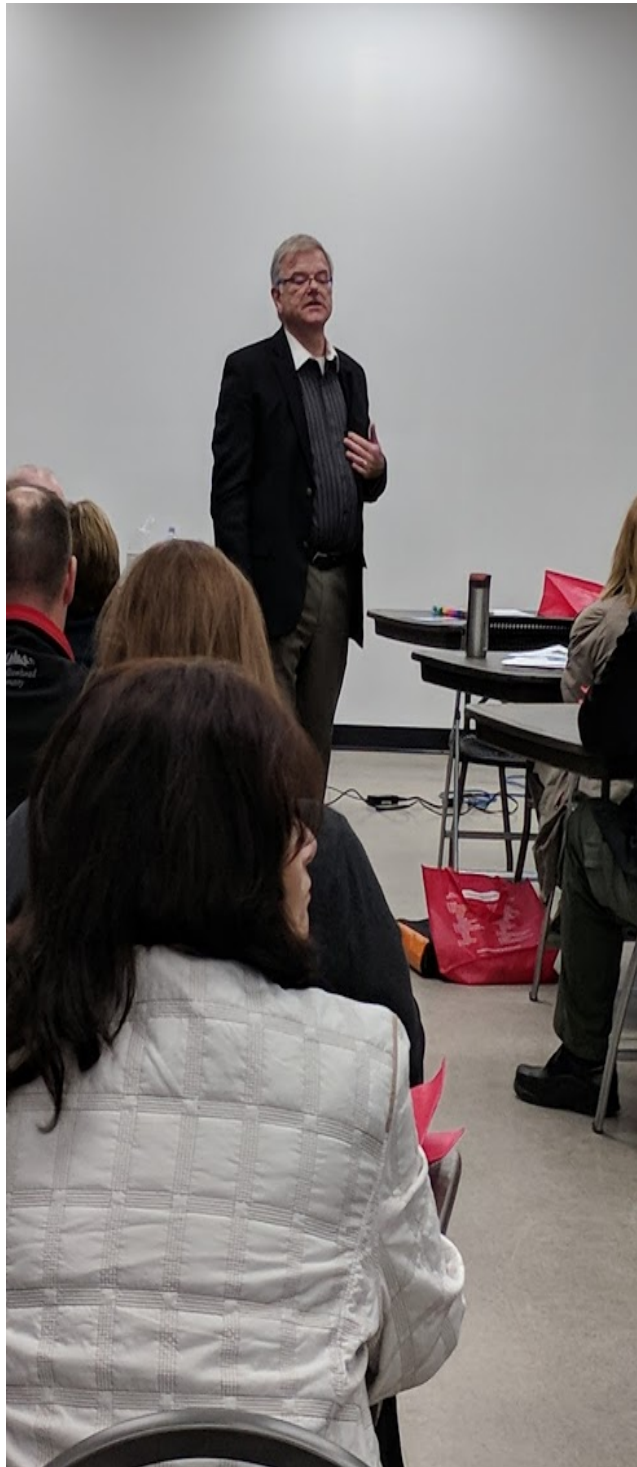
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## Making Lives & Business Better by Building Better Lives



From the Arctic to the European countryside, from Asia to Africa, Steven Armstrong has seen and done it as a member of the Canadian Armed Forces and the Red Cross. Now the leader of [StevenArmstrong.ca](http://StevenArmstrong.ca), he uses the skills he learned while leading complex strategic situations worldwide to help others achieve their leadership goals and create long-lasting positive results.

### How Steve Can Help You

Though many may say otherwise, the simple truth is this: nobody is born a natural leader. And even though you might be excellent at what you do, that doesn't mean you can inspire others to do it well, too.

When the stakes are high, you don't need "business" leadership or empty talks full of platitudes. You need leadership solutions, experience, and a trusted guide who can show you how to make a real difference in people's lives. Steve's lessons, gathered from a lifetime of field experience and steadfast personal values, deliver all of that in a down-to-earth way, giving you and your leadership team the skills to inspire your organization to thrive.

No matter your industry, size, or location, Steve will help you create a better organization by providing uniquely customized solutions to your specific situation.

With a relevant and practical approach honed through decades of leading teams worldwide, he will help quickly assess your organization's health, boost team morale, and increase your competitive advantage – all with a unique process that ensures the long-term establishment of a better organization.

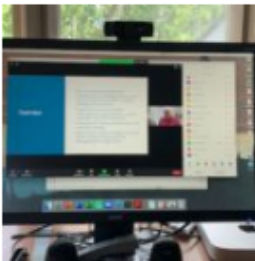
## About Steve



Steven Armstrong worked worldwide as a member of the Canadian Armed Forces and the Red Cross for more than three decades. On the literal frontlines for many of the globe's most notable humanitarian crises during that time – ranging from the shores of Sri Lanka after the 2004 tsunami, to the aftermath of 9/11 in New York, to fighting wildfires in Fort McMurray in 2016 – Steve has proven, over and over again, what authentic leadership means.

**Faced with complex missions and tasks** requiring extreme precision and unfailing resolve, Steve learned early on that inspiring his teams to act, move, and overcome obstacles would be the key to ongoing success. Rather than force compliance, he used his natural virtue, honour, and trustworthiness to motivate people. His character's exceedingly “human” side enabled authentic connections and trust – instilling confidence, determination, and encouragement in all who followed his examples.

**As a speaker, consultant, and author of *You Can't Lead From Behind***, Steve uses humour, honesty, and a lifetime of hard-learned lessons to tell his story and teach others how to become better and more effective leaders. Through his global experience, his approach is down-to-earth and genuine, giving you and your leadership team the personalized tools and confidence they need to succeed.



All Keynotes & Workshops are available in Live/in-Person & Virtual formats





## Topics & Deliverables

### 3 Stones and a Slingshot - Slaying Your Goliaths Through Organizational Health

Addressing Emerging Trends and Massive Organizational Change, Steve makes the case that organizational health “will surpass all other disciplines in business as the greatest opportunity for improvement and competitive advantage.”

While too many leaders are still limiting their search for advantage to conventional and largely exhausted areas like marketing, strategy and technology, Steve believes an untapped gold mine is sitting right beneath them. Instead of trying to become smarter, he asserts that leaders and organizations need to shift their focus to becoming healthier, allowing them to tap into the more-than-sufficient intelligence and expertise they already have

Drawing on his experience consulting with some of the world’s leading teams, Steve arms the audience with the slingshot required to slay the Goliaths they face.

### Leading Through Chaos– Leadership Lessons From Fire, Flood, Disease and War

For most people, leadership is not a natural talent but a learned art. If we are looking for larger-than-life heroes, we misunderstand what leadership is. In my experience, ordinary people rise to the occasion in turbulent and trying circumstances.

*Discover* these learning outcomes:

- Leaders Are Made, Not Born
- Leaders Manage Their Emotions
- Leaders Respond Rather Than React
- Leaders are Resilient people who can come from anywhere.

### Leading When You Have All The Responsibility And No Authority

His experience leading people and applying Leadership tools while humanity was at its best – or worst – provides the backdrop for his powerful workshop message on Human Resource Leadership.

*Discover* these learning outcomes:

- How to ensure everyone knows how they fit into the mission
- How to apply proven Human Resource Leadership skills to the most complex situations

- How to succeed by delegating responsibility with the requisite authority

## Workshop Bundle: BUILDING BETTER LEADERS

It has been a crazy and bonkers world, yet I believe the future of Human Resource Leadership is bright, and there will be a strong demand for people who can deliver results in the post-pandemic reality.

In the post-COVID reality, the virtual leadership of teams and remote workplace management will not go away.

Human Resource Leadership will move from what some executives see as an administrative function toward a strategic business partnership.

Successful Human Resource Leaders have been shifting towards the emphasis on 'soft' competencies for years. A shift that will be even more critical as the future of work is leap-frogging decades at a time into the future.

Human Resource Leaders must become 'exceedingly human' as they respond to these changes. As such, they will need to connect with others using skills like:

- Empathy and Listening
- Strategic thinking
- Creativity
- Motivation and persuasion

Human Resource Leadership will have to evolve to meet the needs of today's workplace problems. We're facing the kinds of evolution we see at work because the nature of the work itself demands it.

Efficiency is more than having the proper process. It is the capacity of the team – not merely the Human Resource Leader. One person's ability to do everything, lead increasingly complex work, and solve difficult problems almost daily is becoming too much.

### The Proposal

In my long relationship with SHRM and CPHR across North America, my three-pack program will best support your members in becoming the leaders they need to succeed in their profession.

The three-pack includes:

**A Personalized Organizational Health Assessment** for their Team (a \$49 value per assessment) and the **Doctor Doctor Give Me The News – I Got A Bad Case of Unhealthy Organization Workshop** (a \$7,500 value)

**Building Healthy Organizations Workshop** for Human Resource Leaders (a \$7,500 value)

**HR Leadership by being Exceedingly Human Workshop** (a \$7,500 value)



Making Lives Better  
By Building Better  
Leaders

[www.StevenArmstrong.ca](http://www.StevenArmstrong.ca)

## Details & Learning Objectives Include:

### Building Healthy Organizations

Leading from the front is a profoundly human endeavour, not a technical one. Building healthy organizations creates the most significant opportunity to gain a competitive advantage. The first and most critical step in a healthy organization is creating a cohesive leadership team committed to developing and maintaining a high-performing team.

In creating a cohesive leadership team, this first session will identify critical fundamentals of a strong leadership team, including leadership communication, conduct, employee engagement and alignment to organizational vision and values to create a safe and healthy organization.

### Doctor Doctor Give Me The News – I Got A Bad Case of Unhealthy Organization

Each participant will receive an email link to my Organizational Health Survey. On completion, each participant will receive their results in a personalized report. *(Note: Participants must complete the assessment 72 hours before the session to allow for processing.)* We will use the survey's collective results during this session to begin the Organizational Health Journey.

### HR Leadership by being Exceedingly Human

The survey results previously collected will be used to continue the Organizational Health Journey. In this final session, we will begin the steps toward achieving organizational health with the following learning objectives:

**#1: Build a 'First Team'** - The first and most critical step is to create a cohesive team committed to doing the ongoing work of being a high-performing team.

**#2: Create Clarity** - Creating clarity is essential to building and maintaining a healthy team and is created by answering six simple but critical questions.

**#3: Be a CRO (Chief Reminder Officer)** - Once a team has become cohesive and established clarity around the six critical questions, they need to repeatedly communicate the answers to employees.

**#4: Build Human Systems** - This is a human endeavour, not a technical one. The team needs to build human systems tied to the six questions.




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<sup>1</sup> CPHR Alberta has approved this program





## Fees

**Your Investment:** Yes, we believe the fee to have Steve speak to your group is an investment in the success of your event, your employees, and, ultimately, your business. **When you book Steve**, you're not just getting an hour. You're getting the product of Steve's years of accumulated experience and research, plus the potential long-term benefits to your organization **for the entire day**.

**Fees:** Dependent on venue location, Steve charges a **flat day rate** of \$7,500 per day for live & in-person events and \$3,000 for virtual events.

My clients find this arrangement to be the **best value** as it includes any combination of a 45-90 Minute Keynote, Half-day interactive workshop(s), or strategy sessions.

**How We Bill Travel Expenses** – We don't. Steve's flat rate covers all travel expenses (meals, parking, and ground transportation. (Note: The client covers venue accommodations.)

### **Additional Ways Steve Can Add Value At A Speaking Event:**

1. Save the cost of bringing in another speaker by asking Steve to stay for an additional day - additional consecutive days are discounted by 50%.
2. If you are serious about making a long-term investment in your culture, then purchase a copy of one of Steve's books. A book dramatically increases the likelihood that ideas are implemented and real change happens. They also make fabulous thank-you gifts and event mementos.
4. Set aside a block of time where Steve can do one-on-one coaching with participants.
5. Have Steve sit on a panel or moderate a discussion on a work-related theme.

## Evaluation Summaries

This evaluation summary is based on the average scores of seminar participants' survey questions covering different aspects regarding instructor capabilities, teaching style, and course material. The following are summaries of pre-COVID engagement evaluations.

<b>Client:</b> <i>The scale is from 1 to 5, with 5 being the highest.</i>		
Government Finance Officers	2018	4.70
CPHR	2018	4.60
CPHR	2019	4.40
Certified Professional Human Resource	2019	4.70
CPHR	2019	4.50
<b>Average</b>		4.58

### Participant Comments:

- ... "eye-opening & great insights on how to work better as a team" ...
- ... "I liked how you engaged the class as a storyteller with excellent management experience" ...
- "Practical, entertaining & relatable. Provides usable suggestions and resources backed by a memorable experience."
- ... "content was simple, very valuable and entertaining. He kept it light and interesting" ...
- "Very knowledgeable & practical."
- "A witty and powerful teacher with a wealth of experience that he shares in an engaging manner."

