

## Squamish Chamber of Commerce Media Release

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### Squamish Excellence Leadership Training Program Launched: *Stepping into Leadership*

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**Squamish, B.C. – Squamish Excellence leadership training program launched for January 2019.**

Squamish Excellence has launched a six-part leadership training program, *'Stepping into Leadership'*, starting in January 2019. *Stepping into Leadership* is designed for current and aspiring supervisors, managers and business owners wanting to develop their leadership skills. The six-session program provides valuable guidance and tools to improve leadership, people management and business skills.

Two cohorts are available – a winter cohort in January / February 2019, and a spring cohort in April 2019. The six sessions are run across three days, including a DISC © assessment of your leadership and communication style, how to lead yourself and others, employee engagement, coaching, goal setting, project management and creating a strong culture of excellence. The sessions will conclude with a guest speaker, graduation and certificate presentation.

*Stepping into Leadership* is ideal if you want to improve your leadership mindset and skills in a small group setting. The program is limited to only 20 spots in order to provide an in-depth level of engagement and learning. *Stepping into Leadership* is a great way to invest in yourself and your rising stars – a perfect holiday or end of year gift! The course is available to Squamish businesses for only \$299. You can reserve your spot today for only \$49, with the remainder settled in January 2019. Book now at [squamishchamber.com/excel](http://squamishchamber.com/excel) or by calling 604 815 4990.



*Stepping into Leadership* is part of **Squamish Excellence**, an affordable training program, brought to you as a partnership between the Squamish Chamber of Commerce, Tourism Squamish and the District of Squamish, with funding from the Province of B.C. **Squamish Excellence** provides Squamish businesses with access to affordable training to help their business grow, to invest in staff, and to grow the culture of service excellence in Squamish.

Feedback from Squamish Chamber and Tourism Squamish members continues to highlight challenges with staff recruitment and retention. In fall 2018, three in four of the businesses surveyed (76%) had faced challenges recruiting or retaining staff in the last 12 months. Housing affordability, particularly homes to rent, is limiting access to labour and creating a competitive marketplace. **Squamish Excellence** offers businesses an opportunity to be recognised as an attractive employer and to invest in their team, which improves job satisfaction and staff retention.

The partners have been working with Christine McLeod of Everyday Leaders, who is facilitating the sessions. Christine has been leading teams and facilitating award winning leadership and management training for over 20 years in the corridor, first with Whistler Blackcomb, then Intrawest, Boutique Hotels & Resorts of BC and since 2009 under the umbrella of her own consulting practice. "This community is filled with inspiring leaders and excellent managers. Stepping into Leadership provides a common language and skillset for those individuals to take the level of operational excellence in Squamish to the next level. It's an honour to be able to be a part of this journey with the Chamber, Tourism Squamish and the District." says McLeod.

In addition to *Stepping into Leadership*, a series of workshops were offered in summer and fall 2018, targeting frontline skills, including communication, sales, service and conflict management. The frontline sessions will be repeated in spring / early summer 2019. A third phase of **Squamish Excellence** will be launched in 2019, focusing on specific business skills, such as social media, media relations and governance training.

For more information on **Squamish Excellence**, visit <https://www.squamishchamber.com/events-training/excel/>

### **About The Squamish Chamber of Commerce**

The Squamish Chamber of Commerce is dedicated to enhancing the quality of life in the Squamish community by actively supporting business, economic growth and diversification. The Chamber takes a leadership role in advocating for the interest of Squamish business and provides member services such as networking and educational events, policy positions and partnerships with other organisations.

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