



Introducing the *Know Your Team (KYT)*

# GLOBAL MANAGER LEARNING PATH

The **KYT Global Manager Learning Path** is a 1-year leadership training program for new managers all over the world.

We combine our leadership trainings + 1:1 coaching + software app – alongside a global cohort of up to 30 peer leaders – so learning *sticks*.

## TRAINING

+

## COACHING

+

## SOFTWARE

**Research-backed live leadership trainings designed by our CEO.** We focus on the most high-leverage leadership skills: Giving Feedback, Communicating Effectively, Coaching and Motivating a Team, and more. Managers learn frameworks and techniques they can put into practice the very next day.

**Personalized 1:1 coaching sessions delivered by our CEO and a KYT Leadership Trainer and Coach.** Every month, each manager participant can sign-up for 1:1 spot-coaching sessions with a KYT Leadership Trainer and Coach. Furthermore, they'll receive a 1-hour executive coaching session with our CEO Claire Lew.

**Simple software used by thousands of managers all over the world at companies like Airbnb and Dropbox.** Our tools reinforce leadership learnings: Managers can hold more effective one-on-one meetings, build rapport across a team, and align a team consistently week-to-week.

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*“Most attendees said it was the best training they've ever attended in their professional career and all felt it was super actionable.”*

Emily Allen, Director of People Operations at SEER Interactive

# OUR APPROACH

**How do you encourage true behavior change?** This is the ultimate question we ask ourselves, here at KYT.

**Our answer:** We combine custom training and coaching *plus* a simple software app – to ensure learning is sustained and applied.



**Data-driven, research-backed.** Our leadership training and software are based on 20+ years of research – plus our *own* independent research across 7+ years.

**Nuanced frameworks.** Leadership trainings can devolve quickly into cliché. We avoid this by providing multiple frameworks of what works in situations A, B, C – not a singular view.

**Action-oriented.** We focus on applicability with interactive breakout sessions, on-the-spot live coaching, and software that nudges positive behavior.

**Ongoing, not one-off.** Our monthly coaching services, unlimited leadership Q&A advice, and software app help managers apply and fine-tune learnings *continually*.

**Thoughtful, personal delivery.** Our CEO Claire Lew trains each KYT Leadership Trainer and Coach personally. Our trainings have been attended by 20,000+ people across 7 years.

# What managers say about our trainings...

*“This workshop was one of the best things I’ve ever done for my professional development.”*

**Caro Griffin, Director of Operations at Skillcrush**

*“This workshop was the most concrete and useful workshop I have ever attended.”*

**Bekki Freeman, Team Lead at Eggplant**

*“I HIGHLY RECOMMEND this for anyone who is a new manager. Just do it.”*

**Jeff Grigg, Project Manager at Guidewire Software**

*From a sample of 183 managers surveyed...*

**95%**

would recommend a KYT training to a friend, peer or colleague.

**93%**

would want to attend another KYT training in the future.

*From a sample of 91 managers surveyed...*

**92%**

feel more connected to their employees when using the KYT software.

**85%**

believe the KYT software has positively affected their company culture.

# What managers say about our software...

*“KYT is a tool that brings our remote-first company closer together: it gives us greater visibility, it helps us improve our policies, and it strengthens our culture.”*

**Peldi Guilizzoni, CEO at Balsamiq**

*“Using the KYT agenda for 1:1s with my team has been a game-changer.”*

**Leah Knobler, Director of Talent Acquisition, Help Scout**

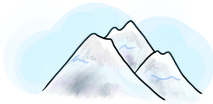
*“Using Know Your Team is like having a leadership sidekick with you at all times.”*

**Ben Weiss, Founder and CEO of Zcruit**

# LEARNING PATH PROGRAM

## FOUNDATIONAL TRAINING

*Build a foundation of knowledge with 5 modules. Each session is a 90-minute deep dive, delivered live by a KYT Leadership Trainer and Coach, alongside a cohort of up to 30 managers.*



### 1 Foundations of Leadership

Gain the mindset shift necessary to be an effective leader, how to transition from an individual contributor to manager, and how to avoid the biggest leadership mistakes.



### 2 The Feedback Loop

Acquire techniques to give feedback that encourages positive behavior change, how to receive feedback without getting defensive and how to create a culture of feedback in your team.



### 3 How to Coach + Motivate an Employee

Learn how to create an environment that helps team members tap into their own *intrinsic* motivation, and how to coach both top-performing and underperforming employees.



### 4 How to Set Vision in a Team

Gain an understanding of what vision truly is and why it matters, how to co-create vision in your team, and how to use vision to align and guide your team to its highest performance.

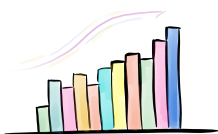


### 5 Effective Communication

Learn best practices for communicating well, including difficult decisions, change amidst complexity, and best practices for communicating in a way that helps encourage team morale.

## MASTERCLASS + CAPSTONE

*Level-up managers' learning. Each session is 60 minutes, focused on applying the frameworks managers are learning throughout the 1-year program, alongside a cohort of up to 30 managers.*



### 6 Manager Masterclass

Midway through the 1-year program, apply frameworks to current situations you're facing, and areas of improvement to focus on.



### 7 Manager Capstone

At the end of 1-year program, engage in self-evaluations on progress, strategy + tactics to enable leadership skill progress going forward.



# LEARNING PATH PROGRAM

## MONTHLY “OFFICE HOURS” LEADERSHIP COACHING

**Spot-check and fine-tune your skills.** Every month a KYT Leadership Trainer and Coach will offer a 2-hour block of “office hours” – a manager can sign-up for a 30-minute leadership coaching session to apply the frameworks to a specific challenging situation they're facing.



## 1:1 EXECUTIVE COACHING WITH OUR CEO

**Deepen your leadership learning.** During the 1-year program, each manager participant will have an opportunity to engage in an exclusive one-hour executive coaching session with our CEO Claire Lew. Together, you'll dive into your overall leadership style and approach, and discern areas of improvement.



## UNLIMITED LEADERSHIP Q&A ADVICE

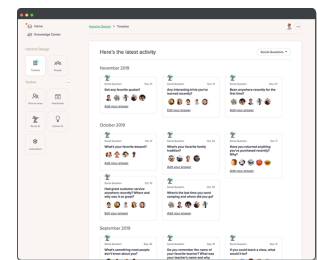
**Get context-specific answers on-demand.** Anytime a manager has a question about their own leadership challenge, they can email our team for unlimited leadership advice, where a response is given within 48 hours.



## KYT SOFTWARE

**Turn knowledge into action every week.** All managers will get access to the KYT software, so they can apply their learnings from the training and coaching. Managers will be able to run better 1:1 meetings, build rapport, get feedback, and more. Our software membership includes:

- **One-on-ones Tool** to make the most out of 1:1s
- **Icebreakers** to onboard your team
- **Social Questions** to build rapport and social connection
- **Heartbeat Check-in** to automate status updates
- **Shout-outs** to recognize your team membership publicly
- All 80+ Knowledge Center **Guides chapters**
- All slides and recordings of previous **Workshop Live! sessions**
- Access to our **online leadership community** with 1,000+ managers



# What will the Spring 2022 Cohort Program Calendar look like?

*The estimated time commitment is **2 - 3 hours per month**.*

MAR 2022

JULY 2022

NOV 2022

FEB 2023

## FOUNDATIONAL TRAINING

*Leadership Foundations, Giving + Receiving Feedback, Coaching + Motivating, Setting Vision, Effective Communication.*

## MANAGER MASTERCLASS

## MANAGER CAPSTONE

## MONTHLY “OFFICE HOURS” COACHING

## 1:1 EXECUTIVE COACHING

*with our CEO Claire Lew*

## UNLIMITED LEADERSHIP Q&A ADVICE

## KYT SOFTWARE

# What do participants walk away with at the end of the 1-year program?

*A significant change in at least 1 **fundamental leadership behavior**.*

***Foundational knowledge** in the key areas of leadership: Definition of “Great Leadership”, Feedback Skills, Coaching Skills, Vision + Setting Direction, and Effective Communication.*

***Best practices, scripts, and tools** to utilize to continually improve your leadership skills beyond the 1-year program.*

*A **network of like-minded leaders** across global industries to consult for support and mutual accountability.*

*A KYT Global Manager Learning Path **Certificate of Completion** when you attend 80% of the trainings and complete all the pre-work.*

# APPLY TODAY

Ready to join the Global Manager Learning Path for the Spring 2022 Cohort? **[Apply here.](#)**

## Tuition is \$5,000 for the 1-year program.

This includes all 5 live training modules, 1 masterclass, 1 capstone, 12 months of 1:1 coaching office hours, 1 executive coaching session with our CEO, 1-year of unlimited email advice, and 1-year access to the KYT Platform.

The Spring 2022 Cohort program begins on **March 8th, 2021** and runs for 1 calendar year. The exact session dates/times will be determined by who is accepted into the cohort.

Applications for the Spring 2022 cohort are due **Monday, January 17th. Applications are accepted on a rolling basis.** As a result, we highly recommend applying as early as possible to increase the likelihood of your acceptance into the cohort.

The application takes about 15 minutes to complete. **[Apply here today.](#)**

*Thank you for your consideration. We look forward to hopefully having you a part of the Global Manager Learning Path, and elevating your leadership skills, together.*