



SERVICES GUIDE

www.vennedgroup.com

TABLE OF CONTENTS

04	Who We Are
06	What We Do Better
08	Meet The Team
09	Vision & Mission
11	Values
14	S.PA.R.K Training Programs
	16 Purposes & Objectives
	18 Program Structure
	20 Program Options
	22 Course Material
	24 Which Program is Right For You?
26	Workshops
28	Client Testimonials
32	FAQ
36	Contact Us



WHO WE ARE

Venned

Phonetic: [vend]

The transformation born from identifying and nurturing the relationships between two or more people, skillsets, elements, etc.

A deep and respectful understanding of similarities and differences used to drive collaboration.

The Venned Group is a soft skills-based leadership & development company.

At TVG, our philosophy revolves around the holistic development of soft skills, with a strong emphasis on the transformative power of communication. Effective communication lays the foundation for all aspects of interaction, serving as the catalyst that strengthens and refines not just our soft skills, but our technical abilities as well.

We believe in the power of words. They inspire, motivate, and have the ability to create powerful narratives. But their true potential lies in their ability to bridge gaps - between individuals, teams, and visions. By mastering communication, we open doors to clearer understanding, streamlined workflow and deeper connections within the team.

We're passionate about creating an environment where every voice is heard, every idea is valued, and every team member is a critical link in the chain of success. Because when we speak the same language, we're unstoppable.

The Venned Group Goals

TVG was born with two goals in mind, the first was our overarching mission of making individuals strongly aware of their influence in order to better their communities and enhance their leadership abilities.

The second goal was to consistently spotlight and uplift talented and kind people doing exceptional work. "A rising tide lifts all boats." We are committed to helping our clients become aware of their own unique competencies while recognizing the strengths within their own teams. We work with individuals and organizations to put the pieces of the puzzle together in order to achieve their overall vision. We do this by bringing you leading experts in Professional Development to ensure your learning and development never ends.

WHAT WE DO BETTER

PREPARE. EMPOWER. PARTNER.

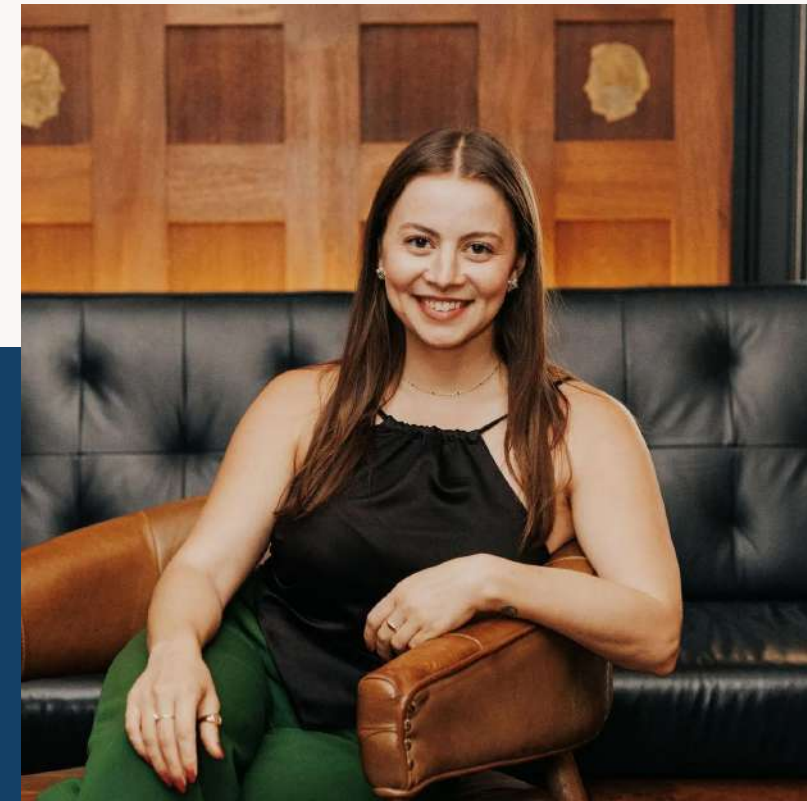
TVG uses over 3 decades of collective educational and practical leadership experience to train leaders at all levels to utilize observation and communication as key leadership tools. Our program graduates spend time understanding what consciously and subconsciously influences their behaviors so that they can become cognizant of their own influence.

MEET THE TEAM



KENDRA JOHNSON

Founder & CEO/
Program Facilitator



LAURA HAMEL

Community Specialist/
Program Facilitator

VISION

We are committed to shaping a world where leadership is not just a role, but a movement – equipping every leader with extraordinary soft skills, and igniting a paradigm shift in global productivity, collaboration, and accountability.

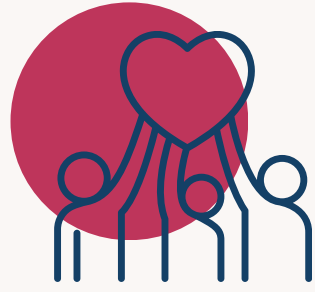


MISSION

We prepare, empower and partner with the leaders of today and tomorrow to overcome their communication barriers and achieve exceptional outcomes through transformative soft skills-based leadership training.



V A L U E S



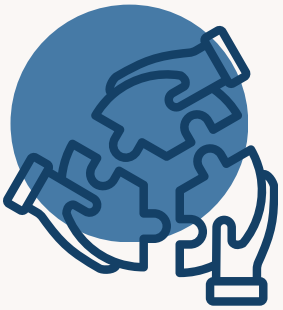
Community

We nurture connections to foster mutual success. We value unity, leveraging shared experiences for growth, and cultivating enduring relationships with our clients.



Empathy

We recognize the uniqueness of each leader's journey and challenges. We advocate tailored approaches to hone more influential and empathetic leaders.



Collaboration

We harness collective intelligence and action, believing in the efficacy of team-centric leadership.



Tangibility

Our programs blend practicality with personal relevance, inciting immediate action and sustained growth.



Inclusivity

Our work thrives on diversity. We champion varied perspectives, promoting an environment where everyone, regardless of their journey, feels valued, seen, and heard.





92%

of executives believe that soft skills are equally or more important than technical skills &

80%

of companies are struggling to find employees with the right soft skills.

-Deloitte

86%

of hiring managers emphasize the importance of strong communication skills when evaluating candidates.

-LinkedIn

'Global Talent Trends' Report

The Venned
Group
S.P.A.R.K
Training
Programs



Training Purposes

Our programs aim to enhance the capabilities of the senior leaders of today and tomorrow in driving organizational success through fostering inclusive, high-performing teams. It focuses on developing their communication, conflict resolution, emotional intelligence, leadership skills, and commitment to contributing to a diverse and inclusive culture.

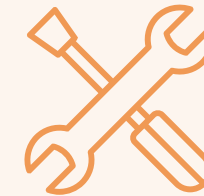
As partners in success,
our objectives are to:

1



Identify individual leadership and communication styles.

2



Gain tools and techniques to interact with diverse personalities, cultures, and opinions.

3



Enhance communication in order to increase human effectiveness.

4



Improve connections and relationships personally and professionally.

5



Heighten EQ to manage stress and limit emotional reactions, improving decision-making.

6



Provide resources to effectively support expanding teams and aid individual development.

7



Manage time more effectively through delegation and reflection for human effectiveness and team efficiency.

EMPOWERING ONE LIFTS THE MANY!

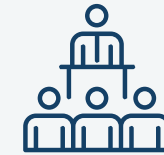
What's Included?

- 8-9 Live Cohort-Based Sessions
- Program Workbook
- Session Recordings in Private Learning Space
- Access to our TVG Community
- Certificate of Completion
- Full 14-Page My S.P.A.R.K.© Report

PROGRAM STRUCTURE

The Leadership Training will be carried out over the course of **seven-nine sessions** and provide participants with the following:

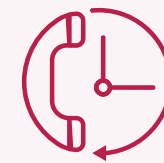
Regular
2 - 2.5-hour
team training sessions
(cadence to be set by
Employer & Trainer)



A total of **17.5-22.5**
virtual "in-class" training
hours and a SPARK
Leadership Foundations
Certificate of Completion.



One **15-minute**
Introductory call per
participant prior to the
start of the course.



One **45-minute**
1-1 support session
per participant with
Facilitator.



Trainees would have
access to a facilitator
for the duration of their
time together, including
agreed-upon "out of
classroom" hours.



Trainees must complete a
comprehensive qualitative
assessment prior to the start
of training, along with a final
material recall assessment to
receive their certificate.



Full findings and
suggestions presented
to key stakeholders
upon finishing training.



**Option to add:
Workshop/'high-level'
50-minute Lunch &
Learns for entire team



PROGRAM OPTIONS:

S.P.A.R.K. 
LEADERSHIP & COMMUNICATION TRAINING
INCUBATOR

THE GROWTH OF ONE
INSPIRES THE MANY.

S P A R K
TEAM TRAINING

COMMUNICATE,
LEAD, SUCCEED.
SOFT SKILLS MAKE THE TEAM.

COURSE MATERIAL:

Module
01

Discovery

Introduction to
S.P.A.R.K.
Philosophies
Including
Objectives &
Metrics for Success

Module
02

Security

Resource
Management
Strategy VS.
Execution

Module
03

Praise

Feedback
Responsiveness

Module
04

Constructive Feedback

Providing
Feedback With
Clarity &
Kindness

Module
05

Acknowledgment

Motivation for
Excellence

Module
06

Respect

Collaborative
Willingness

Module
07

Knowledge

Communication
Styles

Module
08

Wrap Up

Knowledge
Assessment &
Case Study
Application.

WHICH PROGRAM IS RIGHT FOR YOU?

OR



Who is this Program for?

Teams looking to improve their communication, realign their expectations and criteria across departments, and develop a shared language.

Best suited for:

- Teams who work cross-departmentally and collaborate often
- Sr. Leaders who are looking to reestablish expectations and reset culture
- Mid-level leaders (Manager - VP depending on the company) who are in a people management position
- Project Managers responsible for communicating with many diverse stakeholders.

Mid-level leaders looking to grow in their roles, improve their communication and navigate diverse personalities.

Best suited for:

- Sr. Leaders who are looking to reestablish expectations and reset culture
- Mid-level leaders (Manager - VP depending on company) who are in a people management position
- Project Managers responsible for communicating with many diverse stakeholders.
- Aspiring people leaders looking to move into a leadership role in the next 6-12 months

What is the difference?

- Tailored content to match organizational vision, mission, values and established language
- Longer sessions and spread out cadence to promote the application of information between sessions
- Private cohort of team members to promote cross-departmental collaboration
- Strategic employee listening exercises used to provide Stakeholders with insight about strengths and areas of improvement for short, mid and long-term initiatives

- Blended live cohorts of leaders at similar levels from different organizations
- Accelerated programming (shorter sessions, cadence is weekly)
- More focus on individual working & communication styles complimented by other styles within the group

STAND-ALONE WORKSHOPS

UTILIZING EQ IN LEADERSHIP

Improve decision-making and team relationships.

HARNESSING THE SKILLS & QUALITIES OF A MODERN LEADER

Develop agile and adaptable leadership styles for diverse workplaces.

CULTIVATING A CULTURE OF INCLUSION

Enhance team dynamics and individual growth.

DESIGNING A COACHING CULTURE

Learn how to set clear goals and provide feedback.

IGNITING INNOVATION

Stimulate creativity and problem-solving among team members.

COLLABORATION

Foster a culture of teamwork and cooperation to achieve goals.

DIGESTING FEEDBACK

Develop the ability to receive and process feedback constructively.

COMMUNICATION TOOLS TO MANAGE CONFLICT

Handle conflicts with better communication.

DEVELOPING HIGH-FUNCTIONING TEAMS

Improve teamwork and achieve better results.

DELEGATION

Develop skills to assign tasks effectively based on team members' strengths with trust and accountability.

TIME MANAGEMENT

Improve efficiency by setting priorities and managing deadlines effectively.

PRESENTATION EFFECTIVENESS

Enhance confidence and credibility in public speaking situations.

PEER-TO-PEER COACHING

Empower team members to support and mentor each other.

Packages Available

Example Package:

COMMUNICATION TOOLS TO MANAGE CONFLICT
DEVELOPING HIGH-FUNCTIONING TEAMS
UTILIZING EQ IN LEADERSHIP
HARNESSING THE SKILLS & QUALITIES OF A MODERN LEADER
CULTIVATING A CULTURE OF INCLUSION
DESIGNING A COACHING CULTURE

WHAT OUR CLIENTS ARE SAYING

“Excellent leadership training! The program greatly increased our teams internal communication by better understanding each individual’s unique style.”



Elliot D.
Business Manager

“The SPARK training gave me the opportunity to explore my personal values while opening my mind to those of my coworkers and their experiences. The SPARK training has helped me and will continue to help me have meaningful interactions with my team, bettering our relationships.”



Brittany D.
Delivery Coordinator

“The SPARK People Skills Training Sessions were informative, collaborative, and relevant to both business and personal life. Kendra - you created a safe, respectful, inclusive, and welcoming space for staff to come together and be able to speak and share freely and honestly. These sessions were incredibly well received. Thank you!”



Beth P.

“Over the past two years, [TVG] has been a dedicated and collaborative learning partner. They conduct productive training sessions, across our whole organization, understanding and incorporating our specific values and unique culture. Their emphasis on employee listening has fostered open better communication and teamwork. For any organization seeking outstanding team upskilling/reskilling that empowers and embraces effective employee engagement, TVG is the ideal partner.”



Mark R.

OUR VALUED CLIENTS



... PLUS MANY MORE





86%

of TVG participants with low-moderate confidence in feedback and delegation skills saw improved confidence in their skills!

4.6/5

participants felt confident applying the learnings in their day-to-day life after training.

FAQ

WHAT DOES YOUR TRAINING PROGRAM INCLUDE?

Our training program includes comprehensive modules covering a range of soft skills and leadership topics.

HOW CAN SOFT SKILLS AND COMMUNICATION TRAINING BENEFIT OUR ORGANIZATION?

Soft skills and communication training can enhance teamwork, productivity, and employee engagement within your organization.

HOW LONG IS THE DURATION OF THE TRAINING PROGRAM?

The duration of the training program varies depending on the specific modules and customization required. Our recommended duration is a minimum of 16-weeks.

WHAT IS UNIQUE ABOUT YOUR APPROACH TO SOFT SKILLS AND COMMUNICATION TRAINING?

We believe that communication is at the core of soft skills (and technical skills) improvement. Our approach combines interactive methodologies, real-life scenarios, and personalized coaching to maximize learning and retention.

HOW DO YOU CUSTOMIZE YOUR TRAINING PROGRAMS TO MEET THE SPECIFIC NEEDS OF OUR ORGANIZATION?

We tailor our training programs by conducting needs assessments and collaborating closely with your organization to address specific challenges and goals. We also infuse company-specific vision, mission, values and terminology throughout the training.

CAN THE TRAINING BE PROVIDED VIRTUALLY, ON-SITE, OR BOTH?

Yes, our training can be delivered virtually, on-site, or through a blended approach, depending on your preferences and requirements.

WHAT KIND OF FOLLOW-UP OR ONGOING SUPPORT DO YOU OFFER AFTER THE CONCLUSION OF THE TRAINING?

We offer post-training support through follow-up consultations, a formal stakeholder presentation of findings, and access to our resources & events through our TVG Community to ensure sustained learning and application.

CAN YOU SHARE SOME SUCCESS STORIES OR TESTIMONIALS FROM PREVIOUS CLIENTS?

Certainly, we have numerous success stories and testimonials highlighting the tangible results achieved by our clients post-training! All you have to do is ask!

HOW MUCH DOES YOUR TRAINING PROGRAM COST? ARE THERE ANY ADDITIONAL FEES WE SHOULD BE AWARE OF?

Pricing for our training program varies based on factors such as customization, delivery format, and duration. We value transparency, there are no hidden fees!

WHAT ARE THE CREDENTIALS AND EXPERIENCE OF THE TRAINERS WHO WILL BE WORKING WITH US?

Each facilitator is handpicked for their inherent mastery of the skills they teach, ensuring they lead by example. Their backgrounds are diverse, and they hold various certifications in their respective areas of expertise. Rest assured, their collective experience guarantees a high-quality delivery tailored precisely to meet your specific needs

HOW DO YOU MEASURE THE EFFICACY OF YOUR TRAINING PROGRAM?

We measure the efficacy of our training program through pre- and post-assessments, participant feedback, and follow-up evaluations to track progress and outcomes.

HOW DOES YOUR TRAINING HELP BUILD STRONGER LEADERS WITHIN OUR ORGANIZATION?

Our training instills essential leadership competencies, such as effective communication, decision-making, and emotional intelligence, to empower leaders at all levels. It realigns leaders to standardize expectations and to build trust between teams.

CAN THE TRAINING ACCOMMODATE ALL LEVELS OF EXPERIENCE AND SENIORITY WITHIN OUR COMPANY?

Absolutely, our training is designed to accommodate participants of varying experience levels and seniority, ensuring relevance and applicability to all.

HOW DO YOU ENSURE THE KNOWLEDGE AND SKILLS LEARNED DURING THE TRAINING ARE EFFECTIVELY IMPLEMENTED IN THE WORKPLACE?

We provide tools, resources, and ongoing reinforcement strategies to support participants in applying newly acquired knowledge and skills in their day-to-day roles.

HOW BIG ARE THE COHORTS YOU RUN?

Cohort sizes are kept manageable to facilitate personalized interaction and engagement, typically ranging from 4-12 participants for our S.P.A.R.K. Trainings and up to 300 for our workshops depending on the topic and style.



NEXT STEPS



Contact Us



+1 (647) 691-0595



connect@vennedgroup.com



www.vennedgroup.com



33 Lombard St, Toronto, ON
M5C 3H8

Get In Touch:

Scan The QR code —>

OR

[CLICK THIS LINK](#)



THANK YOU!

Copyright © The Venned Group 2024 All Rights Reserved.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including but not limited to photocopying, recording, or other electronic or mechanical methods, without the prior written permission from The Venned Group.

For permission inquiries, email connect@vennedgroup.com.

All The Venned Group Content is in its components and as a compilation the copyright property of The Venned Group and is protected under applicable copyright, trade-mark and other laws.

The Venned Group reserves the right to make improvements and/or changes in the products, pricing and/or the programs described in this information at any time without notice.

Printed in Canada.