



A woman in a business suit is shown in profile, looking thoughtfully upwards and to the right. The background is a dark blue gradient with various mathematical diagrams and equations overlaid. On the left, there is a large circle with points A, A', B, and P, and lines connecting them. A dashed line from A' to B is labeled 'c', and a solid line from A to B is labeled 'b'. A solid line from A to P is labeled '2R'. Below the circle, there are three white silhouettes of birds in flight. In the center, the text 'LEADERS TEAM' is written in large, bold, white capital letters. Below this, the text 'CODE BREAKERS FOR CORPORATE PERFORMANCE' is written in smaller, white capital letters. At the bottom, a paragraph of text reads: 'We are a team of skilled disruptors working with businesses, leadership and high performance teams to expand, grow and cause breakthrough results.' The background also features faint mathematical equations like  $a^2 + b^2 = c^2$  and  $\cos^2 \theta + \sin^2 \theta = 1$ .

# LEADERS TEAM

CODE BREAKERS FOR  
CORPORATE PERFORMANCE

We are a team of skilled disruptors working with businesses, leadership and high performance teams to expand, grow and cause breakthrough results.

CODE BREAKING: (v) is about revealing patterns that allow you to see things you haven't seen before and discover new actions to take that you didn't know were possible before.

## WHEN IS CODE BREAKING REQUIRED?

- When **incremental improvement** will not do
- When there's a need to **raise the bar** on performance
- When there has been a **shift** in circumstances
- When a **powerful leap in performance** is required
- When dealing with a persistent **pattern of underperformance**
- When traditional programs have made **little difference**
- When seeking a business **transformation**
- When the current culture **will not support** the strategy
- When **integrating** two or more enterprises - an acquisition or merger
- When there's a need to transform beyond the **current way it's going**
- When seizing a new and compelling **arena of opportunity**
- When the existing operations cannot **predictably reach** the goals
- When planning to **change the game** - interrupt the market or industry
- When you know your prevailing ways are not a match for the **new game**
- When you are navigating a highly competitive, global, dynamic, fast moving business environment that **demands adaptability**
- When rapid realignment of strategy with **clarity of communication** is warranted

# OUR APPROACH IS TRANSFORMATIONAL

We work with businesses to understand the specific nature of your challenges and design bespoke solutions. Our tailored consultancy services address your challenges resulting in partnership, collaboration and alignment. We also employ a mix of:

- Corporate Performance Assessments
- High Impact Coaching
- Strategic Performance Activation
- Individual and Team Productivity
- Partnership Collaboration Alignment

[WWW.LEADERSTEAM.COM](http://WWW.LEADERSTEAM.COM)

## CONTACT:

Adam Joyce  
VP of Discovery  
adam@leadersteam.com  
403.870.7826

# CODE BREAKERS FOR HUMAN PERFORMANCE

We are a team of skilled disruptors, making a profound difference for business owners, executives, teams and ourselves in dealing powerfully with what matters to us all in business and in life.

We provide leaders access to being a new kind of leader, discovering new ideas, taking action in new ways and making a remarkable and lasting impact.

Our unique methodology and talent to distinguish, dismantle and discover blind spots and limitations gives our clients access to designing new cultures, empowering people to take on the unpredictable and challenge themselves to be breakthrough performers.

We are leaders of reinvention for business owners and executives. Our highly trained and developed listening skills establish a unique relationship with our clients and our team that allows for authentic, open and honest communication. As high-performance collaborators we work together to create a new era of transparent and accountable environments.

Champions of the You and Me business model, we engage people to develop themselves to be leaders who skillfully forward team alignment inside a shared future. Team players become owners of the future, working together creatively, proactively, efficiently, and effectively in action accomplishing breakthrough results.

We build alliances, champions and advocates that empower our team and our clients' success. We are catalysts for living heroic and fulfilling lives inside a new paradigm that makes a lasting difference for people and for business.

# OUR TEAM



KELLY TOWNSEND

35-year business professional, 20 years coaching and training in Ontario - the study of being - for sales, business development, leadership development and team alignment. Delivering programs in healthcare, legal and financial service industries with executives, entrepreneurs and corporations. An expert in leadership development, team building and management effectiveness.



JON OUELETTE

Over 40 years experience as a Senior Executive in leading & owning companies, including ventures in financial, oil & gas, real estate and the largest Canadian - owned insurance brokerage. Experienced at leadership and corporate vision alignment, developing engaged performance cultures for fulfilling strategy and breakthrough results. People, systems and structures get re-aligned to reinforce action toward the fulfillment of the company's future.



ADAM JOYCE

Over 20 years of accelerating, transforming, and growing companies; accountable for revenue, communications, investment and sales & marketing. Experienced in leading team performance and brand activation; Adam has helped build 11 start-ups, 9 corporate expansions and 3 successful turnarounds. A few companies I've worked with include TELUS Convention Centre, Business Instincts Group, Canada BrokerLink & the Association for Corporate Growth (ACG).

# OUR TEAM



JENNIFER LITTLE

Over 20 years of experience as an Entrepreneur, Jennifer has successfully navigated the ever-changing landscape of innovation/tech disruption, team building, family business, economic highs and lows, luxury brand building. Sales, revenue generation 6X better than the industry average. Jennifer is well respected in the business community as a person of empowerment and influence. A consummate networker, relationship builder and she continues to elevate the performance of those around her.



DIANE EMERY-  
DIMAGGIO

Founded Emery & Associates of St Petersburg Inc in 1982 and operating as President & CEO of this award-winning, successful woman-owned Court Reporting Service, she has received numerous awards and been written about in various publications. Her designations include CMRS, FPR, NCRA in Trial Presentation, and has delivered seminars in the personal and professional development field for over 27 years.



MICHELE JOHNSON

Over 20 years experience as an Executive Assistant to C-Level Executives, 10 years of experience in Event & Conference Management, and over 5 years experience as a Project Manager.