



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.

“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 Guideware 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.

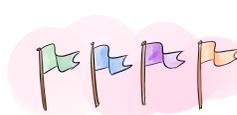
MASTERCLASS + CAPSTONE

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

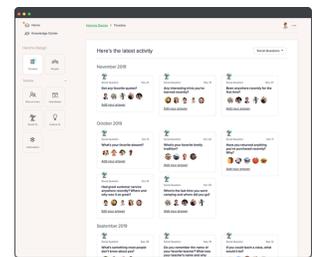
Get context-specific answers on-demand. Anytime a manager has a question about their own leadership challenge, they can email our team for unlimited leadership advice, where a response is given within 48 hours.



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.