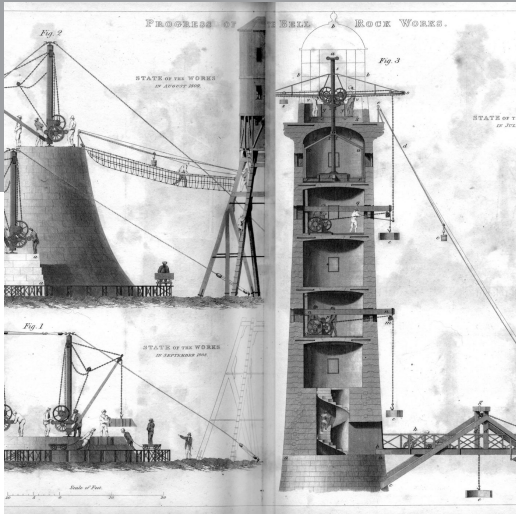


The background of the entire page is a grayscale photograph of a tall, cylindrical offshore structure, likely an oil or gas platform, standing in the ocean. The structure has a dark base and a white upper section with several windows. At the top, there is a complex of pipes and a small platform. The sky is filled with soft, white clouds.

**bellrock™**

**PRESS KIT**



# What is Bellrock?

## Our Purpose... Unleashing Potential

Bellrock exists because we believe in the potential of people to achieve much, much more. We shepherd clients through transformational change that enables them to achieve their goals and realize their dreams. We do this by being the CrossFit of small business consulting and training.

Working with Bellrock isn't easy, but we've learned that easy doesn't deliver. We give you all of the tools you need to get the results you deserve. When our clients succeed, we experience deep satisfaction. The result? Lifelong relationships and raving fans!

## The Bellrock Promise

A brand promise indicates what you can expect from working with an organization. Crafted well, a brand promise is unique in the market and difficult to replicate. If it's broken, it should hurt the company, disincentivizing them from ever breaking that promise again.

We are so confident that our approach will make a meaningful impact – whether that's measured by more revenue, more profit, or simply more time to do what you want to do – that if you don't think we delivered value, you don't pay. We don't charge for time. We charge for results.

## Our Story

The Bell Rock Lighthouse, located off the Scottish Coast, is the world's oldest sea-washed lighthouse. It was built between 1807 and 1810 on Bell Rock in the North Sea 11 miles east of the Firth of Tay. Standing 35 meters tall, its light is visible from 35 statute miles around.

This remarkable structure has provided a constant, dependable life-saving beacon for over 200 years. Its construction is so sound that no foundational repairs have been needed, even though it has been battered and sprayed by stormy seas for over two centuries.

It also serves as our inspiration and namesake. We provide enduring, customized support and guidance to each and every client as they chart and successfully navigate their course. Like the Bell Rock, the foundations we build are solid and deliver valuable, lasting results.



## Tara Landes, Founder

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Tara Landes has been working directly with the leaders and managers of dozens of North American companies scaling their businesses and helping them build enterprise value since the turn of the century. She is the founder of Bellrock, a BC-based management consulting firm where remarkable is expected. They have been listed on the Profit W100 and Business in Vancouver's Largest Sales and Management Training Companies. Bellrock helps business leaders solve their toughest problems. Permanently. She is also a highly sought-after speaker.

Tara earned an MBA from the Richard Ivey School of Business. Currently, Tara is an elected board member for Centre Bay Yacht Station and a mentor in The Forum Mentor Program. When she is not helping clients, you'll find her on a boat in the Gulf Islands of British Columbia, reading a great book while her husband and sons fish.



## Gabe Dhahan, President

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Gabriel (Gabe) Dhahan is the President of Bellrock. An experienced professional with many years working in a management consulting capacity, Gabe is known for his broad knowledge and ability to explain complex concepts and ideas. He has worked with small business and family enterprise clients in construction, food services, digital marketing, distribution, and more. He is passionate about solving tough problems and enjoys working closely with leaders to achieve lasting, valuable change.

Before Bellrock, Gabe spent several years in technology and worked for a wide variety of small businesses. He earned his MBA from Royal Roads University, is a designated Family Enterprise Advisor (FEA) through Family Enterprise Canada (FEC), and is an Associate Certified Coach through the International Coach Federation (ICF). He serves as an FEC Ambassador, is a Project Advisor with FEC's FEA program, and participated as a mentor in YWCA's NextStep program.



# Let's Talk About Bellrock Training

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**We offer a variety of leadership development, management training, and custom programs.**

**They are the most actionable, practical, and valuable on the market.**

## **Why choose Bellrock for Training?**

Bellrock was founded as a consulting company, but one that actually implements the solutions we recommend. That means our solutions are proven and practical. If it's all theory, it won't work. If the tools we train aren't robust enough to appeal to a wide variety of situations and industries, they aren't worth training.

## **What makes our training unique?**

We go beyond just theory and the classroom by helping participants implement what they learn and build capacity in their organization. During our 1:1 coaching sessions, individuals learn how to overcome their specific challenges so that the results stick.

## **Our Training Program Includes**



### **A lot of engagement and collaboration.**

Our training is not a sit-back-and-watch, passive experience. Why? When you learn something passively, there's a 72% chance you'll forget it. When you learn something actively (use it, answer questions about it, discuss it with others, etc.) there's a 69% chance you'll remember it.



### **A series of 3-hour workshops.**

These are a combination of live lecture, videos, whole group participation, and small breakouts where we assign people to small working groups to collaborate. There are different groups for different activities so you get to know your classmates. We also use polls and quizzes to test your knowledge in fun ways.



### **1-hour, one-on-one coaching sessions.**

You get focused attention to develop your leadership and management practice, advance in your career, and solve your toughest problems. These sessions are customized just for you.

Our Training programs are designed to set leaders and managers up for success. They cover a specific set of modules, each of which includes a 3-hour workshop and a 1-hour coaching session.

# Let's Talk About Bellrock Training

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## FAQs

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### **What level of Leader gets the most out of this training?**

Leadership and management are like an artichoke. So many layers and some are really spiky! Our programs are designed to meet the learner where they're at in terms of their leadership and management experience.

### **Is it online or in person?**

All of our public classes have been painstakingly designed to deliver the best experience online. Further details are released during intake.

### **Is financial assistance available?**

Yes! Many businesses are eligible for financial assistance via grant programs. For participants in Canada, the Canada Job Grant is available in several provinces. For example, under the B.C. Employer Training Grant program (BC ETG) guidelines, eligible employers may receive up to 80% of eligible training costs, up to a maximum of \$10,000 per participant per fiscal year. Please contact us for more details.

### **What is your refund policy?**

We are confident that our training will make a meaningful impact in your professional role and we would love the opportunity to address any concerns about the value of it. If a participant chooses to withdraw from training and they do so before the second module begins, we offer a full refund. We don't charge for time. We charge for results.

### **Can I get continuing education (CE) credits?**

Our program modules often qualify for continuing education (CE) credits but it depends on your professional association. We can provide proof of training and other information as needed.

### **What if I miss a class?**

The sessions are not recorded. However, if you miss one you can join another time. In fact, as a graduate you can come back to any class at no cost to you. We love welcoming returning students who are refreshing their knowledge.

### **Are classes recorded for later viewing?**

The sessions are not recorded as we know that live participation results in significantly better results.

# Let's Talk About Strategic Planning

## Why does a business need Strategic Planning?

A strategic plan will outline your vision and prioritize your most important goals. It describes how you will compete, the clients you serve, and what value you provide.

## Why choose Bellrock to help develop your Strategic Plan?

Bellrock's proven, comprehensive quarterly strategic planning program allows leaders to spend all of their (limited) time focused on the strategy and its implementation. Our experienced facilitators take care of the process from start to finish so that your team can focus on the content, setting the best strategy and getting the results.

- If you've never formally set your strategic plan, our program is for you.
- If you're tired of deciding on a plan you know is the right thing to do, only to watch it get set aside for more urgent day-to-day matters, this is for you too.
- If you're looking to tick a box, or create a plan solely for financing purposes, the rigour in our program is overkill.

## What does the Bellrock program look like?

Our team will work with you to develop a comprehensive strategic plan through facilitated annual sessions, quarterly all-days, and monthly leadership meetings. We break it down into



### Preperation

- Confidential customer surveys
- Confidential staff survey
- Leadership survey
- Key stakeholder interviews
- Financial analysis



### Documentation

- Custom pre-work and agendas
- Strategic planning output
- Vision summary
- Action logs and parking lots
- Communication plans



### Facilitation

- Annual strategic planning
- Quarterly all day meetings
- Monthly meetings to address challenges and opportunities
- Two trained facilitators



### Accountability

- Monthly facilitation / 1:1s
- Strategic plan audits
- Action log reviews
- Problem solving
- Change management advice

# Let's Talk About Strategic Planning

## FAQs

### Is Strategic Planning applicable to small businesses?

Yes, yes and yes! In small business there is a lot less room for error. Decisions around what to do, how to price it, who to hire (and when) can literally be the difference between failure and success.

### Is small business strategic planning the same as large business strategic planning?

No. The focus and process of strategic planning changes in a smaller organization.

### How much time will strategic planning take?

The cagey answer is that planning is a process and that the process is ongoing. We know what you mean, though. Over the course of the year, you'll probably invest five days. The first session is a bit more intense and is two full days.

### Who should attend the strategic planning meeting?

As every consultant loves to say, "it depends." An ideal planning group is no more than six people. In small companies, it could be just the leader. In large organizations, we've had 20 people in the room. But that requires a lot more break-out sessions. We should discuss what's right for you.

### Why use an outsider (like us) to facilitate a strategic planning meeting?

Doing it yourself may seem like a good way to save a few bucks. However, companies often struggle to get value out of their strategic planning because they:

- Lack expertise in how to create a strategic plan.
- Don't have the time to spend on preparing for and organizing the strategic planning process.
- Get stuck trying to facilitate conversations while participating in them.

Great facilitators allow companies to focus on the actual content rather than the process, and bring useful frameworks and a valuable, outside perspective.

We've been working with Bellrock for almost 5 years in a number of capacities (strategic planning, management training, process improvement, etc.). They facilitate our annual strategic planning and all quarterly reviews. They've been instrumental in challenging us to think strategically, drive change throughout our business, and grow our approach to leadership as we've evolved. The consistent rhythm of facilitated meetings every 90 days has been critical to us tripling in size in addition to the development of an outstanding team and delivery process that is differentiated from our competition."

**JULIE PHILLIPS, PRESIDENT + PARTNER, FLAT IRON BUILDING GROUP**