CORPORATE TRAINING · FOUR PROGRAMS

Corporate Training Program Guide

Developing people. Strengthening performance. Building better businesses. Four structured nine-month programs with measurable employee development, delivered by M2M Business Solutions Inc.

Lead. Align. Overcome.

M2M Business Solutions Inc. · Executive advisory, business transformation and corporate training · Brampton, Ontario, Canada

WHY IT MATTERS

The success of any organization depends on its people.

Markets change. Customer expectations evolve. Technology transforms how work gets done. Organizations must continuously develop their workforce to remain competitive, productive and prepared for growth.

At M2M Business Solutions Inc., we have supported businesses through professional development, organizational improvement and workforce training since 2017. Our corporate training programs are designed around real business challenges, combining structured learning, practical application and measurable employee development.

We believe the value of training should extend beyond the classroom.

OUR METHODOLOGY

The M2M Nine-Month Training Model

Learn. Apply. Measure. Improve. Sustained employee development through structured learning, practical application and ongoing assessment.

9 months
of structured employee development

9 × 4 hrs
instructor-led, in-person sessions, one per month

36 hours
of classroom instruction in total

Assess
We begin by understanding the employer's workforce development objectives and establishing baseline employee competencies.

Develop
Employees take part in monthly four-hour, instructor-led sessions focused on practical skills relevant to their responsibilities.

Apply
Participants complete workplace learning activities that reinforce the concepts and skills developed during training.

Measure
Individual assessments and progress reviews identify learning achievements, skill development and areas for additional support.

Evaluate
Employers receive a consolidated view of participation, competency development and overall training effectiveness.

HOW AN ENGAGEMENT WORKS

From first conversation to final report.

A clear, documented process so your leadership team knows what to expect at every step.

01
Discovery
A conversation about your objectives, the employees you want to develop and the results that matter to you.

02
Needs review
We review roles and priorities and recommend the right program, cohort size and schedule.

03
Proposal
You receive a course outline, instructional plan, instructor profile and an itemized quotation.

04
Delivery
Nine monthly in-person sessions, workplace application activities and ongoing assessment.

05
Reporting
Monthly progress reports, a mid-program evaluation and a final organizational effectiveness report.

MEASURING EFFECTIVENESS

How effectiveness is measured

Training is an investment in people, and understanding its effectiveness is essential. Our approach combines individual employee assessments, competency scoring, workplace application reviews and performance measurement.

Where appropriate, we also review relevant workplace performance indicators so employers can see how employee development relates to broader results.

Depending on the program, employers receive:

- Initial employee competency assessments
- Individual development scorecards
- Monthly learning progress reports
- Mid-program effectiveness evaluations
- Final employee development assessments
- Consolidated organizational training effectiveness reports
- Certificates of completion for participants who complete the program

Our instructors

Programs are designed and delivered by M2M Business Solutions Inc. instructors with senior operating experience in manufacturing, automotive, food and beverage, logistics and professional services, together with university-level education.

Instructor profiles and qualifications are included with every proposal.

- Operations and leadership experience since 1997 in entrepreneurship, automotive manufacturing and global operations
- Professional development and workforce training delivered since 2017
- University of Toronto undergraduate degree and Ivey Executive MBA
- Contributing author on Forbes.com through the Forbes Coaches Council, 2021–2025

TRAINING SUPPORT SERVICES

Before, around and after training

Fixed-scope projects that prepare a team for training, or carry it into everyday practice. Each has named deliverables and a timeline agreed before work begins.

01	**Training needs analysis and capability assessment** Before investing in training, know exactly which skills each role needs and where the gaps are.	DELIVERABLES Role-by-role skills audit Competency gap map by team and level Prioritized training plan and budget	TYPICAL DURATION 3 to 5 weeks
02	**Competency frameworks and role design** Clear expectations for every role, so people know what good looks like and how to progress.	DELIVERABLES Competency profiles by role level Updated job descriptions and responsibility matrix Career paths and progression criteria	TYPICAL DURATION 4 to 8 weeks
03	**Employee engagement and retention** Find out why people stay, why they leave and what to change first.	DELIVERABLES Engagement survey and focus groups Turnover and exit analysis Retention action plan and onboarding redesign	TYPICAL DURATION 4 to 8 weeks
04	**People policies and performance systems** The everyday systems that make good management consistent.	DELIVERABLES Employee handbook and core policies Performance review and goal-setting process Recognition practices and manager toolkits	TYPICAL DURATION 6 to 10 weeks

People-policy work is practical guidance, not legal advice. Employment law matters should be reviewed by your legal counsel.

QUESTIONS

Frequently asked questions.

If your question is not answered here, contact us and we will respond within two business days.

Can the programs be tailored to our organization?

Yes. Every program starts with a training needs review and a baseline competency assessment. We then align examples, exercises and workplace application activities to your employees' roles, processes and customers, while keeping the core structure of the nine-month model.

Where is the training delivered?

Sessions are delivered in person, in Ontario, at your workplace or at a training location we arrange. Each session is four hours, once a month, for nine months.

How many employees can take part?

We recommend cohorts of 8 to 20 participants so every employee receives individual attention and assessment. Larger organizations can run more than one cohort.

Can we combine programs?

Yes. Employers often run two programs in parallel, for example Leadership & Management Development for supervisors and Productivity & Operational Excellence for their teams.

How do we know the training is working?

Each participant is assessed at the start, at mid-program and at completion. You receive monthly progress reports, a mid-program effectiveness evaluation and a final organizational report. Where appropriate, we also review workplace indicators you choose.

What documentation do you provide?

A course outline, instructional plan, instructor qualifications summary and an itemized, training-only quotation. During delivery we maintain attendance records and issue certificates of completion to participants who complete the program.

Can our training be government funded?

Some Ontario employers may be eligible to apply for programs such as the Ontario Job Grant. Eligibility is decided by the government program for each employer application, and funding must be approved before training begins. Government funding is not guaranteed.

What does a program cost?

Pricing depends on the program, number of participants and delivery location. We provide a written, itemized quotation after an initial conversation.

PROGRAM 1

Sales & Marketing Excellence

Revenue depends on how well your people understand customers, manage opportunities and communicate value. This program builds those capabilities in a structured, measurable way over nine months, so new habits are practised on real accounts between every session.

Designed for: Sales professionals, marketing teams, account managers and business development employees.

Typical participants: Sales representatives, account managers, inside sales, marketing coordinators and business development staff.

BUSINESS CHALLENGES ADDRESSED

- Inconsistent sales results across the team
- Pipelines that are full on paper but convert poorly
- Marketing and sales working from different views of the customer
- Limited use of data and digital tools in day-to-day selling

LEARNING OUTCOMES

- Run consultative conversations that uncover real customer needs
- Segment markets and prioritize the accounts with the greatest potential
- Manage a disciplined pipeline with clear stages and next steps
- Prepare for and conduct negotiations with confidence
- Coordinate digital marketing and customer engagement with sales activity
- Use practical AI tools to research, prepare and follow up more effectively

THE NINE-MONTH JOURNEY

MONTH 1
Baseline assessment and sales effectiveness foundations

MONTH 2
Consultative selling and customer needs discovery

MONTH 3
Market understanding and customer segmentation

MONTH 4
Customer acquisition and relationship development

MONTH 5
Pipeline and opportunity management, with mid-program review

MONTH 6
Negotiation and communication skills

MONTH 7
Digital marketing and customer engagement

MONTH 8
Practical AI applications in sales and marketing

MONTH 9
Sales performance measurement, final assessment and next-step plan

TRAINING AREAS

- Sales effectiveness and consultative selling
- Customer acquisition and relationship development
- Market understanding and customer segmentation
- Sales pipeline and opportunity management
- Negotiation and communication skills
- Digital marketing and customer engagement
- Sales performance measurement
- Practical AI applications in sales and marketing

> **Development focus:** Stronger sales competencies, customer engagement, opportunity management and sales effectiveness.

HOW PROGRESS IS MEASURED

- Competency scores at baseline, mid-program and completion
- Application of skills to live opportunities between sessions
- Pipeline discipline indicators agreed with the employer
- Employer-selected sales activity indicators, where appropriate

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PROGRAM 2

Productivity & Operational Excellence

Most productivity gains come from the people closest to the work. This program gives employees, supervisors and team leaders a common language and practical tools for

improving quality, reducing rework and running their areas with discipline.

Designed for: Operational employees, supervisors, team leaders and department managers.

Typical participants: Production and operations employees, supervisors, team leads, coordinators and department managers.

BUSINESS CHALLENGES ADDRESSED

- Rework, delays and quality issues that repeat
- Teams that are busy but not always productive
- Weak hand-offs between departments
- Improvement ideas that are not sustained

LEARNING OUTCOMES

- Plan and prioritize work to protect productive time
- Use structured problem-solving to find and address root causes
- Identify waste, inefficiency and rework in everyday processes
- Apply quality and performance standards consistently
- Communicate clearly across functions and shifts
- Track performance measures and hold regular accountability conversations

THE NINE-MONTH JOURNEY

MONTH 1 Baseline assessment and workplace productivity foundations	**MONTH 2** Time management and priority setting	**MONTH 3** Process improvement and structured problem-solving
MONTH 4 Identifying inefficiencies and reducing rework	**MONTH 5** Quality and performance management, with mid-program review	**MONTH 6** Cross-functional communication and hand-offs
MONTH 7 Continuous improvement practices	**MONTH 8** Digital tools and workplace automation awareness	**MONTH 9** Performance measurement, accountability, final assessment and next-step plan

TRAINING AREAS

- Workplace productivity and time management
- Process improvement and problem-solving
- Identifying inefficiencies and reducing rework
- Quality and performance management
- Cross-functional communication
- Continuous improvement practices
- Digital tools and workplace automation awareness
- Performance measurement and accountability

Development focus: Improved employee productivity, problem-solving capabilities, operational discipline and workplace efficiency.

HOW PROGRESS IS MEASURED

- Competency scores at baseline, mid-program and completion
- Improvement activities completed in participants' own work areas
- Employer-selected operational indicators, such as rework or on-time delivery, where appropriate
- Supervisor observations of applied skills

PROGRAM 3

Leadership & Management Development

People leave managers, not companies. This program develops supervisors, managers and emerging leaders in the everyday skills of leading people: communicating clearly, delegating well, coaching, resolving conflict and building accountable teams.

Designed for: Supervisors, managers, emerging leaders and employees preparing for management responsibilities.

Typical participants: Front-line supervisors, team leads, new and mid-level managers, and employees preparing for their first management role.

BUSINESS CHALLENGES ADDRESSED

- Strong individual contributors promoted without management preparation
- Inconsistent expectations and accountability across teams
- Conflict that is avoided rather than resolved
- Turnover and disengagement linked to day-to-day management

LEARNING OUTCOMES

- Understand their own leadership style and its effect on others
- Communicate expectations clearly and give useful feedback
- Delegate effectively and follow up with accountability
- Coach employees and support their development
- Address and resolve workplace conflict constructively
- Lead their teams through change and toward higher performance

THE NINE-MONTH JOURNEY

MONTH 1 Baseline assessment, leadership effectiveness and self-awareness	**MONTH 2** Communication and interpersonal skills	**MONTH 3** Delegation and accountability
MONTH 4 Coaching and employee development	**MONTH 5** Conflict resolution, with mid-program review	**MONTH 6** Team performance management
MONTH 7 Decision-making and problem-solving	**MONTH 8** Leading change	**MONTH 9** Building high-performing teams, final assessment and next-step plan

TRAINING AREAS

- Leadership effectiveness and self-awareness
- Communication and interpersonal skills
- Delegation and accountability
- Coaching and employee development
- Conflict resolution

HOW PROGRESS IS MEASURED

- Competency scores at baseline, mid-program and completion
- Practical leadership actions applied with participants' own teams
- Feedback from participants' managers on observed behaviour

- Team performance management
- Decision-making and problem-solving
- Leading change and developing high-performing teams

Development focus: Stronger leadership competencies, management effectiveness and team development capabilities.

- Employer-selected team indicators, such as retention or engagement, where appropriate

PROGRAM 4

Business Growth & Strategic Execution

Growth plans succeed when the people executing them understand the business and can turn priorities into results. This program builds commercial awareness and practical execution skills in the employees and managers responsible for delivering growth initiatives.

Designed for: Business development professionals, department managers and employees responsible for executing organizational growth initiatives.

Typical participants: Business development staff, department managers, project leads and employees responsible for delivering growth initiatives.

BUSINESS CHALLENGES ADDRESSED

- Growth priorities that stall between planning and delivery
- Employees who do not see how their work connects to results
- Projects competing for the same people and time
- Decisions made without reliable data

LEARNING OUTCOMES

- Explain how the business makes money and what drives its results
- Identify opportunities in customers, markets and processes
- Translate goals into clear, time-bound execution plans
- Collaborate across functions to deliver shared initiatives

- Manage projects and priorities with simple, reliable tools
- Use data to make decisions and track progress

THE NINE-MONTH JOURNEY

MONTH 1 Baseline assessment and business and commercial awareness	**MONTH 2** Strategic thinking and opportunity identification	**MONTH 3** Customer and market development
MONTH 4 Goal setting and execution planning	**MONTH 5** Cross-functional collaboration, with mid-program review	**MONTH 6** Project and priority management
MONTH 7 Data-informed decision-making	**MONTH 8** Performance tracking	**MONTH 9** Continuous improvement, final assessment and next-step plan

TRAINING AREAS

- Business and commercial awareness
- Strategic thinking and opportunity identification
- Customer and market development
- Goal setting and execution planning
- Cross-functional collaboration
- Project and priority management
- Data-informed decision-making
- Performance tracking and continuous improvement

Development focus: Improved commercial awareness, strategic execution capabilities and employee contributions to business growth.

HOW PROGRESS IS MEASURED

- Competency scores at baseline, mid-program and completion
- Execution plans applied to a live initiative chosen by the employer
- Progress against milestones agreed with the employer
- Employer-selected growth indicators, where appropriate

CASE STUDY 01 · TRAINING

A family-owned plastics manufacturer prepares its next generation of leaders

INDUSTRY
Plastics: mould making and injection moulding

LOCATION
Greater Toronto Area

TIMEFRAME
12 months

PROGRAM
Next-generation leadership development, the forerunner of today's Leadership & Management Development program

The challenge

The company had grown on the strength of its founder, and day-to-day decisions still ran through him. His successor spent most of his time solving problems on the production floor. There was no formal leadership program or management structure, relationships between the owners and long-serving employees were strained, and the business wanted to raise customer service, accountability and productivity at the same time.

Our approach

Assess	A pre-program assessment of ten leadership competencies for every participant, repeated at the mid-point and at the end.
Develop	Two leadership training modules a month, combined with one-to-one coaching for the successor.
Apply	Each module turned into agreed actions on the job: weekly team meetings to share ideas, employees involved in decisions, and work delegated with clear expectations.
Measure	Monthly accountability reviews to document what had changed, adjust plans and confirm that new behaviours were holding.
Evaluate	A final assessment against the baseline, with potential future leaders identified from within the team.

The impact

+23%

Productivity across the organization

+40%

Improvement in employee morale

70%+

Of the successor's time now spent on management and planning, rather than production-floor problem-solving

~$4,000

Saved per week after moving from two 8-hour shifts, five days a week, to four 10-hour days

- Online sales improved within five months of starting the program.
- Customer retention increased following the training.
- Mentoring became part of the company's succession plan, with future leaders identified from within the team.

Results reported by the client at the end of the 12-month program, measured against the pre-program assessment. The client is not named.

YOUR NEXT STEP

Request an Executive Conversation

60 to 90 minutes, confidential and at no charge. We start with where your organization stands today and what must be different tomorrow.

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