

# ICE Inc. Leadership Development Programs & Services



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## About ICE Leadership

ICE Leadership is a national award winning services company that has a unique niche: providing execution leadership, market readiness and tactical 'Kick-Start Acceleration™' programs through a variety of proprietary processes, tools and on-site leadership. Our speciality lies in: Commercialization SWAT Services, Customized Execution programs, Market Readiness programs, Kick-Start Acceleration™ Programs, Mission-Critical Execution™ Workshops, motivational keynote speaking and our best-selling leaders' guide, 'Hit the Ground Leading!' written by our founder, Angela Mondou.

Our key value proposition is our unique niche position as a services company specializing in 'execution' strategies for 'mission critical' high-risk - high-profile environments. Based on our founder's unique military and high-tech experience, ICE Leadership has developed proprietary tools, processes and knowledge-transfer programs that create focus, direction and provide execution discipline in specific areas of expertise namely: commercialization, market readiness and global distribution. Most of our products and services incorporate the **ICE™ model (integrate-communicate-execute)** based on leadership best-practices developed from a variety of mission-critical environments.

Why the focus on 'execution' and 'mission-critical'? The facts say it all. Many companies fail due to a 'strategy and execution' gap. In fact 49% of firms see a gap in their ability to execute sound strategies. 65% of strategic programs fail to meet 'C' level executive expectations. The success rate of companies who successfully bring their products to market, or are able to 'commercialize' sits around 2%. And finally, the competitive pressures in all industries are rapidly increasing.

What industries do we service? No industry has immunity! In the past two years we have worked closely with: the beef industry, national defence, cosmetics, high-tech, and most recently – adult toys! Global competition, unpredictability, rapid change and warp-speed delivery have become the norm for today's business leader. That's where ICE Leadership focuses. The ability to execute successfully in a mission critical environment is a must-have business skill and process necessary for success. We have uniquely positioned all of our programs to target this challenging business reality – across all industries!

Even in the face of the recent recession, with intelligent strategic planning, focus and great tactical implementation on new services and initiatives, our business has continued to flourish throughout this challenging period. We are thrilled with our growth and success to date and we truly believe we are on the cusp of capitalizing significantly on today's highly competitive mission-critical business environment. Angela has led this company with a tight strategic vision since inception to ensure ICE Leadership stays true to its core competency and unique differentiation. With serious growth in the plan, we have recently incorporated ICE Leadership Inc. and hired a new Vice-President of Strategic Business Initiatives to drive business development and corporate partnerships to a whole new level! As we say in the air force 'Per Ardua Ad Astra' or through adversity to the stars!.

## ICE Concept-Vision & Mission

### Vision

Our vision is to provide an immediate competitive advantage to our clients by delivering proprietary strategies, tools and programs that will enable business teams to drive strategy to execution with their unique mission critical projects. Our diverse global experience and specialized programs including Commercialization, Market Readiness, Kick-Start Acceleration™ and Mission-Critical Execution™ -- will help you develop the laser-sharp focus, direction, and momentum to achieve your competitive advantage. As execution leaders, we will hold you, our clients accountable!

### Mission

• **Create a disciplined execution program. Without laser-sharp focus, it's tough to drive results:** We believe that behind the successful launch of a new product, a strategic marketing campaign or any other major project, program leadership must be supported with a disciplined and tactical approach to execution. Most companies are dealing with a tight 'window of opportunity' and tight timelines. Our programs incorporate proprietary processes developed through real 'war-zone' experience and leadership.

• **Drive accountability. We will walk the talk right beside you because we believe without action, there is no sale:** Whether we are helping our clients build commercialization strategies or marketing campaigns, we are prepared to roll up our sleeves, jump-in and execute the programs we have built. We stick by our programs, right through to the sale!

### Mission Critical Execution: ICE Leadership's niche

Our leaders' have 'walked the talk' in two of the most challenging mission critical environments – military and high tech. Our global expertise in commercialization, strategic marketing, leadership & distribution strategy and tactics is compelling. The result, ICE Leadership Inc. has created proprietary processes, tools and knowledge transfer programs that work – because they've been tested in some of the most challenging environments – under fire and with millions of dollars on the line! Therein lies ICE Leadership's niche and unique differentiation!

#### 1. Adaptable & flexible Leadership is Essential in Business

As the world enters the 21st century and rapidly globalizes with no signs of slowing down, a flexible and opportunistic enterprise is needed. Opportunity seeking businesses with the ability to quickly adapt to a changing environment are better able to serve the needs of their customers. ICE Leadership opportunity: Our Mission-Critical Execution™ programs target development of adaptable team leaders, tools & process for 'fast planning' and team focus, team leadership and skill development.

#### 2. Closing the gap between strategy and execution – Execute strategically!

Leaders are not only facing more demands for change than they were just a few years ago, but changes are becoming more complicated with less room for error. The timeline for strategic planning and execution is also much shorter than in the past. These factors make good strategy and excellent execution a vital component for survival. ICE Leadership opportunity: Our Commercialization SWAT Services, Market Readiness and Kick-Start Acceleration™ programs provide strategic & execution planning skills, tools and processes for clients to improve leadership of mission critical projects.

## Differentiation & Positioning

### Unique experience leads to innovative products & design.

ICE Leadership has developed products, services and proprietary business tools that incorporate 'best in class' military execution principles with high-tech product launch process and savvy.

The result of this unique combination is a highly innovative suite of service offerings that equip corporate leaders and business professionals with tools, processes and 'business savvy' to succeed in the mission-critical business environment. Success in a fast-paced environment requires:

1. Clarity of mission, goals, team objectives
2. Team focus on mission
3. Disciplined & detailed action plans
4. Quick execution strategies

Our unique products and services specialize in: Commercialization SWAT Services, Customized Execution programs, Market Readiness programs, Kick-Start Acceleration™ Programs, Mission-Critical Execution™ Workshops, motivational keynote speaking and our best-selling leaders' guide, 'Hit the Ground Leading!'.

Our proprietary process: The ICE™ Leadership model helps companies and leaders faced with leading high-risk or high-profile mission critical projects by focusing on a number of key areas:

- Team integration - tools to improve team cohesiveness, alignment & vision
- Communication savvy - effective strategies to drive team visibility, organizational and team alignment
- Execution planning – process, templates and essential skills to execute effectively

Our products are targeted at enabling & empowering today's business professionals in two key areas:

**1. Thrive in the mission critical environment:** lead effectively through the common challenges many front-line and more seasoned leaders find themselves faced with: aggressive timelines, quick turnaround on deliverables, high-risk environments and a continually changing business landscape.

**2. Push the Envelope** – strategies & skills for individuals to obtain professional fulfillment and growth

The following section includes information on three key areas. The Leadership development program roadmap, Take Control™ Power Series (an exciting and engaging series for professional development) and our Mission Critical Leadership Series which incorporates three modules focused on team leadership.

### The Leadership Development Roadmap

The ICE Leadership Development Roadmap displays the diverse range of leadership training that ICE offers. From personal to professional growth, these very dynamic and self-reflective modules have been successfully delivered globally, to a wide range of clients. All of the programs and workshops are supported by tools and takeaways that can be used in day-to-day personal growth as well as a reminder of the key learning's from the program.

### Modules

**Mission Critical Leadership Modules: Thriving in the Hot Seat!**

This program targets entrepreneurs, business leaders, or project managers who are working in today's fast-paced and complex business environment. Individuals in these positions require extreme leadership skills to manage mission critical projects in very timeline driven industries.

This workshop was built around the **ICE Leadership concept**, which is based on leadership best practices from some of the fastest paced industries in the world! Participants will learn fundamental tools and strategies to get teams focused fast on goals and objectives through:

- Integration – alignment of the mission, vision, everyone must count
- Communication – effective strategies to drive team visibility, organizational and team alignment
- Execution – framework and essential skills to execute effectively

### Take Control Power Series

This powerful series was designed for professionals who want to take control and maximize personal growth in the corporate environment. Participants work on mindset development and create personal action plans to put key performance dimensions into practice.

#### • **Accountability: Push Your Envelope**

This thought-provoking session empowers participants to 'operate at their safe limits of performance' and take action and bring their team to new levels!

• **Innovate: Spark Creativity!** This session will help participants to learn techniques to energize and leverage new business ideas opportunities; get the team buy-in and follow-through with a plan of action.

#### • **Accountability: Have an Impact**

This sessions asks participants if they are willing to step up to the plate, share success and own failure? Individuals will discover their own approach to start having that impact and being accountable!

#### • **Change: Get Comfortable with being Uncomfortable**

Participants will learn simple success strategies to maintain forward momentum, increase support and gain 'buy-in' while heading in a whole new direction.

## Programs

### Individual Self-Awareness

Have you got what it takes?

- Have You Got What it Takes?**
- Half Day
  - New! Self Awareness Program
  - 1 Experiential Mission
  - TAIS Personal Leadership Assessment
  - Understand key leadership strategies and skills when leading in a mission critical

### Mission Critical Leadership Workshop

Mission Critical Leadership Program

- Basic: Thriving in the Hot Seat**
- 1 Day
  - 4 Experiential Missions
  - ICE Leadership Strategies
  - Execution Strategies & Tools
- Premium: Leading & Succeeding Under Pressure!**
- 1 Day
  - 3 Experiential Missions
  - ICE Leadership Strategies
  - Execution Strategies & Tools
  - TAIS Assessment
- Platinum: Strengthening the Mission Critical Team**
- 2 Days
  - 4 Experiential Missions
  - ICE Leadership Strategies
  - Execution Strategies & Tools
  - Off-Site Team Building Challenge

### Performance Enhancement

Leadership & Team Coaching

- Individual Leadership Coaching: Execution Leadership**
- Team Start-Ups
  - Product Launch
  - Product Mobilization
- TAIS Coaching & Mentoring Skill Enhancement**
- Visionary, Strategic Planning
  - Conceptual Development
  - Focus
  - Decision Making Accountability
  - Communication Strategies
- Team**
- Start- Ups
  - Mission Mobilization
  - Project Launches
  - Strengthening

### Career & Professional Development Workshop

Power Series

- WI! Power Workshops**
- Breaking Barriers and Blazing New Trails
- Spark Creativity:**  
From Ideas & Innovation to Re-Invention
- Get Comfortable:**  
Getting Buy-In
- Build Your Business Brand:**  
Create Your Differentiation
- Take Control! Power Workshop**
- Pushing The Envelope:**  
Breaking Barriers and Blazing New Trails
- Spark Creativity:**  
From Ideas & Innovation to Re-Invention
- Get Comfortable:**  
Getting Buy-In
- Accountability:**  
Driving Impact From the Top - Down

## Tools & Takeaways

- Individual 20 page TAIS assessment
- Leadership performance- Increased awareness of the impact of **deligation, decisiveness, and accountability**

- Product DVD's
- Execution Strategies & Tools: Desktop reference cards, stop light status report, project snapshot, execution plan, communication hit list
- Individual 20 page TAIS assessment

- Stop light status report, project snapshot, execution plan
- Individual TAIS assessment
- Personal strategic action plans

- Product DVD's
- Inspirational individual and team exercises
- Personal assessment exercise(s)
- Interactive and thought provoking discussion material
- Desktop action plans

## Awards & Accreditations

- Certified TAIS Consultant

- "Gold" award-winning workshop, Canadian Society of Training & Development (CSTD)
- Accredited by the Centre for Entrepreneurship and Technology (CBET) & Certified Management Accountants (CMA)

- Certified TAIS Consultant

- Accreditations by the Certified Management Accountants (CMA)
- Team leader facilitator package



# TAKE CONTROL!

## POWER SERIES

**Mission: Own your growth. Share your success.**

Introducing Take Control! A powerful new workshop series targeted at the business professional who wants to take control and maximize personal growth in the corporate environment. These high energy sessions engage participants in an interactive team-building format. Participants will work on mindset development and create a personal action plan to put key performance dimensions into practice. The mission of the Take Control! Power Series is simple: seize opportunity and own your growth!

**What to expect from the Take Control: Power Series™**

**“The key is not just to inspire, but to engage while creating a call to action.  
This could be yours.” - Angela Mondou**

Each Power Workshop session will include:

- Inspirational individual and team exercises
- Personal assessment exercise(s)
- Interactive and thought provoking discussion material
- Take-away materials & 'desktop action plans'

**Maximize Growth: Push Your Envelope**

How can you experience that personal paradigm shift to get you or your team to an entirely new level? This thought-provoking session empowers participants to 'operate at their safe limits of performance' and take action.

### **Program Contents:**

- Key message and inspiration: The theory of 'pushing the envelope'
- Lead yourself first: Operating at maximum safe limits of performance
- Challenge your mindset exercise "How do you want to push your envelope?"
- Blasting through limitations: Managing the Four forces of "flight"
  - Lift (belief)
  - Gravity (internal fear)
  - Drag (external obstacles)
  - Thrust (determination)
- Personal awareness activity: Calculate your lift: drag ratio [L:D ratio]
- Call to Action: Get ready to go solo

### **Performance Competencies this program will emphasize:**

- Take initiative
- Increase self-confidence
- Increase personal drive
- Improve team leadership

## Innovate: Spark Creativity

Success often lies in doing or seeing things differently. Learn techniques to energize and leverage new business ideas opportunities; get the team buy-in and follow-through with a plan of action.

### Program Contents:

- Opening exercise: Recognizing AND seizing opportunity
- Core message: Keeping business opportunity alive with energy & creativity
- The 4 Part Process: Experiment - Energize - Expand - Action
- Identifying the opportunity: Petri Dish Exercise
- Introducing the Idea generator
- Expanding 'in the box' exercise
- The 'quick hit plan': turning ideas & opportunity into reality
- Call to Action – Energize your career or your team

### Performance Competencies emphasized in this program:

- Applied Creativity
- Increase influence and team buy-in
- Take initiative
- Improve Team Leadership, motivation & Morale

## Accountability: Have an Impact!

One word differentiates those who 'do' and those who 'achieve' phenomenal success. Accountability. Are you willing to step up to the plate, share success and own failure? Discover your own approach to start having that impact.

- Core Message: Getting the Power
- Brainstorming exercise: Stepping up to the plate
- Discussion: Creating the environment: Take action. Be accountable.
- Group exercise: How to have an impact
  - Awareness
  - Willingness to share success
  - Courage to own failure
- Personal Awareness: Ownership
- Call to Action – Leading from the front

### Performance Competencies emphasized in this program:

- Personal & Team Accountability
- Confidence
- Leadership
- Risk Taking

## Get Comfortable With Being Uncomfortable

This decade is about change – and lots of it! How you perceive and manage change will impact how you move forward. Learn some simple success strategies to maintain forward momentum, increase support and gain 'buy-in' while you head in a whole new direction!

- Opening Exercise: Wake-up call
- Core Message and Inspiration: Pushing the boulder
- 3 types of change
- Group activity: Becoming Unstuck
- Personal Awareness: Creating your blueprint to change
- Moving the boulder: Gaining buy-in, creating change
- Call to Action – Breaking New Ground

### Performance Competencies emphasized in this program:

- Flexibility
- Gaining Team Buy-In
- Leadership
- Visioning

## Mission Critical Leadership: Thriving in the Hot Seat!

**It's all about execution!** Experience what leadership is all about – delivering results! In a fun interactive style, participants will have an opportunity to lead and co-lead fast paced missions to get a real feel for the leadership skills and principles necessary to drive projects successfully in today's mission critical environment.

### About the Program (Max 32 people)

This one day team based program is exciting and unconventional in format. This workshop delivers an action-packed day that incorporates best-in-class leadership principles with stimulating exercises, including:

- Conducting a search and rescue mission
- Hosting an international sports event
- Managing a rock-concert
- Launching a hot new product

### About the ICE Concept

The ICE Leadership concept is based on leadership best practices from some of the fastest paced industries in the world! Participants will learn fundamental tools and strategies to get teams focused fast on goals and objectives through three modules:

- **Integration** – alignment of the mission, vision, everyone must count
- **Communication** – effective strategies to drive team visibility, organizational and team alignment
- **Execution** – frameworks and essential skills to execute effectively

**ICE Leadership was awarded a national "Gold Award" for leadership training excellence from the Canadian Society for Training and Development (CSTD).**



### What will you take away from this workshop?

- Leading in high-speed leadership environment
- Classic Leadership Principles; Accountability, Team Empowerment, Task Delegation, Decision-Making, Planning & Planning for the Unplanned!
- Integrate your team to achieve objectives through alignment of mission, teams, roles
- Implement an effective communication strategy
  - Tactical & Strategic, 2 up 1 down philosophy
- Execution strategies & tools
  - Stop Light Status Report, Project Snapshot, Execution Plan, Communication Hit List

### A.M. Program

- Discuss two of three 'Key Leadership Strategies':
  - Integration – alignment of the mission, vision and team with the support of leadership principles
  - Communication – effective strategies to drive team visibility, organizational and team alignment
- Participants will complete 2 'exciting' missions that emphasize key leadership concepts (integration, communication) for the mission-critical environment
  - **International search and rescue mission** – reviews the impact of leading in a 'fast-paced' work environment
  - **World sports event** – focus on 'integration' of team, roles/responsibilities with the mission

### P.M. Program

- Refresher on what was discussed in the morning: Integration, Communication, Missions
- Discuss the third key leadership strategy:
  - Execution – template and essential skills to execute successfully
- Participants will complete the final 2 'exciting' missions that emphasize the key leadership skills, communication & execution, in the mission-critical environment
  - **National celebration events team** – focus on communication strategies to create team visibility, organizational and team alignment
  - **High-tech product launch** – focus on rapid execution planning incorporation skills and tools of entire workshop
- Review day and complete evaluations

## Leadership Blueprint: The Attentional Skills Inventory (TAIS)

**It's all about execution!** Experience what leadership is all about – delivering results! In a fun interactive style, participants will have an opportunity to lead and co-lead fast paced missions to get a real feel for the leadership skills and principles necessary to drive projects successfully in today's mission critical environment.

### About the Program

To be an effective leader, it's critical that you understand your strengths and limitations! This one day team based program is exciting and unconventional in format. This workshop delivers an action-packed day that incorporates best-in-class leadership principles with stimulating exercises, including:

- Conducting a search and rescue mission
- Hosting an international sports event
- Launching a hot new product

Understanding your strengths and limitations in high pressure situations might be your greatest move! ICE Leadership incorporates the 'Leadership Blueprint', a personality test called, Test of Attentional and Interpersonal Style Inventory [TAIS] as part of its award-winning Mission Critical Leadership programs.

### Leadership Blueprint

ICE Leadership has now incorporated the Test of Attentional and Interpersonal Style Inventory [TAIS] as part of its award-winning workshop and leadership consulting program. TAIS is a **simple on-line assessment tool** used to identify key attributes required for superior leadership performance under pressure. The assessment also provides individuals with a customized list of potential performance limitations to focus on.

This powerful personality assessment tool is used by:

- Olympic athletes
- Elite military units
- High performing business teams (Harley Davidson, RBC, TD Canada Trust, Navy Seals etc.)

How is TAIS different? Building blocks for high performers in every profession!

Based on 30 years of research in corps groups who have to perform effectively under stress, this simple 20 minute on-line questionnaire measures twenty different relevant concentration skills and behavioral attributes. These skills are the building blocks for leadership success and performance under pressure:

- Decision-making style - visioning & strategic planning aptitude
- Flexibility in a change - initiative and willingness to take charge
- People orientation - accountability & Focus
- Communication

"If performance and execution are problems, then TAIS may be your best option." "The TAIS was first developed for, and is still used by Olympic teams and elite military units -- small groups in high-pressure environments with one common goal. Sound familiar? Over the years it became clear that challenges on the track or the battlefield were not all that dissimilar to those in the boardroom, and business leaders have since adopted the test as their own."

- INC. Magazine

All of the ICE Leadership Programs are supported with Integrated Learning Materials



### Hit the Ground Leading! – “National Bestseller”

The unique leaders guide strikes new ground in leadership development and provides leaders, entrepreneurs and people aspiring to live life to the fullest with tools, tips and action plans to seize their leadership potential.

“If unique, real-life strategies are what motivates you, then this inspirational leadership guide is right on target!”

**- Jim Balsillie, Chairman & CEO, Research In Motion**

### Desktop Reference Cards



### Take-Aways

- Individual 20 page TAIS assessment
- Leadership performance: Increased awareness of the impact of delegation, decisiveness and accountability
- Product DVD's
- Execution Strategies & Tools: Desktop reference Cards, stop light status report, project snapshot, execution plan, communication hit list
- Personal action plans
- Inspirational individual exercises
- Interactive and thought provoking material



I knew our company event was a tremendous success when I witnessed team members react with cheers and the occasional hug, to the “breaking through” experience where they found themselves blasting thru 12” pine boards! Overcoming professional & team challenges, accountability and taking control of your success were key messages we wanted to instil with our sales teams and leaders. ICE Leadership’s unique team brought real-life inspiration and huge energy in introducing and applying their message of ‘Take Back Control’: Commit -Recognize Challenge -and Break Thru! to our reality. ICE did a fantastic job of pairing a relevant keynote with a physical experience to cement a new team attitude. I loved it!”

**- Jackie Bordignon, Learning Manager**



“ICE Leadership ROCKS! This was the most HIGH-ENERGY, mind-bending team-building session I have ever experienced! The energy level of our entire team changed in literally minutes –employees were in the hallways re-living the “Be Bold -Break -Thru!” experience! Eight hours later we still had grins on our faces –and I know this experience has taken our team commitment to a new level. If you are looking at challenging your team to new levels of personal and professional success, to look at challenge differently and to “break thru” to a whole new level, you have got to get these guys in!”

**- Frank Mangano, Operations Manager**



“Within minutes of arriving I was saving lives...by the end of the day I had learned many useful mission critical leadership skills that I could immediately begin to apply! Fun while learning, it doesn’t get any better. This session was one of the best I have attended in a while!”

**- Shaun Tinline-Jones, Senior Consultant**



“Angela provides a fun and innovative method of engaging participants in learning about traditional managerial subjects. Her course is not about lecturing or taking notes – it’s about active participation in scenarios devised outside of typical manufacturing examples, which makes the training content more interesting, but which have direct application to our daily work environment. This course is a great alternative to the “same ol” way of teaching managerial skills!”

**- Plant Manager, Campbell Company of Canada**



“Participation in Angela Mondou’s leadership workshop was very eye-opening... I walked away from the program with a better appreciation for team dynamics, rapid decision-making, fast paced communication, and working in a mission critical environment. The tools and techniques presented in the workshop are both practical and highly relevant to our company’s projects. This program should be part of any serious management training program.”

**- Andrew Pace, Vice President**



“Angela is an extremely passionate woman on leadership. She walks the talk and is very knowledgeable. I was most inspired listening to her workshop and can hardly wait to read her book. Her personal stories of leadership make her come across as the expert she is. I admire her energy and skills.”

**- Rowena List, Senior Director**



"Angela's "Mission Critical" workshop is equivalent to spending a day on "The Apprentice". The hands on learning quickly highlights the key skills needed to be a successful leader in today's fast paced environment. Participants leave the course with the ability to "Hit the Ground Leading!" supported by the practical tools taught in the course and reinforced by Angela's book Hit the Ground Leading!"

**- Kelly Nicol, Marketing Manager**



"Angela's Mission-Critical Leadership course is always well-received by participants. The blend of high-energy, participatory and interactive exercises makes the learning enjoyable while driving home the key messages. With the integration of her new book into the materials, participants come away with a set of truly useful tools to enhance their leadership abilities."

**- Karen Gallant, Associate Directory of Outreach Programs**



"The Certified Management Society of BC is an accounting designation where our members are focused on strategic management –not just the numbers. They add value to their organizations so I wanted to bring in a keynote speaker for our annual conference that provided insight into current management challenges. In investigating potential speakers, Angela Mondou came to the top of the recommended list, not only for her phenomenal insight into leadership, but also her energy and commitment to building great teams. The rave reviews we have received from our member's -supports that Angela is an insightful, passionate and charismatic speaker who provided our members with the "tools" necessary to take on those challenges and succeed. We look forward to having her return to do further sessions in the upcoming year."

**- Vinetta Peek, Vice President, Marketing**



"As Recruiting Manager of an international firm, I'm in a challenging position in an aggressive fast moving industry. Success lies in always looking for the competitive edge to take myself and my company to the next level. The 'Take Control Power Series' provides participants with skills and 'plan of action' on how to 'push the envelope' and break through to the next paradigm. I now have a more fine tuned plan to ultimately harness personal drive, initiative and confidence to strive for greater goals. I'm looking forward to reaching Presidents' Club! "

**- Joe Gagliardi, Recruiting Manager**



"Creativity is a word many professions, including accountants, are aspiring to incorporate into their mindset. The 'Take Control Power Series' workshops, helps develop that mindset. Using a simple 4 step process [experiment – energize – expand – action] you are quickly reminded of how critical it is in business to keep the ideas flowing, stay innovative and seize opportunity. And who doesn't want to get better at seizing opportunity?!"

**- Angelo Blais, Associate Director**



"Angela speaks candidly about the challenges faced by today's leaders and shares real tactics for overcoming these challenges. Her passion and energy will drive you to take your leadership to the next level. Hit The Ground Leading will bring out the leader in you."

**- Jeff Rolke, Senior Private Banker**



"Anyone committed to changing any aspect of their life should take this workshop. Angela's format and tools are simple to implement and her delivery and style are inspiring. She helps you dig in, face your fears, and believe!"

**- Kathe Johnston, Vice President of Sales**



"It has been a true pleasure to work with Angela Mondou. She has helped our company define our strategic direction for 2009 & beyond. But more importantly, she has helped us execute and deliver on the agreed upon strategy. That is truly where her expertise lies. I would recommend Angela and ICE Leadership's services to anyone in need of a new strategic direction or anyone who wants to simply take a plan and turn it into a reality."

**- Glenn Verkindt, Chairman & CEO**



"Ms. Angela Mondou is without a doubt a very worthy nominee and recipient of the "Woman Entrepreneur of the year Award". I have worked very closely with Angela throughout my military and business career and I have found her to be an innovative, intelligent and one of the most energetic individuals I have ever come across. Angela is determined to succeed and this exemplified by her strong work ethic and dedication to setting and achieving high standards. Her raw talents gained from her experience as a veteran of the Canadian Forces, combined with her dynamic, extremely unique and polished persona as a successful business woman, sets her far apart from the norm."

**- Lieutenant Colonel Gerry Holden, Senior Reserve Advisor, Land Forces Central Area**



"Angela possesses an energy and passion for adventure, and a real desire to "push the envelope" – continually exploring new territory in her career. The fact that she left a successful corporate career to start-up her own profitable company and built award winning leadership programs in three short years only speaks to the fact that she doesn't follow the rules – she makes the rules [and I would guess, may even break them on occasion]. Angela is a role-model for other Canadian women entrepreneurs."

**- Blake C. Goldring, President & CEO**



"If unique, real-life strategies are what motivates you, then this inspirational leadership guide is right on target!"

**- Jim Balsillie, Chairman & CEO**



"Angela's company fills a gap in the consulting industry that can only come from her unique operational background – helping teams move from "planning" and "strategy" to "execution" – in a short window of opportunity. ICE Leadership's specialty lies in providing teams with some simple yet innovative tools and processes that help instill discipline, clarity and action across a multi-functional team. The result was our ability to get this start-up team prepared and focused to "soft launch" our new device. Angela and her team at ICE Leadership have developed an interesting niche in the world of product-launching – helping companies seize a window of opportunity through focus, discipline and ultimately execution."

**- Tony Cassetta, COO**

"As founder and CEO of Retail Ready Foods Inc, I have been leading and growing a business from a very humble beginning 20 years ago to a \$100 million dollar company today. I recently developed a new business concept that underwrites the basis risk on forward contracts for beef. The hard part for any visionary is being able to bring those concepts or innovative ideas to reality.



That's where ICE Leadership comes in. Over the past six months we have had incredible interest in our business concept with some major global players in the beef industry. ICE Leadership has become a strategic partner with Future Beef Partners in helping us meet a very aggressive timeline in launching our company and bringing this concept to market. ICE Leadership's mandate has been to help us define & build our product from the ground up; define our marketing strategy and ultimately take this groundbreaking product to market. All in a period of six months."

**- John Ferraro, President & CEO, Future Beef Partners Inc.**

"The mandate of the Canadian Forces Liaison Council (CFLC) is to provide education and awareness to senior business leaders across Canada and the critical role Canadian business plays in supporting our reservists who now represent upwards of 30% of our troops in operations! In effect a large part of what the CFLC does is marketing to the business world and connecting these two institutions. As Chairman of the Ontario Board of the CFLC, I was introduced to Angela when she was nominated as a regional director for our Ontario board. Her tremendous passion and outstanding leadership as a military officer and decorated peacekeeper tied in with her exceptional business marketing experience were a perfect fit. Not to mention the fact that she was already working on our behalf and leveraging her business network to rally business leaders from across her region to support the CFLC.

**Bata**

It's not surprising Angela has moved from corporate executive to becoming an entrepreneur. She has the courage, confidence and talents to successfully launch and take a start-up company to market. She also has the vision to recognize the opportunity that her unique military and business leadership background can deliver and which has become an important part of her company's brand and differentiation. Angela has been and will continue to be a trailblazer!"

**- Sonja Bata, Founding Chairman. Ontario CFLC Provincial Chair,  
Canadian Forces Liaison Council**



Angela Mondou, President of ICE Leadership, is a former air force captain and marketing executive whose unconventional career has taken her from worldwide military operations to top-ranked high-tech companies, including Research In Motion, the creators of Blackberry™.

Angela started her career as an air force officer. While working for NATO in West Germany in 1992, Angela successfully led the global logistics strategy to deploy the largest United Nations Peacekeeping contingent [UNPROFOR] in history into former Yugoslavia while under fire. After nine years in the air force, Angela moved on to the high-tech industry where she worked in North America, Europe, the Middle East and Africa. As a global marketing executive she was responsible for many 'rapid results' programs and exciting new market and product launches including: launching the first 'Blackberry phone' into Europe, launching the 7230 Blackberry™ on Oprah Winfrey's 'Favourite Things' show and developing critical mainstream marketing programs with all 32 teams of the National Football League (NFL) and ESPN.

Launched in 2006, ICE leadership is an award winning company that helps companies execute rapid results programs in: commercialization, product launch strategies, strategic marketing and 'execution' programs and leadership development programs. 'Helping clients achieve innovation through creative execution', ICE Leadership has developed proprietary tools, processes and programs that create direction, provide discipline and successful execution strategies for teams and companies with mission-critical objectives.

Angela is a director with the Canadian Forces Liaison Council, and is a recipient of the United Nations Peacekeeping medal. In 2005, Angela was honoured to represent Canada's peacekeepers in the Year of the Veteran campaign, was featured on a special circulation 25-cent quarter released by the Royal Canadian Mint and as part of a national television commercial campaign. Angela is also a sought out national speaker on leadership, marketing and career strategies, and the self published best-selling author of 'Hit the Ground Leading!'.

## Work Experience

### **ICE LEADERSHIP (2006 – PRESENT)** **President & Founder**

ICE Leadership is a national award winning services company that has a unique niche: providing execution leadership, market readiness and tactical 'Kick-Start Acceleration™' programs through a variety of proprietary processes, tools and on-site leadership. Our speciality lies in: Commercialization SWAT Services, Customized Execution programs, Market Readiness programs, Kick-Start Acceleration™ Programs, Mission-Critical Execution™ Workshops, motivational keynote speaking and our best-selling leaders' guide, 'Hit the Ground Leading!' written by our founder, Angela Mondou.

- Gold medal winner of Canadian Training and Development Society's top award for leadership development programs
- A three time nominee for RBC Woman Entrepreneur of the Year award
- Published and launched 'Hit the Ground Leading!' business book which achieved best-seller status in 1st year of publication
- Realized 700% growth in first 3 years of business
- Clients have included: RIM, Department of Defence, Microsoft, Canadian Tire, Campbell's Soup, Samsung, IMS, TD Waterhouse, Dolphin Energy and many others

## **RESEARCH IN MOTION (2001-2005)**

### **Sales & Marketing Senior Director**

As a marketing executive of the #1 revenue generating RIM team for 3 years, Angela led the development and execution of a number of strategic marketing and product launch campaigns that drove the BlackBerry transition from a corporate to mainstream play:

- Grew RIM's #5 carrier business partner in 2002 to #1 revenue generating partner from 2002-2004, responsible for delivering 30% of RIM's revenue by 2004;
- Led the strategic marketing programs with T-Mobile U.S. growing sales from .08% of T-Mobiles device revenue to 10% of annual revenue by 2004
- Led BlackBerry multi-channel expansion strategy with T-Mobile into 3 new channels
- Developed strategic marketing launch of 1st BlackBerry product into retail channel and first 100 retail stores across the U.S.
- Built RIM 'Business Integration and Carrier Readiness' programs and processes adopted by carrier readiness teams across the company for new product launches including: First GPRS (data/voice BlackBerry) launch in Europe & Australia (6210 & 6710); First 'Phone' BlackBerry launch in U.S. (7100)
- Landed BlackBerry on the Oprah 'Favorite things show' resulting in a \$5 increase in RIM share price that day resulting in \$150M increase in market capitalization.
- Launched unprecedented "\$0 cost" program with the NFL League and IT departments

## **NORTEL NETWORKS (1994 – 2001)**

### **Director, New Business Solutions**

- Mergers & Acquisitions Business Integration Director; responsible for the supply chain integration and '90 day revenue recognition' programs for 12 mergers and \$20 billion of revenue
- Senior Manager, Export operations team responsible for global customer service programs, operations and shipping to 125 countries world wide
- New Business Solutions Director, developed start-up strategies for global wireless & fibre-optic deployments into new market regions (EMEA & ASP) ; developed international supply chain strategies into Africa, Poland, England, Italy, Germany, India, Turkey, UAE

## **DEPARTMENT OF NATIONAL DEFENCE (1986 – 1994)**

### **Air Force Captain**

- Mobile Air Movements and Logistics Deployment Officer: Operation Desert Storm (Nov '90 to May '91); planned the deployment of 2 fighter squadrons, 800 personnel and millions of pounds of equipment in 2 weeks
- Tasked with UNPROFOR (United Nations Protection Force) Global Deployment Reconnaissance Team; responsible for logistics planning of largest UN peacekeeping deployment in history in 1992

## Published

- ICE Publishing Inc.
  - Self published best-seller, 'Hit the Ground Leading!'

## Media Coverage

- CTV's Canada AM (January 14th & 18th, 2008). As a Career & Leadership Strategist, Angela delivered her expert opinion on 'Building Your Brand' and 'Reinventing Yourself' in your career.
- Globe & Mail – "Mission Accomplished -- by the book!" by Wallace Immen
- Canadian Government & Executive Magazine – "Project Management SWAT Style"
- "True North Strong and Free: What is Canada's Role in the Arctic?" - CIGVIDEOS, [www.youtube.com](http://www.youtube.com)
- CTV- "Mission in Afghanistan"

## Director & Advisor on the following boards:

- Canada Company – Chair, Blake Goldring
- Canadian Forces Liaison Council – Chair, Mrs. Sonja Bate
- Advancing Canadian Entrepreneurship (Schlegel Centre for Entrepreneurship) – Chair, Steve Farlow
- Centre for Business Entrepreneurship & Technology (CBET) – Chair, Howard Armitage
- Ambassador for the City of Kitchener through Canada's Technology Triangle (CTT)
- Canadian Arab Business Council – nominated for board position

## Partnerships with the following organizations:

- Centre for Business Entrepreneurship & Technology (CBET) – Waterloo, Ontario, Canada
- Certified Management Accountants (CMA), Ontario & Alberta, Canada
- The Art of Business, Doha, Qatar
- Partnership 2011 with Virtual Causeway – 'Uncap the Bottleneck' Strategic Marketing and Sales Execution Program
- Partnership 2010 – 2011 Pace Health Care Consulting – Launch Readiness Program for Canadian Family Health Teams