



“Every Fire-Rescue Professional is a Leader”

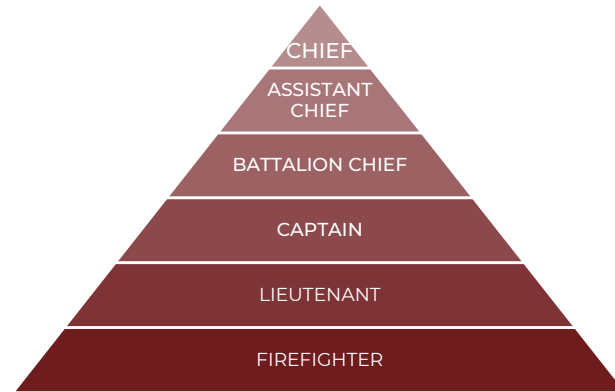
Leadership Coaching & Development Program

A 4-month program tailored for fire service leaders to develop leadership capability and collaborative effectiveness.

A PEER COHORT LEARNING PROGRAM
or
ACCELERATED INDIVIDUAL DEVELOPMENT PROGRAM

Transforming Leadership at Every Level

In fire services, leadership is a capability that saves lives. Developing effective leaders at every level signals an organization's commitment to attract, develop, and retain the best. Through targeted skill-building staff gain self, team, and organizational leadership skills, promoting a culture of collaboration and continuous improvement. Leadership Development is a **critical investment in your mission to protect and serve.**



Traditional Leadership

Command & Control
Manage by Position Power
Value Results Over People



Transformational Leadership

Coach & Develop
Lead by Credibility
Value People and Results

Innovation

Modern leadership development
tailored for fire service

Practicality

Skills that translate directly to
daily operations

Results

Measurable impact on leadership
effectiveness

Cohort Program Overview

This comprehensive 4-month journey is designed to build leadership and organizational effectiveness:



Leadership development is an iterative process, not a singular event. Each component - from assessments to coaching to group learning - builds upon the last to develop leadership capacity.

Individual Program Overview

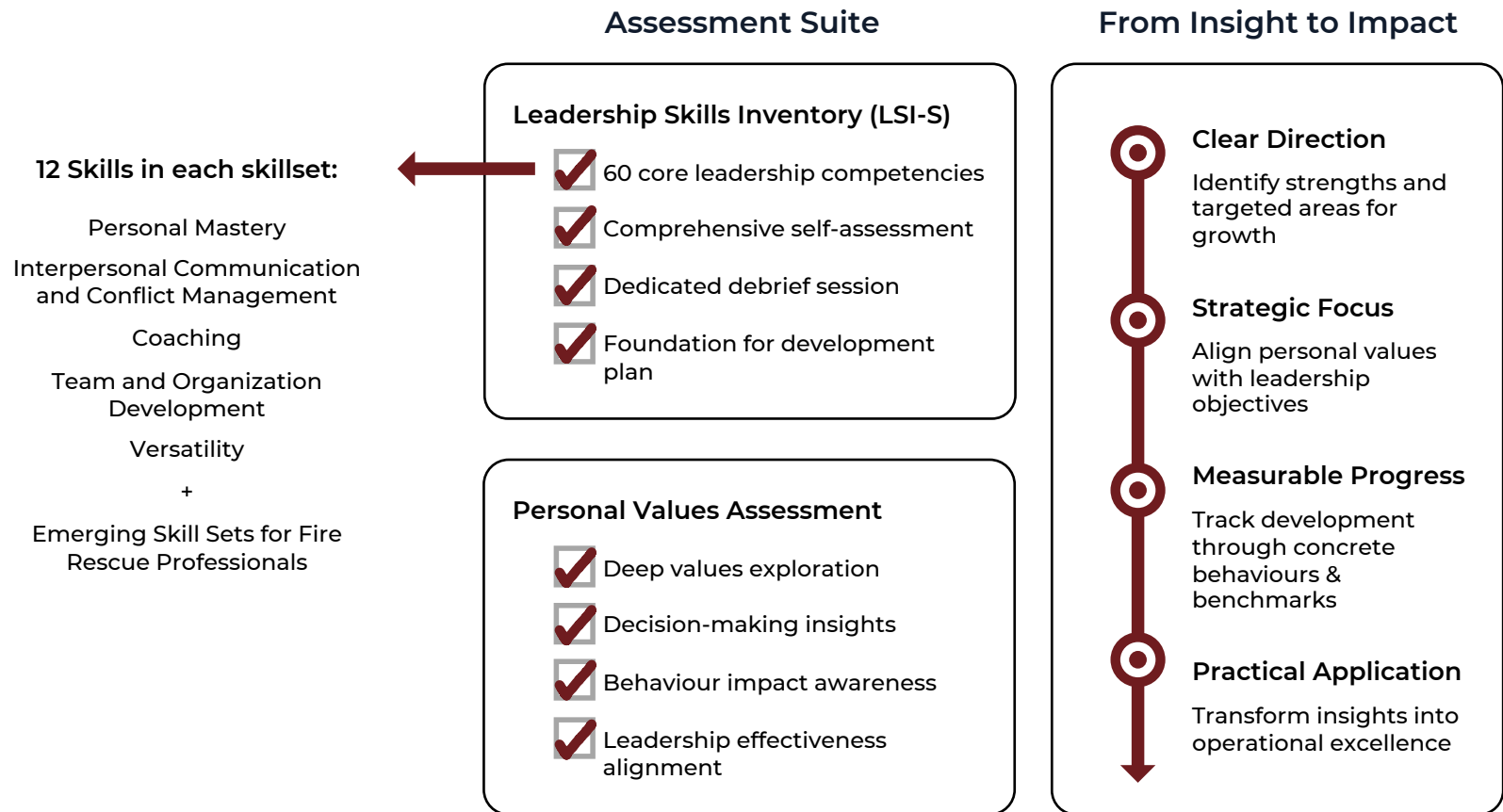
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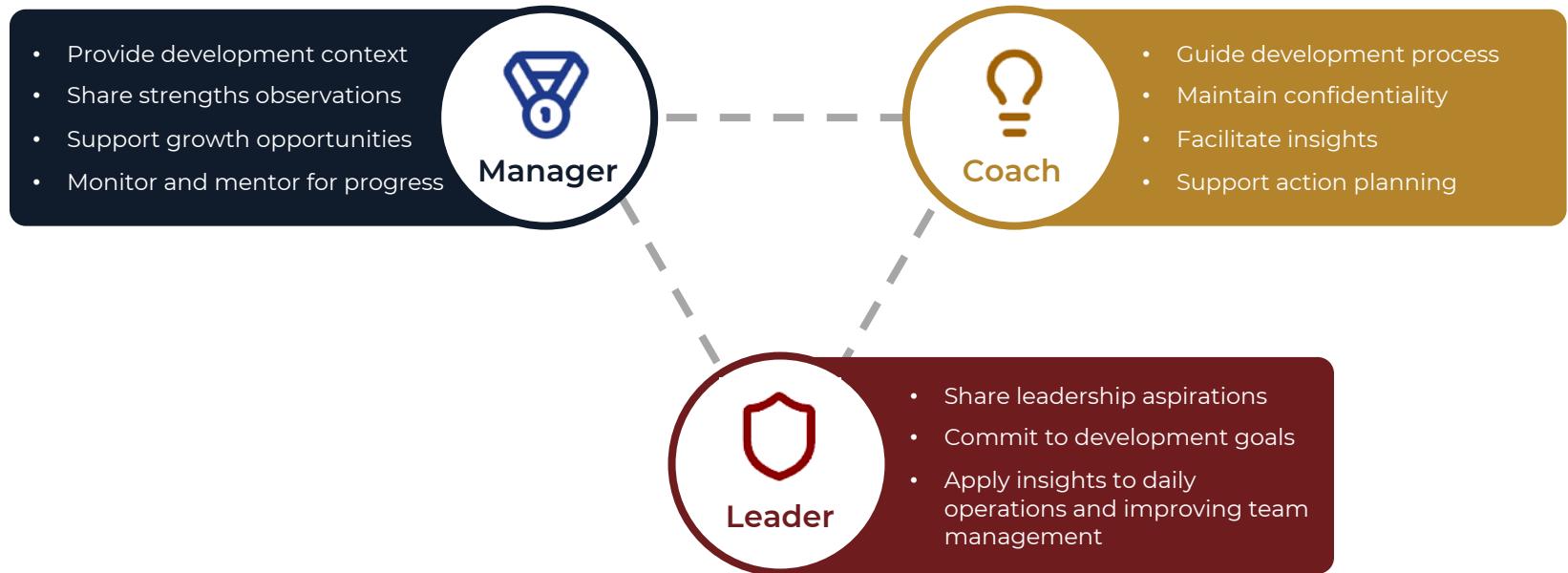
Tools of Transformation: Assessment & Development

Self-awareness is the foundation of exceptional leadership. Professional assessments are used to provide data and insights that a leader can leverage throughout their development journey.



The Power of Partnerships: Coaching & Support

Leadership growth flourishes through partnership. Tailored leadership development is supported by the manager and ICF-certified coach, creating a confidential, supportive learning environment.



Partnership Outcomes



Aligned Development

Goals that serve both individual and organizational needs



Enhanced Support

Multi-perspective guidance for optimal growth



Sustained Progress

Regular check-ins ensure momentum and accountability

IN HIS OWN WORDS

"When I set out to bring leadership coaching into fire services, I knew it had to be more than just a one-time training—it needed to shift the way we lead at every level. Through word-of-mouth, I found Yael of INTWOIT Coaching and Consulting, and from day one, her approach was innovative, flexible, and deeply effective.

We started at the top, working with Assistant Chiefs, and cascaded the program down through Battalion Chiefs, Division Leads, and Captains. With each iteration, we refined and strengthened the process. Every leader worked with a professionally certified leadership coach, gaining skills that directly impacted individual and team performance. What makes this program and process different from anything I have come across in the last 38 years is that it provides "real time" interaction for organizational leaders. Participants can schedule 1:1 sessions with their coach to address challenges as they arise, including tough conversations and disciplinary issues. It makes for a more proactive and less reactive leadership style.

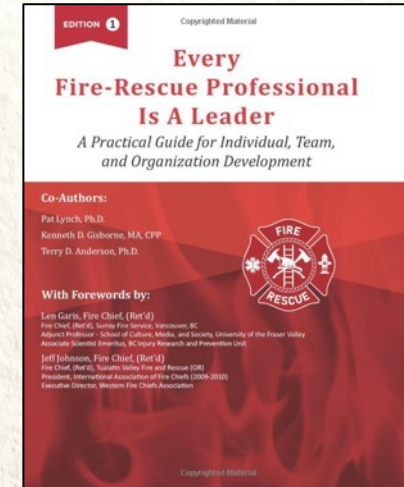
One of the powerful shifts came from embedding structured coach-leader-manager meetings in the program design. This wasn't just training—it was a cultural transformation in how we develop, support, and hold our leaders accountable. We adopted the scholarship behind Every Fire Rescue Professional is a Leader, interweaving workshops, action learning, and real-time skill application.

Yael's ability to build trust—especially with the toughest and most resistant leaders—is the key ingredient. She doesn't just deliver a curriculum; she ensures deep engagement, adaptability, and lasting impact.

For any Fire Chief looking to strengthen leadership at every rank and begin to enhance their organization's culture, this program is the real deal. It's been a game-changer for us. I highly recommend Yael."

Chief M. Reed (Ret.), Wayne Township Fire Department, Indiana.

Learn more about the “Every Fire-Rescue Professional is a Leader” leadership development and coaching program



Yael is an engaging certified executive coach and leadership and organization development consultant with over a decade of experience working with fire service professionals in Canada and the United States. A disciplined strategist, creative innovator, and empathetic thinking partner, she brings transformative leadership skills to life across all ranks within fire services.



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