



THE EXECUTIVE EDGE®, INC.  
*Strategy, Structure, Leadership.....Sustainable Results*

# ORGANIZATIONAL EFFECTIVENESS SERVICE OFFERINGS

**DRIVING BUSINESS RESULTS THROUGH PEOPLE**





## **CONSULTING SERVICES AVAILABLE**

### **EXECUTIVE DEVELOPMENT**

- Executive Coaching

### **TEAM DEVELOPMENT**

- New Team “Jump Start”
- Building a High Performance Team
- Strengths Based Leadership
- Forté®: Increasing Team Effectiveness
- Overcoming Five Dysfunctions of a Team®

### **HIGH POTENTIAL LEADERSHIP DEVELOPMENT**

- High Potential Leadership Development Strategy and Implementation

### **ORGANIZATIONAL EFFECTIVENESS SOLUTIONS**

- Change Management Facilitation
- Culture Transformation
- Organization Design and Restructuring
- Performance Management Design and Implementation
- Merger and Acquisition Integration
- Succession Planning and Talent Management Strategy Design

### **STRATEGIC PLANNING TO GAIN THE COMPETITIVE ADVANTAGE**

- Current State Analysis: Competition, Customers, Core Competencies and Culture
- Vision and Mission
- Strategic Objectives
- Strategic Priorities
- Operational Plans
- Communication Plans

### **CERTIFICATION SEMINARS**

- The Coaching AdvantEdge® Certification Program

\*All of these sessions will be customized and delivered at your workplace to ensure maximum learning.



## EXECUTIVE COACHING

### DESCRIPTION

Drawing from a national network of seasoned coaches coast to coast, The Executive Edge's® coaching team partners with mid and senior leaders to maximize their effectiveness in their present role, as well as simultaneously developing them to prepare for future roles of greater responsibility. We work with your organization's specific leadership competencies while focusing on development.

Key milestones in the coaching process are:



**Contracting with the Leader:** Clarify expectations to ensure that the objectives are clear for the coaching engagement and that the measurements of success are firmly in place.



**Assessing the Leader:** Complete online leadership assessments to develop keen self-awareness.

Participate in intensive coaching and feedback sessions to develop a balanced perspective on what you do well and where your development opportunities lie, as perceived by your managers, peers, direct reports, and superiors.



**Developing the Plan:** Collaborate on the design of a robust development plan to drive meaningful growth tailored to meet your specific development needs and enable you to design a robust development plan.



**Follow Up:** Engage in follow up coaching sessions throughout the year to ensure all obstacles are overcome and progress is being made.



**Measurements:** Review progress made in desired behavioral changes. Measure the return on investment and impact on the business following the coaching engagement.

The bottom line: The Executive Edge®, Inc.'s coaches provide invaluable insights combined with tangible development recommendations based on the most current research on what it takes to develop executive talent and meet the challenges faced today. This proprietary coaching process ensures that leaders obtain the feedback they need to accelerate their growth. Seasoned leaders/coaches guide and support the leader through all phases of the development process to ensure complete tailoring to the needs of each leader. We believe in a collaborative approach that involves key stakeholders in this person's development to maximize the impact and deliver ROI.

### ESTIMATED LENGTH

6 month or 12 month packages available

### TARGET AUDIENCE

High Potentials, General Managers, Directors, Senior Directors, Vice Presidents, Group Vice Presidents, Chief Officers

### OBJECTIVES

- Help senior leaders become more self-aware of strengths and weaknesses and their impact on others through multiple assessments and 360 feedback
- Assist senior leaders in building a robust development plan showcasing what they do well and outlining their development opportunities
- Deliver customized coaching sessions tailored to meet the follow-up/development needs and drive accountability for making impactful changes



## NEW TEAM “JUMP START”

### DESCRIPTION

This interactive team process is designed to quickly integrate the new leader (newly hired or promoted) into his/her team and build strong, positive relationships with team members.

This assimilation process promotes immediate, two-way communication and begins to build a foundation of mutual trust, respect and transparency. It is recommended that this intensive session be conducted within the new leader’s first three months of their new assignment to ensure maximum return.

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### ESTIMATED LENGTH

8 Hours

### TARGET AUDIENCE

Newly Hired Leaders,  
Newly Promoted Leaders

### OBJECTIVES

- Reduce the time it takes a new leader to develop a positive and productive working relationships with his/her team
- Provide the leader with an opportunity to hear first-hand the initial questions, issues, and concerns that exist in the team members’ minds
- Give the leader an opportunity to talk about his/her leadership philosophy and expectations for the organization
- Help team members feel more appreciated and valued
- Set the tone for how the team will work together moving forward
- Establish a culture of trust, accountability and openness in communication



## BUILDING A HIGH PERFORMANCE TEAM

### DESCRIPTION

Teams are often expected to hit the ground running with little thought given to creating the expectations for how team members will build a strong foundation for working together. This intensive session is designed to take teams through a facilitated process to create their unique team norms, agree on preferred decision-making and conflict norms that will be used to set the expectations for which all members will be held accountable.

Your team will be guided through an online team assessment to understand what's working and what may be preventing your team from optimizing their performance. Their responses will determine the specific issues we will tackle in your team building.

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### ESTIMATED LENGTH

8-12 Hours

### TARGET AUDIENCE

Intact Teams, Project Teams

### OBJECTIVES

- Provide a safe forum for discussing and agreeing on how the team is working together
- Create a healthy dialogue which enables the team to give and receive feedback to the leader and each other
- Help the team to understand how they can better leverage one other
- Reach a common understanding of what it means to be a team and make substantial progress toward becoming a more cohesive team. Build a foundation that can include:
  - Clarity of strategic direction
  - Trust/mutual respect
  - Clarity of roles
  - Effective decision making
  - Shared success metrics
  - Productive management of conflict
  - Effective meeting processes
  - Team norms for moving forward



## STRENGTHS-BASED LEADERSHIP

### DESCRIPTION

This interactive session, is based on Tom Rath's best-selling book StrengthsFinder 2.0, and is designed to help your team understand their individual strengths, as well as the team's collective strengths. Each team member will receive a custom individual report that he/she will utilize during this robust and engaging session.

Your team will learn about the history of the strengths philosophy, how leveraging strengths can positively impact both the team and the organization. Individuals will also learn how to better leverage their own strengths as well as their colleagues' strengths to meet team goals.

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### ESTIMATED LENGTH

4 Hours

### TARGET AUDIENCE

Intact Teams, Project Teams,  
Action Learning Teams, Newly  
Formed Teams, Post Acquisition  
Leadership Teams, High Potential  
Leaders

### OBJECTIVES

- Learn to utilize best practice research regarding the use of a strengths-based philosophy in building strong teams
- Define and learn the qualities of strengths
- Identify the forces that inhibit the use of strengths
- Increase knowledge of both individual and team strengths
- Identify strategies and activities that leverage individual and team strengths to achieve agreed upon departmental priorities



## **FORTÉ®: INCREASING YOUR TEAM'S EFFECTIVENESS**

### **DESCRIPTION**

Are you tired of team building sessions that don't have lasting impact? This interactive session, based on The Forté® Institute's "Forté® Communication Style Profile," will help your team understand each other's preferred work style in order to fuel a collaborative environment. Forté® emphasizes the uniqueness and similarities of your team members provoking rich dialogue on how they can work together. It enables individuals to be aware of their own communication style, how it impacts others, and how to best adapt one's style to engage more effectively with team members. This session is designed to help your team understand and interpret the team profiles as well.

Team members will receive a customized report that they will utilize during this interactive session. They will compare their profiles with other members of the team including their Primary and Adapting Profiles, potential areas of misunderstanding and discuss their respective motivators and de-motivators. Team members will learn to identify how to improve communication with one another enabling richer engagement within the team and create a long-term sustainable impact.

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### **ESTIMATED LENGTH**

8 Hours

### **TARGET AUDIENCE**

Intact teams, Project Teams,  
Action Learning Teams, Newly  
Formed Teams, Post Acquisition  
Leadership Teams, High Potential  
Leadership Forums

### **OBJECTIVES**

- Understand your Forté® Style Profile which identifies your core communication style preferences and strengths
- Learn how your style helps or hinders your relationships
- Discover the top three motivators and de-motivators of your colleagues
- Create an action plan to ensure that you are utilizing your communication style to get the best results possible while avoiding potential misunderstandings
- Discuss how your team can play to each other's strengths and address its vulnerabilities
- Understand and build team agility, which is critical to exceptional performance over time



## OVERCOMING THE FIVE DYSFUNCTIONS OF A TEAM®

### DESCRIPTION

This highly interactive session is based on Patrick Lencioni's book The Five Dysfunctions of a Team. Your team will complete an online assessment that serves as the baseline for intensive discussions and exercises to develop trust, understand conflict, gain commitment and hold one another accountable to achieve incredible results. Your team will learn about the five dysfunctions that are at the center of why teams struggle, even the best teams. We will work with your team to develop a process that will allow them to overcome these hurdles and build a cohesive, effective team.

### ESTIMATED LENGTH

8 Hours

### TARGET AUDIENCE

Intact Teams, Project Teams,  
Newly Formed Teams, Post  
Acquisition Leadership Teams

### OBJECTIVES

- Pinpoint specific focus areas that will enable your team to raise its game
- Enhance current levels of effectiveness
- Develop greater trust with other team members
- Understand the value of healthy conflict and establish conflict norms
- Learn what it takes to gain commitment and genuine buy-in
- Gain agreement on how the team will hold each other accountable
- Gain total alignment of the team members thus accelerating performance





## HIGH POTENTIAL LEADERSHIP DEVELOPMENT STRATEGY AND IMPLEMENTATION

### DESCRIPTION

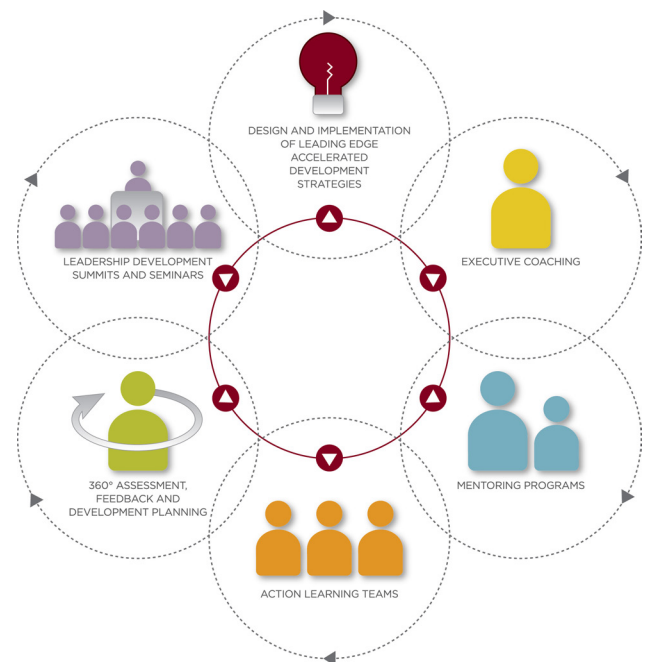
We have been recognized externally for our best practices in designing and implementing High Potential Leadership Development strategies across the Fortune 500. We will partner with your organization to design fully customized strategies for aggressively developing your pipeline of high potential talent. We will work in partnership with you to integrate the unique values and culture of your business so that we may tailor our approach to meet your ongoing challenges. Our team focuses on developing strategies that address your retention challenges and engage your best and brightest people. We will integrate your vision, business goals, and culture in order to design a development process which is sustainable and results in positive business impact. We measure our success on your ability to identify, retain and develop exceptional talent and ultimately build bench strength to fuel your growth. In addition, we are equipped to implement all aspects of the high potential leadership development strategy and deploy resources coast to coast, if needed.

### TARGET AUDIENCE

Department Heads, Talent Management Leaders, Human Resources, Directors, Organizational Effectiveness Vice Presidents, Chief Human, Resources Officers, CEO's

### OBJECTIVES

- Identify high potential leaders within your organization
- Design a deliberate process that ties your talent management review process to the development process to ensure meaningful change occurs in the year that follows.
- Design a framework to develop and retain high potential leaders identified within your organization
- Aggressively develop talent of high potential leaders over a 2 to 3-year window
- Build bench strength in your organization in order to propel growth and have “ready now” talent





## CHANGE MANAGEMENT FACILITATION

### DESCRIPTION

This highly collaborative session is designed to help your team launch a significant change initiative across the organization. Our change management process will guide you through a disciplined process for developing the vision and goals of the change initiative as well as how you'll measure success of the endeavor. Your team will learn processes that will aid them in identifying and gaining buy-in from key stakeholders, selecting the right teams, building aggressive but realistic plans, communicating with key players who must own the change and empowering managers to lead through change. In addition, we never lose site of the need to engage your workforce and ensure that they know “why” the change is taking place as well as their vital role in making it happen.

### ESTIMATED LENGTH

Ongoing change leadership facilitation depends upon your change initiative timeline

### TARGET AUDIENCE

Leadership teams charged with spearheading the organizational change. Examples include:

- a. Systems Launches
- b. Turnarounds
- c. Process Changes
- d. Plant Consolidations
- e. Start-Ups

### OBJECTIVES

- Engage your workforce by ensuring they know “why” the change is taking place and their vital role in the change initiative
- Establish the vision and goals of the change initiative
- Evaluate how success of the endeavor will be measured and establish baseline data
- Provide the know-how and tools to build a process that will aid your team in identifying key stakeholders, selecting the right teams, and building aggressive but realistic plans
- Learn how to engage key players who must own the change
- Develop and empower managers to lead through change
- Build integrated implementation plans to drive clear roles and accountabilities



## CULTURE TRANSFORMATION

### DESCRIPTION

High performing organizations realize that their business plans depend upon having a positive corporate culture. Your culture can help or hinder the success of the total organization. Our culture transformation process is designed to enable your executive team to identify your organization's desired culture and build the processes to achieve it. We will partner with you to ensure your HR processes and tools support the desired culture. Our leading-edge process involves your high potential employees in driving the cultural change process. We are confident that your organization will benefit from years of proven success in transforming cultures that re-engage and energize the workforce.

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### ESTIMATED LENGTH

Customized

### TARGET AUDIENCE

Department Leadership Teams,  
Subsidiaries/Lines of Business  
Leadership Teams, Executive Teams

### OBJECTIVES

- Identify the desired culture so that it doesn't evolve in a haphazard manner
- Provide the know-how and tools to build a process to achieve the desired culture
- Understand the clear tie between company culture, individuals, and organizational performance
- Build out a clear plan for moving from the current state to the future state by closing critical gaps
- Engage key stakeholders who will help drive the desired changes
- Drive organization-wide energy around building the desired culture
- Develop change champions/agents who will help lead the charge in addition to the executive team



## ORGANIZATION DESIGN AND RESTRUCTURING

### DESCRIPTION

Your organization may have great business strategies, however lack the optimal organizational structure to see these plans through to completion. Our systematic approach will guide your team through the design and facilitation process to identify the optimal structure to support your strategies. We will work with your team to design roles that clearly delineate what is required and structure the selection process to ensure the right people are placed into the right roles. We will guide you through all of the steps required to “get it right the first time”. Lastly, we will work with your team to build communication plans that will ensure a smooth transition to the new structure.

### ESTIMATED LENGTH

Typically 3-6 months depending upon the size of the organization

### TARGET AUDIENCE

Leadership Teams,  
Corporate Shared Services,  
Functional/Departmental Heads

### OBJECTIVES

- Build the optimal organizational structure to support the achievement of your strategy
- Identify new capabilities that the organization will need to execute the strategy and weave them into the new structure
- Design well defined roles that provide clarity/purpose
- Learn to select the right people for the right roles
- Build clear communication plans
- Involve key stakeholders in critical decisions to optimize the organizational structure



## PERFORMANCE MANAGEMENT DESIGN AND IMPLEMENTATION

### DESCRIPTION

We provide consultation to help you design a custom performance management process that reflects your organization's culture, core competencies and core values. We'll be happy to work with you to design your own custom, turnkey HR processes and tools to drive your performance management process. Done well, it enables the execution of business strategy by creating alignment, accountability and focus. We'll deliver proven processes to maximize performance at all levels of the organization starting at the top.

In addition, we have exceptional training to complement the performance management process to equip your leaders with the skills and confidence to gain the commitment from their teams while driving accountability for results. Our offerings include setting and aligning processes and tools, coaching and development tools, effective performance evaluation process templates, and recognition of exceptional results templates. Every training module is built to support your performance management process so that it will stand the test of time.

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### ESTIMATED LENGTH

Customized

### TARGET AUDIENCE

HR Leaders, CHRO's,  
COO's, CEO's

### OBJECTIVES

- Design custom processes and tools to integrate with your tools and processes
- Set and align performance goals at the individual, team, and/or organizational level
- Build the coaching and development tools to aggressively develop associates
- Conduct effective performance evaluations and discussions
- Design effective performance recognition to reward for desired results and behaviors



## MERGER AND ACQUISITION INTEGRATION

### DESCRIPTION

Most mergers/acquisitions fail to reach their full potential because the integration of the two organizations is not handled as effectively as possible. We have years of proven experience in guiding organizations through the merger and acquisition integration process. We will partner with your leadership team to drive a successful integration process with minimal disruption to the business. Together we will design the process and tools that will enable your team to lead your organization through this process. We work behind the scenes to engage and involve your leaders in the process, capitalize on best practices and retain the top talent through it all thus ensuring a successful transition.

### ESTIMATED LENGTH

Customized

### TARGET AUDIENCE

Leaders charged with post-integration and strategy/execution

### OBJECTIVES

- Partner with you in building a deliberate and systematic approach to integrate two cultures into one
- Design the process and tools for leveraging the best of both organizations
- Pull the “best practices” from each organization to deliver your best to the customer
- Learn to evaluate and retain top talent during the transition period
- Identify pockets of resistance and approaches for breaking through the obstacles





## SUCCESSION PLANNING AND TALENT MANAGEMENT STRATEGY DESIGN

### DESCRIPTION

Organizations have many reasons for needing a deeper bench of talent. Your organization may anticipate large numbers of retirements, a business transition or simply insufficient numbers of qualified leaders to fuel the growth. As a result, succession planning needs to move beyond naming replacements or focusing on a single job or career path. Since succession plans are unique to each organization, a well-designed talent management review process begins with an organization's business strategy, corporate culture and values, ensuring you have the bench strength to fill future leader positions and accelerate organizational performance.

We will partner with you to design an end-to-end process to evaluate and identify your top talent. We will help your leaders make the connection between business strategy and talent needs. Leaders will understand why a talent strategy should be an integral component of the business planning cycle. They will also see how an organization's talent review process is part of a larger talent strategy framework. We can also work with them to develop customized development strategies to grow your high potentials once identified through this process resulting in an increase year over year of "ready now" leaders.

### ESTIMATED LENGTH

Customized

### TARGET AUDIENCE

Leaders who have direct reports or other leaders who participate on interviewing panels, Executive Teams, VP's of HR, CHRO's

### OBJECTIVES

- Understand why a robust talent strategy is integral to your organizations success
- Build a customized 9-box methodology to develop a succession planning process integrated with your business strategy
- Understand the importance and relevance of forecasting talent needs
- Leverage information from the talent and review process to determine if the right talent is in the right role to drive your organizations strategic agenda
- Design an end-to-end process to evaluate and identify your top talent
- Draft a robust success plan and talent management process which will grow your high potentials into "ready now" leaders
- Evaluate the depth and breadth of your talent pipeline



## STRATEGIC PLANNING SUITE

It is our experience that one of the greatest challenges leaders face today is the ability to think strategically. For years, leaders have been recognized for delivering exceptional results in the short-term; however, it is often at the expense of long-term growth and viability.

We work with executive teams to design customized strategic planning processes/retreats and leverage the capability of your senior leaders no matter where you are in the process. We provoke dialogue around your current and future customers, your current and emerging competitors, your core capabilities and your unique value proposition. We will challenge your executive team to think out of the box to develop its mission, vision and/or long range strategic business goals which will position the company for both short and long term success. We work with your team to facilitate engaging discussions to identify alternative breakthrough strategies, evaluate the options and select the optimal strategies to achieve your vision. Lastly, we will work with the team to develop a robust operational and communication plan to ensure that the strategic direction is understood by the Board of Directors down to the front-line employees. We will customize your retreat towards your organizational needs. Just let us know where you are in the planning process and we will work with you to customize the rest.







## **CURRENT STATE ANALYSIS: COMPETITION, CUSTOMER, CORE COMPETENCIES AND CULTURE**

### **DESCRIPTION**

From time to time, it is necessary to take a step back and objectively examine your current and potential customers, your core competencies, your competition and your culture. We will work with your senior leadership team to design custom tools to facilitate them through a collaborative and thought provoking discussion of your organization's current state. Through this intensive process, the team will walk away with a keen sense for where its strengths and core capabilities lie and gain agreement on the most significant opportunities to propel the business forward. We'll also encourage the team to explore the current market and industry trends and their implications for your business. Whether your team is at the department, business unit or total corporation level, this dialogue will set a solid foundation on which to build the organization's future direction and the strategies required to get there.

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### **ESTIMATED LENGTH**

4 Hours

### **TARGET AUDIENCE**

Department Leadership Teams,  
Executive Teams

### **OBJECTIVES**

- Identify the needs, wants and satisfaction levels of your current customers
- Complete a competitive assessment to determine pockets of vulnerability and points of advantage
- Explore current market and industry trends and implications for your business
- Gain agreement on how your current culture may be helping or hindering achievement of your strategies
- Complete a SWOT Analysis to drive agreement on the most significant opportunities to act on



## VISION AND MISSION

### DESCRIPTION

Senior leaders are finding it is imperative to involve their team in shaping the long-term vision and mission of the organization in order to drive buy-in and greater focus in execution. This rigorous session will ensure your team engages in a rich and robust dialogue resulting in agreement on where the business is headed and what success will look like several years from now. We will work with your team to examine its own mission—what's in and out of scope and build its purpose so that it can be effectively conveyed to all key stakeholders. Through this collaborative dialogue, the leadership team gains total alignment on the strategic direction and builds a foundation for business growth.

We will partner with your leadership team to build both a vision and mission designed to consistently communicate the direction of the organization from the front line to the boardroom. In doing so, the stage is set for motivating the workforce to take actions and make decisions which will enable the long-range business plan.

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### ESTIMATED LENGTH

4 Hours

### TARGET AUDIENCE

Department Leadership Teams,  
Presidents of Line of Business and  
Their Teams, Executive Teams

### OBJECTIVES

- Foster the active participation and involvement of all team members to establish the future direction of the organization
- Create the organization's vision
- Create the organization's mission/purpose and identify what's in and out of scope
- Create a compelling value proposition



## SETTING THE STRATEGIC OBJECTIVES

### DESCRIPTION

As organizations struggle with the challenge of doing more with less, it is essential to identify and communicate the most critical areas of focus for the business. In this interactive session we will work with your senior leaders to discuss and gain agreement on the objectives framed at the organizational level. We will discuss and prioritize the top 5-7 strategic objectives that your organization needs to drive laser beam focus. Through our proprietary and proven process, we will facilitate a collaborative discussion which encourages the team to also reach a shared understanding of how success will be measured. These objectives can easily serve as the foundation for your scorecard to drive accountability and ultimately success.

### ESTIMATED LENGTH

4 Hours

### TARGET AUDIENCE

Department Leadership Teams,  
Presidents of Line of Business and  
Their Teams, Executive Teams

### OBJECTIVES

- Identify and prioritize the top 5-7 strategic objectives
- Establish measurements of success to drive accountability
- Identify and evaluate the potential objectives that will propel the business forward
- Encourage out of the box ideas for accelerating business outcomes
- Gain total alignment of the senior leadership team and drive cross-functional integration of efforts



## DEVELOPING INNOVATIVE STRATEGIES

### DESCRIPTION

Leaders are faced with many difficult decisions in the day to day operations. It has been our experience that deciding what not to do is equally important to deciding what to do as an organization. We will partner with your senior leaders in this engaging session to identify and evaluate the many strategic priorities which will shape your game plan for achieving your vision. We have a highly successful and proven process for helping leadership teams decide what the strategic priorities will be both in the short and long term. Through years of experience in leading teams through this process, we can put our expertise to use in helping your team identify the “critical few” priorities, thus increasing the probability of keeping your workforce focused.

### ESTIMATED LENGTH

4-8 Hours

### TARGET AUDIENCE

Department Leadership Teams,  
Presidents of Line of Business and  
Their Teams, Executive Teams

### OBJECTIVES

- Evaluate the strategic priorities based on a core set of decision criteria
- Gain agreement on the selection of the top priorities
- Identify the array of potential strategic priorities in pursuit of the objectives
- Identify the owners and time tables



## OPERATIONAL PLANNING

### DESCRIPTION

This intensive and interactive session is designed for the senior leadership team that already has a well-crafted strategic direction and may only require the establishment of an operational plan for the next fiscal year. We will aid your team in designing a process to identify the most critical short-term initiatives, key milestones, owners and time tables to ensure excellence in execution. We will also encourage a rich dialogue of the interdependencies, time tables and allocation of resources to ensure total alignment of your senior team. In doing so, the team is set up for success by communicating fully and minimizing the surprises and unanticipated obstacles that can occur during the session of the year.

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### ESTIMATED LENGTH

4 Hours

### TARGET AUDIENCE

Department Leadership Teams,  
Presidents of Line of Business and  
Their Teams, Executive Teams

### OBJECTIVES

- Identify critical short-term initiatives
- Establish the key milestones, owners and time tables
- Design an operational plan identifying key stakeholders
- Determine key interdependencies required for success



## BUILDING THE COMMUNICATION STRATEGY

### DESCRIPTION

Once the strategic plan is firmly in place - the work of communicating it to those who must execute it begins. As organizations struggle with the challenge of delivering high quality, timely communication with associates and customers, communication can be one of the most challenging and completely frustrating processes for leaders today.

We will work closely with your leadership team to create a strategic communication plan for your organization. Your team will learn that communication is not simply to convey information, but to influence behavior by persuading people to take action toward the organization's objectives. We will help your team design the system and tools that drive effective communication today. Your leadership team will learn the importance of face-to-face communication, written communication and social media in communicating the strategic direction of your organization. You will learn which communication forums to utilize in order to reach and influence your key stakeholders to drive ownership of the plan.

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### ESTIMATED LENGTH

3 Hours

### TARGET AUDIENCE

Department Leadership Teams,  
Presidents of Line of Business and  
Their Teams, Executive Teams

### OBJECTIVES

- Understand the importance of communication
- Understand which communication stream to use and when
- Design an effective communication plan
- Develop the systems and tools to implement your communication plan



## THE COACHING ADVANTEDGE® CERTIFICATION PROGRAM

### DESCRIPTION

This intensive session is designed to prepare leaders to deliver a holistic coaching process for all leaders who can benefit from feedback and an intensive development experience through a proven process. We will work with you to build and develop your coaching skills and raise your confidence level in building a comprehensive development plan based on leading-edge development strategies. You will gain a deep understanding of the phases and processes involved in the executive coaching relationship, and learn how to add value.

Major components covered include: Contracting with the leader, leadership assessment, development planning, follow up and measurement.

### ESTIMATED LENGTH

2 Days (16 Hours)

### TARGET AUDIENCE

Leaders who want to deliver an executive coaching experience internally, Future business coaches

### OBJECTIVES

- Equip you with a proven process for successful executive coaching
- Gain a deep understanding of the phases involved in a successful executive coaching relationship
- Develop greater competency in contracting with your internal client(s) to ensure their needs and expectations are well defined and delivered upon
- Deliver tools which will aid you in the assessment, development and coaching of the leader
- Enrich your understanding of best practices in developing senior leaders/high potential leaders of the business to drive behavior change
- Build your skill and confidence level in building a comprehensive development plan which has a high probability of successful implementation
- Obtain feedback on your coaching style