



Reasons for Sponsoring My Participation in
The Leader's Edge / Leaders By Design
Leading Up for Women of African Descent Program
February 29, 2012, NYC

Talking Points

Thank you for considering my request for Leadership Development and Executive Coaching. I am committed to operating and contributing at my highest potential and, based on my research, I am persuaded that coaching is a proven and powerful method of enhancing effectiveness and increasing leadership skill. Research on the effectiveness of coaching shows an impressive average return on investment of almost six times the cost of the coaching. My review of the literature shows quantitative and qualitative benefits in the following key areas:

Increased productivity: In one study training alone increased productivity by 22%, but when training was paired with coaching, productivity increased by 88%.

Gains in corporate performance: Studies have shown that executives who received coaching scored higher on business results obtained than executives who did not.

Enhanced relationships: Coaching results in improvements in team performance, as well as well as relationships with immediate supervisors, peers and clients. In a similar study, coached executives were better able to build strong strategic alliances and networks necessary to advance ideas, mitigate risks, and achieve business results.

Reduces the risk of derailment and enhances retention: Coaching enhances key leadership capabilities—critical differentiating competencies. It strengthens business acumen, strategic thinking and strategic execution capabilities.

Attracts and secures a diverse workforce for the future: Providing leadership development opportunities demonstrates a commitment to a diverse workforce, sends a clear message throughout the organization (and externally to potential employees) about the value placed on women, women of color and how they are supported to achieve success.

Why The Leader's Edge / Leaders By Design program?

The Leader's Edge/Leaders by Design is an international leadership development and consulting company dedicated to the growth and advancement of executive and high-potential women. Their powerful assessment and coaching processes support senior and mid-level women in building their leadership skills, increasing their self-confidence and enhancing their overall effectiveness. Through their tailored programs, high-potential and diverse women refine their communication styles, strategic thinking, networking skills and political awareness in order to capitalize on potential opportunities and achieve high-impact results.



The Leader's Edge/Leaders by Design faculty and executive coaches have all held senior level positions in corporations, hence they are intimately familiar with the issues faced by women and men in business. The protocol and curriculum of our programs have been developed based on our original research studies that identify the specific areas where women need the most support in developing successful careers.

The Leading Up for Women of African Descent Program

Specifically designed for high-potential women of African descent, the program includes six (6) months of individual coaching, including a comprehensive leadership assessment and feedback process, and culminates with the creation of a Professional Development plan aligned with the goals of the business. Because it is research-based, this program is designed to address the distinct challenges that women of African Descent face and must master - subtle, but crucial variations to the rules of the game and models of success - if they are to navigate their way to positions of leadership.

The Leader's Edge/Leaders by Design program features four integrated phases to enhance participant's leadership abilities that drive business results. The following provides a brief overview of my understanding of engagement components and what I would gain as a result.

Leading Up for Women of African Descent impacts the organization and its participants in multiple ways:

- Addresses the specific and unique barriers women of African descent face in the workplace
- Provides skills and action items for participants to better handle, react, and foresee the various dynamics in motion at their workplace
- Validates experiences of women of color in understanding the variation of traditional rules of development
- Focuses on long-term implementation that goes beyond just assessment and training
- Builds a supportive cross-industry community of similarly situated women to extend, expand and deepen operational, personal, strategic networks.

Pricing Options:

There is an option tailor made for your particular goals and circumstances.

Tactical, issue-based focus

<p>Option 1: Evening reception and leadership development offsite February 28 – 29, 2012. 2 coaching sessions \$2500</p>	<p>For the woman faced with a specific career navigation challenge. These sessions will assist you solidify and apply your insights from the offsite to clarify the issue, assess your options and take action steps to resolve. Includes:</p> <ul style="list-style-type: none"> ◆ Two individual coaching sessions, one prior to the offsite and one following
---	---

<p>Option 2: Evening reception and leadership development offsite February 28 – 29, 2012. 2 month/4 coaching session \$5000</p>	<p>For the woman who is aware of or has received feedback pointing to a specific competency and/or leadership issue that needs her attention. Through these sessions you will zero in on the “presenting” issue to more fully understand and address potential derailers and clarify strengths to build upon. Includes:</p> <ul style="list-style-type: none"> ◆ Career Interview and Personal History ◆ Assessment and debrief ◆ Action plan
--	--

Strategic leadership development focus

<p>Option 3: Evening reception and leadership development offsite February 28 – 29, 2012. 4 month/8 coaching sessions \$11,500</p>	<p>For the high potential woman poised for the move to senior management. You are seeking to accelerate your development and display the confidence, competence and credibility that differentiates talented black women who breakthrough to the senior ranks from those who don't. Includes:</p> <ul style="list-style-type: none"> ◆ Career Interview and Personal History ◆ Select leadership instruments(e.g., MBTI, LSI) and detailed interpretation ◆ 360° (interviews with 6-8 key stakeholders) ◆ Detailed professional development plan identifying 2 – 3 key areas ◆ Stakeholder Analysis ◆ Meeting with Manager to discuss development plan to gain his or her support ◆ Action plan
<p>Option 4: Evening reception and leadership development offsite February 28 – 29, 2012. 6 month/12 coaching sessions \$22,500</p>	<p>For the senior executive committed to enhancing her overall leadership effectiveness by inspiring exceptional performance, aligned against organizational strategy. You are aware of the unique challenges facing black women in senior leadership roles and are committed to developing a strategic action plan enabling you to clear higher hurdles faster. Includes:</p> <ul style="list-style-type: none"> ◆ Career Interview and Personal History ◆ Hogan Assessment Instruments (and others—MBTI, LSI optional) ◆ 360° (interviews with 8 - 10 key stakeholders) ◆ Detailed professional development plan identifying 2 – 3 key areas ◆ Stakeholder Analysis ◆ Meeting with manager to discuss development plan to gain his or her support ◆ Action plan ◆ Support in the implementation of action plan for ongoing refinement



*Note: Our coaches are professionally trained; in addition, many of them have held senior level positions in the corporate sector.

Resources

The Case for Executive Coaching (Talkington, Voss & Wise)
<http://www.call-me-coach.com/TalkVossWise-execcoach.pdf>

Executive Coaching ROI: Executive Coaching is an Outstanding Investment to Leverage People Power
<http://home.att.net/~coachthee/Archives/ROIexecutivecoaching.html>

Executive Briefing: Case Study on the Return on Investment of Executive Coaching (M. Anderson) <http://www.breakoutofthebox.com/ROI.htm>

<http://www.coaching.com/Marketing/Common/images/ImpactReport.pdf>