



Leadership Development Coaching

Leaders are the stewards of organizational energy - in companies, organizations, and families. They can inspire or demoralize others, first by how effectively they manage their own energy, and second by how well they mobilize, focus, invest and renew the collective energy of those they lead.



Growth that Comes from Within

“Leaders set the tone, expectation, and attitudes of the organizations to which they belong.

Because these key individuals have such a great influence on those around them, **they must**

Years of experience, an M.B.A and a high I.Q. will not necessarily earn you the title of “Effective Leader.”

develop impeccable awareness of their behavior and of how others interpret it.

Equally important for leaders is having the ability to manage and lead in a way that is well received by others and the ability to **effectively communicate during high-pressure moments.** Leaders, when well attuned and aware of themselves and their environments, can have lasting impacts on those looking up to them, far beyond the implications of their roles. They are the driving forces behind organizations.” The Birkman Method®

People leave People NOT Places!

People do **NOT** leave leaders who:

- understand and self-manage themselves
- understand, nurture and thoughtfully manage the people they work with
- understand the development, implementation and revision of group initiated strategy

- understand the need for rest, exercise and a high-quality, energy-producing diet
- understand the importance of mindfulness and meditation in their lives
- understand the responsibility to model these ideas and practices every day

How Coaching Works

Within a framework of the The Birkman Method® we challenge and support our clients to discover their own authentic wisdom by engaging in an in-depth process of self-understanding and evaluation. The process is designed to assist the client to discover and acknowledge their talents, skills, strengths and weaknesses.

The outcome is a Leader who is goal and action oriented, energetic, confident, sensitive, life-balanced and enthusiastic about the extraordinary possibilities for growth of self, the team, and the organization.

Why We use Birkman for Leadership Development

Birkman enables leaders to become aware of small implications that make big differences to their performance as a leader. The job of an effective leader is to motivate and empower the human capital within an organization, and thus, leaders must be able to understand how to communicate with, motivate, and appreciate the different



types of people that compose the organizations they lead.

Birkman is a tool for understanding people. Through better understanding with Birkman, leaders can learn how to connect with and motivate different personality styles in their organization, know how to better handle difficult conversations, and see the implications of their reactive stress behaviors. Through Birkman's comparative and group reporting options, leaders become attuned to the similarities and differences between themselves and their team, allowing them to better connect, communicate, and lead these individuals.

How We Work with Executive Development Clients

Within a framework of The Birkman Method and 360 Feedback the client is engaged in an in-depth process of self-understanding. The process is designed help the client become aware of their interests, strengths, needs, stressors and weaknesses. We then work on a plan to enhance, modify manage them. The outcome is a Leader who is goal and action oriented, energetic, confident, empathetic, life-balanced and enthusiastic about growth of self, team, and the organization.

Coaching engagements are typically three to six months in length.

Weekly one hour purposeful conversations are scheduled by phone or in person.

Between session the work includes the specifics of the formal

Coaching Development Plan, exercises designed to encourage self-observation and social observation practices, and assigned reading.

Team Building

Celebrating (and Leveraging) Your Differences

One of the biggest challenges in life is getting along and effectively communicating with others.

In every team, you must adapt to successfully engage with one another, solve problems, and achieve goals. While these objectives will remain similar across different teams, the personalities you meet will not. Since we all behave and

perceive the world differently, there isn't a single how-to guide for dealing with the people we encounter in life.

Birkman creates a common language for communication within teams and enables individuals to understand their own personality strengths. Team building with Birkman reports establishes a solid foundation for teams to increase their emotional intelligence and productivity.



Why we use Birkman for Team Building?

Through the power of The Birkman Method®, teams gain the ability to embrace the differences that make us unique, instead of seeing differences as potential liabilities or areas of conflict. The Birkman Method is a multidimensional assessment that measures the behavioral and occupational strengths and interests of individuals.

Birkman helps you deeply understand your personality. By truly knowing your outward behaviors and inward motivations, you are able to bring your best self to the table. And, when you discuss these insights together as a team, you are able to appreciate, communicate, and leverage the strengths of your team members. This sense of mutual understanding is key to building success collaboratively.

Strategic Planning

We work closely with Senior Executive Teams and Division Director-Level leaders to create a team-driven strategic plan. This is a three-to-six month process that will identify:

- mission, vision and core values of the organization
- organizational strengths, weaknesses, opportunities, threats (present and future)
- key strategies for the business and major functional areas
- ways in which all employees and stakeholders can best work toward common goals



- major goals for the next three to four years
- strategic action programs
- ongoing quarterly reviews

Talent Selection

Reading Beyond the Résumé

From sifting through résumés and cover letters to tackling endless interviews, the hiring process has proven to be a long road to finding the ideal candidate. You can read about accomplishments and experiences, yet skill should not be the only factor in the hiring and selection process.

Ideal candidates should not only have impressive technical skills and industry knowledge. They should have the personality and passion to feel comfortable in their role and have a true interest in the functions of their role. Passion results in more satisfied and motivated employees. When coupled with the correct skill set, organizations will see these employees continuously thrive in their roles – decreasing your employee turnover, increasing your productivity, and bettering your company culture.

Hiring for personality, passion, and skill results in more qualified and satisfied employees – this is the art and science of talent selection.

How We Work

You can contact us at consulting@segraveassociates.com to set a time to discuss the consulting approach that is the best for You, your Team and your Organization. Here are a few options to get us started; just let us know in your email how you would like to proceed:

Sign-Up on our website for our Blog (free)	Email Us (\$35.00)	Chat by phone (\$90.00)	Consulting hour (\$175.00)	Take the Birkman Survey (\$500.00)
We scan a great deal of research on life transitions, organizational development, leadership, strategic planning and talent management. Each week we summarize this information to help you stay up to date with the latest thinking.	Send your one burning question by email and I'll answer it within 72 hours.	I can be available to connect with you for thirty minutes (half-hour session) where I can answer one major question that you are wrestling with in your situation.	We can talk via Skype or Face Time to discuss specific questions and concerns about the particular life transition challenges you are now facing.	Spend time with me taking the Birkman survey, going over the results and then, if you choose, continuing to work with me to develop your plan.

Why We Use Birkman for Talent Management

The Birkman Method provides insights to help you select candidates with the personality and passion to drive success in your organization. Birkman reaches into the strengths, interests, and underlying needs that, when met, are the key to job motivation and satisfaction. Because it measures needs, it can better point out potential areas of conflict, or see if a manager has traits suited to lead current teams and employees. Hiring the best, most fitting candidate will not only improve your company growth, but it will mitigate the unnecessary expenses associated with turnover and unproductivity.

Quarterly On-site Reviews

Effective Off-Site experiences provide an opportunity to regularly step away to review the organization in a more holistic way. They can provide time to:

- review strategy
- identify business trends
- evaluate competitive marketplace
- engage in team development
- discuss succession planning have some fun together



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