



BiG Coaching Differentiators from Business inSITE Group

Many leaders who transition to new, larger, or more complex roles could use some advice on how to quickly get up to speed and make a difference. Likewise, even leaders who have been in their jobs for a few years know how tough it is to get traction and deliver business results. The challenge may be leadership style and effectiveness, content knowledge and expertise, knowing what to do and ask, spending time with the right people, understanding the company culture, reconciling competing priorities, and/or learning from critical developmental inflection points as they are happening.

BiG Coaching Differentiators

1. 3, 6, 9, 12 month or longer customized coaching engagements for individual leaders and leadership teams, in face to face and virtual environments
2. 25 coaches and leadership development experts who can scale to your needs on short notice, through our [Consortium for Change \(C4C\)](#)
3. A flexible fee structure at multiple price points
4. Practical, relevant experience and insights spanning dozens of industries, geographies, countries, functional disciplines, and coaching priorities and situations
5. Diversity in multiple dimensions through team members with backgrounds in executive level HR and operating roles, coaching, consulting, entrepreneurship, and leadership development – and who represent multiple genders, races, ethnicities, and generations
6. Preparation of leaders for bigger and more complex jobs in organizations that are experiencing large-scale transformational change
7. Proprietary tools, such as our Personal Leadership Profile, as well as a variety of well-accepted publicly available assessment tools
8. An invitation to attend [EXcelerating HR™](#), our free client conference
9. A 15% discount on [BiG leadership development programs](#)
10. Our "Client Satisfaction Guarantee"

Coaching Focus

Potential areas of attention include leadership effectiveness, transitioning to a new and larger role as a senior executive, preparation for future larger roles, senior executive content knowledge/expertise, and/or real-time advice for addressing real-time situations – with a particular focus on select leadership behaviors that may be hindering the leader’s current effectiveness and credibility.



Coaching Process

We will address some or all of the following process elements and tools, depending on client needs and interests:

- Self-awareness – understanding of strengths, development needs, and coaching priorities
- Company culture – how it plays to the leader’s strengths and challenges his/her development needs, and ways to address organizational politics and other success factors in the current environment
- Interviews with approximately 6-8 key constituents
- Feedback and recommendations report based on interviews and observations
- Development tools including Personal Leadership Profile, Leadership Coaching Framework, and Leader Development Model
- Trusted advisors – a personal Board of Directors
- Measures of success for the coaching engagement
- Assumptions – confidentiality, keeping others in the company informed and involved in the process, etc.
- Select readings, as appropriate
- 1 face to face meeting at the appropriate time, approximately 4 hours in duration
- Monthly 1on1 meetings via telephone – approximately 1.5 hours per session
- Potential use of quick pulse survey of key constituents to assess progress, if appropriate
- Potential additional face to face meeting(s), if appropriate
- Final recommendations at the conclusion of the coaching engagement

Experience the BiG coaching difference.

If your current coaching partners cannot offer you all this value, let’s talk. Please visit <https://businessinsitegroup.com/> to learn more about our coaching approach and C4C team members, or contact Lacey Leone McLaughlin at lacey@llmcg.com for additional information.