



Leading Effect provides Executive Coaching with **DISTINCTIVE VALUE**

Our primary client is your company's Development Department... because YOU are the organizational stewards of the strategic development of your company's leaders.

Our value proposition... **WE SERVE YOU FIRST**, in order to **BEST SERVE YOUR LEADERS**.

DISTINCTIVE PRACTICES

- Multiple custom-made coach matches for interviews with a diverse cadre of coaches
- Professional partnership with HR/LD professionals- integration of our work with your work as internals, and practices that help build your internal capacity and credibility
- Inclusion of managers and internal stakeholders for maximum impact
- Management of coaches and service provision complete with monthly reports
- Standards, consistency...focused best practice approach
- Solid assessment and evaluation
- High-quality action planning and reporting that integrates with your company's leadership competencies, development planning and talent management practices
- Recognition that coaching is not consulting
 - We coach as a formal and distinctive practice
- A single point of contact for billing and liaison work
- Competitive and consistent costing
- Orientation- of coaches to your company, and of your leaders to coaching
- High-impact tools for you and your leaders

We can consult and partner with you up-front to design your company's internal program or approach and step out, or we can provide and fully manage the program or service for you externally.

Leading Effect, LLC was started by Dana Brenner-Kelley in 2005. Having designed and managed a robust internal Executive Coaching Program for one of the largest financial institutions in the country, she knew that most coaches and agencies were not serving company leaders with strategy, discipline and a systemic framework; and therefore companies were not getting the maximum value or impact that was both possible and **POWERFUL**. She also knew this was because most coaches and agencies are engaged to work with a company's individual business leaders and see them as their primary clients, rather than the organization itself.

Re: The IMPACT of one Leading Effect program

"I'm very surprised at how just being in the coaching program causes me to be more aware of my role as a leader. Prior to the program, I would have said I was comfortable in my role. Now looking back, it was actually more complacency than comfort."

— **Healthcare Executive**

Re: Consulting and Design work of Leading Effect Principal Dana Brenner-Kelley

"She has a great mind, can clearly articulate strategic concepts as well as tactical implementation, and her work is consistently based on best practice and an understanding of organizational culture."

— **HR Senior Vice President, Fortune 150, Financial Services**

Our Systemic Approach Gets RESULTS

Read our summary report on the organizational outcomes we've measured and achieved in one successful program over three years. Visit our website at www.leadingeffect.com and go to the **Executive Coaching** page.



Leading Effect is based in the Pacific Northwest, where it employs a cadre of over 20 coaches. We also tap into a strong network of coaches around the nation. Clients range from Fortune 150s, to regional healthcare organizations, to public agencies, to small technical consulting firms.

Our Core Team has held internal senior positions within Leadership/Executive Development departments, and they truly understand the needs, goals, and framework for solid and systemic executive development.

We provide coaching exclusively to the high-potential population. We specialize in collaborating with internal partners to design and implement programs and models that serve multiple leaders. We often employ unique coaching service models that incorporate serve to break down silos across functions, organizations, and matrixed structures.

DISTINCTIVE COACHES

Highly qualified, well-screened, with top-notch affiliations

Solid certifications, training, and experience coaching in a business context

Coaches with solid technical and functional expertise in Leadership, Organizational Development, and Talent Management Planning

A business orientation to coaching, with an appreciation for the whole person

LE coaches are affiliated with best-in-class organizations such as CCL (Center for Creative Leadership), Linkage Inc., and Marshall Goldsmith partners. They are preferred coaches at WAMU, Boeing, Astra Zeneca, Price Waterhouse Cooper, and other notable companies and organizations.

LEADING EFFECT CORE TEAM



Dana Brenner-Kelley, MS



John Brozovich, MBA



Deborah Griffing, PhD

Learn More About Our Team at www.leadingeffect.com

CLIENT OF LE COACH

“As a partner in the most successful consulting company in the world, I recognize the tremendous contribution (my coach) has made to my personal success. I coach the leaders of the largest engagements in my geographical region, influencing projects amounting to literally hundreds of millions of dollars in revenue annually. His coaching directly impacts this bottom line.”

— Senior Partner, Accenture

CLIENT OF LE COACH

“My main goal in our work together was to be able to enter the realm of leadership intentionally, mindfully, confidently, and openly. You helped me to do this in a way that far exceeded my dreams.”

— Director, Aviar Corporation

CLIENT OF LE COACH

“He helped me build skills in having conversations that were CRUCIAL to the success of our new start-up factory”

— Executive at multi-million dollar manufacturing company in the Pacific Northwest

CLIENT OF LE COACH

“As I have seen significant business growth, I realize I get results with EVERY conversation I have with her”

— Executive, The Rosenfeld Group

CLIENT OF LE COACH

“I’m thriving and in a very different place than when I met my coach. She has a gift for bringing clarity in a simple and direct way. She brings a big picture organizational perspective that is both surprising and enlightening. I’m filled with gratitude for her contribution to my work and life.”

— Director of Pediatric Neurosciences, Regional Medical Center