

EMERGING LEADERS EXECUTIVE DEVELOPMENT PROGRAM

North American Companies often promote from within to develop new managers and leaders for growing companies. This is good. While those same companies often will invest in training programs for new entry level associates, they often fail to invest commensurately with the arrival of internally promoted management and leadership candidates. This is not so good. The result is that too often, the new manager has little choice but to fend for themselves, and they struggle to become a competent and effective leader and manager. Research shows that the maturation process can sometimes take 3-4 years. During that 3-4 year learning and maturation process, unfortunately, the new manager makes numerous learning mistakes by trial and error, and struggles to gain confidence. Wouldn't it be great if you had a guarantee that you could make that newly promoted manager or leader a top performer in 15-24 months?

There is a better alternative available. Consider the **CEO to CEO Emerging Leaders Executive Development Program** as the solution to this challenge. This program includes recurring coaching sessions between the Emerging Leader and the Executive Business Coach. Early in the program, the Emerging Leader and Coach meet frequently, anywhere from twice a month to three or four sessions a month, whichever fits your financial and time budgets best. As the program begins to gain momentum, the recurring sessions are spaced further apart, giving the emerging leader more time to put into practice the best practices that they've learned. Our coaching philosophy is to outfit each client as a leader so that they can proactively and confidently solve business problems by themselves. We do not want these Emerging Leaders to be even slightly dependent upon your leadership or upon CEO to CEO. Accordingly, we encourage them to build upon their strengths and gain confidence so that they can emerge as fine leaders within a 15-24 month period, rather than a 3-4 year process.

We coach each of the Emerging Leaders in **15 key areas of business**, and supply them with book summaries, CEO TO CEO Tools, CEO TO CEO Best Practices, TED Talks, training and education, in each area. The 15 areas are; **Sales, Marketing, Leadership, Strategic Planning, Financial Management, Human Resources, Customer Experience, Business Systems/Operations, Communications, Coaching, Choice (Time) Management, Gross Profit Maximization, Management Fundamentals, Motivation, and Personal Effectiveness.**

Each **coaching program begins with an Extended DISC** behavior analysis assessment, designed to accomplish two things:

1. Significantly increase the self-awareness of the Emerging Leader's own behavior style and their comfort zones, strengths, and weaknesses. Our discussion of the assessment also increases the Emerging Leader's social awareness greatly.
2. The ability to begin to very quickly recognize the behavior styles of the people that they live and work with, allowing them to adjust their strategy and tactics based upon situations, in working with others. This ensures that they are able to communicate much more clearly and effectively, develop winning teams, and work with others in a way that feels right to the other person, making for significantly greater effectiveness in working as a team.

Leaders must become life-long learners, and we incorporate a healthy amount of self-directed study and reflection into our Emerging Leader Program. The clients are free to read the books or listen to them while they drive or work, whatever works for them. We provide a 5-page summary of each book to ensure that after the book has been read, we help the Emerging Leader to focus on the most important learning and takeaways from each of these great business books. The Emerging Leaders will be able to read the book relatively easily in a

month's time, and if they cannot find time to read the book, will be able to gain 90% of the learning from just reading and mastering the book summary.

Monthly, at one of the 1:1 coaching sessions, the coach and the emerging leader discuss in detail the learning and key takeaways from each of these great business books. In an instance where an emerging leader is particularly intrigued by a particular business discipline, the coach can and does provide an extensive list of other great business books to help to round out the client's skills and understanding on that area of interest. The reading curriculum covered in this Emerging Leaders Program ensures that we're not just following traditional business coaching doctrine with the client, we're also educating them with a curriculum hand-selected to enhance skills in 15 essential areas that have proven to be tremendously germane during our lengthy executive career.

Business Effectiveness Evaluation -- Guided Opportunities

Each Emerging Leader receives a comprehensive analysis of their competency in 15 major areas of business at the onset of the program. This analysis, called the Emerging Leaders Business Effectiveness evaluation, is a self-examination and evaluation, and produces a 22-page report that is shared with the Emerging Leader. This 22 page analytical report is the basis for an Opportunities List/Action Plan that informs much of the discussion, learning, and study focus for the duration of the program. We begin coaching in areas of acknowledged strength, helping to raise awareness of strengths and enhance those areas that are working well today. As the months in the program progress we begin to select specific areas where the Emerging Leader recognizes that they can build additional capability with the coaches help.

15 Business Effectiveness Area Strategies/Best Practices

There are ten (10) Strategies/Best Practices in each area, and we coach our Emerging Leaders on them to help them round out their leadership potential. In addition, we share 40 sets of Best Practices in additional areas, which are also shared with the Emerging Leader for self study.

When the 15 to 24 month Emerging Leader Executive Development Program is complete, the Emerging Leader has developed competencies, and gained real-world experience in mastering management and leadership Best Practices in disciplines that will serve them well for the remainder of their career, including Sales, Marketing, Service, Operations, Finance, Strategy, Communications, Coaching, Leadership, Performance Management, and more. For more information, call CEO to CEO at 925-829-8190.