

## Executive Coaching

Making the business case for Executive Coaching.

Our coaching clients become more effective leaders, better versions of themselves, better colleagues, better team builders, and better creators. Our Positivity Link® coaching methodology is the bridge from frustration to accomplishment, apathy to agency, stagnation to thriving.

**The Positivity Link® Executive Coaching Approach** is a methodology that empowers each client to craft a future they want, to be braver and bolder as they lead more effectively in increasingly complex environments.

- Our 1-to-1 coaching sessions pair a dedicated pLink Executive Coach with each client, informed by a powerful 360 assessment.
- Over the course of 6- or 12-months, coach and client identify patterns, develop growth strategies, improve communication, develop influencing skills, and navigate personal and professional challenges.
- Clients create a Leadership Development Plan (goals), complete Pulse surveys along the way (feedback and insight), and finish with a personalized Leadership Vision and Purpose Statement and a Positivity Link® Coaching Impact Brief.

### Top 3 Impacts of Positivity Link® Coaching

1. Learning to think from multiple perspectives.
2. Being able to articulate their leadership style, goals, and long-term vision.
3. Increasing self-awareness and the ability to find insight in reflection.



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OVER TIME, I HAVE DELEGATED MORE THAN A QUARTER OF MY JOB, FREEING UP TIME TO LEAD IN POWERFUL WAYS THAT HAVE MADE THE PROJECT AND ME QUALITATIVELY MORE SUCCESSFUL. **THE COACHING PROCESS MADE A REAL DIFFERENCE**, NOT JUST IN HOW EMPOWERED I FEEL, BUT IN REAL OUTCOMES.

- 2021 pLink Executive Coaching Client

### FORMAT

Clients are matched up with one of our engaged, bright, and expert coaches through an interview process and then onboarded to our cloud-based coaching platform. Clients then meet one-on-one with their coach.

- **Feedback.** pLink Leadership coaches and clients use the Leadership Circle® Profile 360 (LCP), CliftonStrengths by Gallup®, the VIA assessment, and pre-existing feedback resources to gain insights and develop goals.
- **Cadence and Timing.** Coaching packages begin with an LCP and a series of one-hour sessions. The first session is an orientation to the LCP process, the next is a debrief of the 360 results, and from there, bi-weekly one-hour sessions unpack the feedback and develop goals and strategies for leveling up.
- **Accountability.** Clients complete a Leadership Development Plan, utilize our Positivity Link® pulse surveys to gauge progress along the way, and complete coaching with a Leadership Vision and Purpose Statement and a Positivity Link® Coaching Impact Brief that summarizes the impact of the coaching on their leadership effectiveness and quality of life.

