



The role of a Brainard Strategy coach is to guide leaders through a goal and value-based development plan that drives measurable professional growth over the course of the coaching relationship.

HOW IS OUR APPROACH **DIFFERENT?**

We start with the end in mind. Brainard Strategy coaches are business professionals with real world, practical experience. Our coaches are thought leaders at the forefront of their fields.

We deliver. All coaching clients receive assessments, career action plans, development plans and program evaluations.

We communicate. Our staff provides monthly reporting on all milestones and meetings.

We're diverse. Our cadre of coaches come from all fields: from high tech to biotech, automotive to financial, consumer goods to legal, manufacturing to healthcare, and everything in between.

WHAT WE **DELIVER**

- 1** Growth for “High Potential” leaders
- 2** Improvement in performance for both the leader and their team
- 3** Impactful success in new assignments
- 4** Increased organizational alignment
- 5** Stronger employee engagement
- 6** Accelerated new leader assimilation
- 7** Positive cultural change through leadership action

Michael's coaching helped me see how to further my impact as a CEO throughout the organization. Michael is clearly knowledgeable about how to run complex business operations and how to strategically leverage value within them. This combined with Michael's emphasis on leadership, self-reflection, and understanding from others' perspectives, I have learned how to drive greater shareholder value.

Sue Wing Chan, CEO



BRAINARD STRATEGY 9-MONTH SAMPLE COACHING TIMELINE

Pre-Coaching	Coaching Initiated	Month 1-2	Month 3-4	Month 5-6	Month 7-8	Month 9
<p>Request and Preparation</p>	<p>1. Fact Finding and Assessment</p>	<p>2. Data Consolidation, Feedback and Analysis</p>	<p>3. Planning</p>	<p>4. Continued Coaching and Closure</p>		
<p>Coaching Opportunity</p>	<p>First Meeting</p>	<p>Data Collection Phase</p>	<p>Development Planning</p>	<p>Progress Check</p>	<p>Re-Assess</p>	<p>Coaching Closure</p>
<p>Biographical Sketches</p> <p>You will receive 2-3 biographical sketches of potential coaches.</p>	<p>Scheduling</p> <p>Brainard Strategy will assist in scheduling your first meeting.</p>	<p>Coaching Sessions</p> <p>You will be participating in approximately two coaching sessions per month.</p>	<p>Coaching Sessions</p> <p>Sessions continue.</p>	<p>Coaching Sessions</p> <p>Sessions continue. Begin to define re-assessment process (Months 6/7)</p>	<p>Coaching Sessions</p> <p>Sessions continue.</p>	<p>Career Action Plan</p> <p>In the last month, your coach will help you create a career action plan outlining accomplishments and desired future development plans and resources.</p>
<p>Interview</p> <p>Interview potential coaches for chemistry and match.</p>	<p>Coaching Outline</p> <p>The first session outlines what you plan to cover and accomplish during the coaching engagement.</p>	<p>Assessment</p> <p>By month 2, you will participate in a 360 assessment (or some other diagnostic tool) to examine your current leadership approach. A 360 assessment captures boss, colleague, and direct report ratings on multiple work related dimensions. 360 completed and Development Plan discussion begins.</p>	<p>Assessment Feedback</p> <p>During this session, your coach will review and help interpret your assessment data.</p>	<p>Development Plan Check-In</p> <p>The coach will help the leader ensure they are achieving their goals and will assist in problem solving barriers to success.</p>	<p>Re-Assess for Growth</p> <p>Complete re-assessment process (Month 7)</p> <p>Prep career action plan (Month 8)</p> <p>In Month 8, the coach will re-assess the skills and competency areas targeted in the development plan to determine the amount of growth exhibited during the coaching process. This will act as a progress check and if further development is requested/needed.</p>	<p>Coaching Evaluation</p> <p>Brainard Strategy will send you, your boss, and your Human Resources Department a coaching evaluation survey as a final step.</p>
<p>Select a Coach</p> <p>Once you have selected a coach, a Brainard Strategy project manager will complete the coach matching process.</p>			<p>Development Planning</p> <p>Using your assessment feedback and other data, you will create a development plan with your coach. Meet with boss and HRBP to get input and sign off on development plan</p> <p><i>NOTE: Your development plan will be shared with both your boss as well as the management team at Brainard Strategy</i></p>			

DISCOVER HOW OUR SUITE OF SERVICES BENEFIT ORGANIZATIONAL CHANGE

VISIT US AT WWW.BRAINARDSTRATEGY.COM