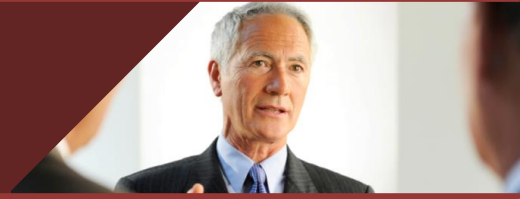




# Executive COACHING



## Simpson Executive Coaching Services

We are a premier, global executive coaching firm that dramatically improves executive and senior leaders performance, productivity, behaviors, and results through world-class executive coaching—one leader and one team at a time. We offer executives personalized and customized one-on-one and team coaching services in the context of their business and organizational performance issues. We also help co-design and clarify an organization's, team's, or leader's vision, values, strategy, and goal alignment to increase clarity, focus, alignment, and accountability for results.

Coaching services are scoped and offered as a stand-alone coaching service or as part of an executive development offsite or onsite development session. Coaching can be offered with 360-degree individual or team assessments, leader and team interviews, to help offer feedback on targeted areas for success.

## The Challenge and Opportunity: The Executive Leader and Leadership Team

The global pandemic, increased global competition, dynamic changes to the marketplace and customer needs all require executives to be more agile, flexible, and innovative to remain competitive in their markets and with loyal customers—all while improving high levels of operational excellence and financial results.

A recent global business study states, one-half of all executive-level workers log 50 or more hours per week in their job. Over 400 million business trips are taken each year, and many executives are working more hours now than they were five years ago. There is a need to lead and manage change effectively with teams virtually. This will require leaders to lead with a new mindset, skillset, and toolset to better align, empower, delegate, communicate, trust, and hold people accountable in new and better ways in a virtual work environment.

The road to the top of many organizations offers the need to have resilience, learning agility, emotional intelligence, and the ability to lead change with flawless execution. Many experts would say that CEOs, presidents, senior executives, and top leaders in global organizations have a short shelf-life. The pace and demands are intense. This ongoing crisis of leadership and change is both a challenge and a big opportunity to build credibility and trust with key stakeholders.

Most, if not all senior leaders need a safe and confidential environment to discuss and deal with difficult issues. An external executive coach can help leaders discuss challenges, strategies, and plans to improve their success with shareholders, customers, partners, and direct reports. Coaching can help leaders focus on setting clear strategic direction and modeling critical leadership behaviors and action plans that will take their individual and team performance to the next level of success.

This will not happen unless leaders seriously invest in the greatest asset they have -- themselves and how they lead and engage their teams.



“Michael Simpson is unquestionably one of the world's top coaches to executive leaders and teams in business, government, and educational organizations. He has distilled his finest work and thinking in *Powerful Leadership Through Coaching*. This fabulous book is a gamechanger for any leader or manager to become a truly great coach.”

*Stephen MR Covey*  
New York Times and #1 Wall Street Journal bestselling author, *The Speed of Trust*.

“*Unlocking Potential* is a skillfully written treatise about how you can be a great coach. Follow Michael's advice in this great book. He'll give you guidance on holding effective coaching conversations with individuals, teams, and organizations.”

Dr. Marshall Goldsmith  
#1 New York Times bestselling author, *What Got You Here Won't Get You There*, and *Triggers*.





## The Solution: Simpson Executive Coaching

Michael Simpson does not offer impractical academic theories, high-floutin pop-psychology, or new-age quick-fix solutions. He leverages 25 years of proven, practical business and coaching experience working directly with some of the world's top leaders, teams, and organizations among: the C-suite, presidents, managing partners, generals, colonels, administrators, executive teams, and senior leaders in many diverse industries and cultures in over 30 countries.

Michael focuses on a research-based coaching methodology offering over 200+ coaching tools that leverage time-tested leadership principles and a whole-person framework. Michael helps leaders gain greater self-awareness, a learner and innovative mindset, proactive choice, modeling high trust behaviors with focus and accountability for improved performance and results. He works with leaders on strategic planning, goal execution, executives in transition, building stakeholder credibility, leading change, building talent pipeline, defining career path, and engaging teams, and direct reports in executing on their most important strategies, goals, and performance objectives.

## Meet Michael K. Simpson – CEO and Executive Coach

Michael is an Amazon best-selling author and has written eight leadership and coaching books. As a global thought leader, Michael's practical, real-world business experience is in corporate leadership development, building high performance teams, vision and strategic planning, and in coaching some of world's top leaders. Michael is a Fellow with Harvard University's Institute of Coaching; a graduate and instructor with Columbia University's Executive Coaching Program. He is a certified coach from Dr. Marshall Goldsmith's Stakeholder-Centered Coaching Program; a certified coach from Marcus Buckingham's Strength-based Coaching Program, and Inside-Out's GROW Coaching Program.

For 25 years, Michael has work for FranklinCovey. He is the Managing Director for Global Executive Coaching and a Global Delivery Consultant. He has led hundreds of executive development sessions and coaching engagements with Fortune 100 clients and government agencies. For three years, Michael was on faculty and co-led the U.S. Department of Defense's Vanguard SES leadership program and coached government agency executives and senior-level military officials across all branches in the U.S. Military. Also, he was on faculty for three years with FranklinCovey's Executive Leadership Summit, instructing and coaching global leaders with the late Dr. Stephen R. Covey, Dr. Ram Charan, and Dr. Mette Norgaard at Deer Valley, Utah resort.

Previously, Michael held executive management positions for two leading technology companies as V.P. of Sales and Marketing and V.P. of Business Development. He was a Principal Consultant for the global management consulting firm, Pricewaterhouse Coopers (PwC) in their Strategic and Organizational Change Practice in New York City, NY. He was a Senior Consultant with Ernst & Young's (EY) Change Management Advisory Group in Washington, DC.

For more information about executive coaching services, inhouse coaching certifications, executive development work sessions, or keynote speeches, please contact:

**Michael K. Simpson – CEO, Executive Coach**  
Simpson Executive Coaching  
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“I am grateful to say that I have benefited from Michael's coaching over the years with tremendous impact on both my personal and professional lives.”

Alex M. Azar II  
*U.S. Secretary of Health & Human Services. Former President, Eli-Lilly USA.*

“Michael's coaching had a very positive effect on me in my life. I would highly recommend him as an executive coach to any leader or organization that needs to improve their leaders' performance.”

Mike Smith  
*Former Head Coach, Atlanta Falcons, National Football League (NFL).*

## COACHING CLIENTS

