



The Challenge and Opportunity: Executive Leaders and Leadership Teams

Most executives and senior leaders need a safe and confidential place to openly discuss and effectively respond to ongoing difficult issues, challenges, and big opportunities. Hiring an external executive coach can help leaders brainstorm and innovate on strategies and plans that improve their success with self, direct reports, teams, customers, business partners, and investors.

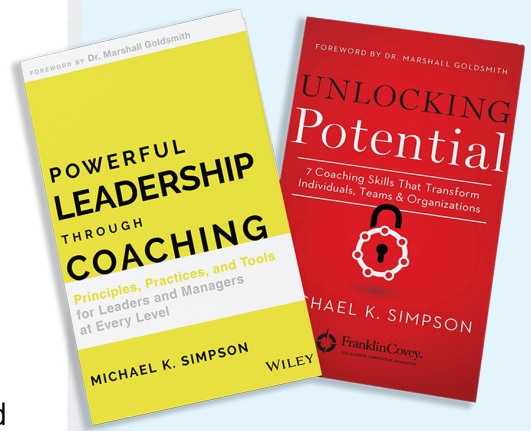
Success will not happen unless leaders make the time to seriously invest and improve in the greatest asset they have – themselves. Coaching offers a leader and their teams the chance to improve leadership capability, how they engage and inspire their team, clarify and align vision and strategy, set strategic goals, and intentionally achieve success with all key stakeholders.

The Solution: Simpson Executive Coaching (SEC)

Simpson Executive Coaching does not offer impractical academic theories, new-age pop-psychology, or quick-fix solutions. We leverage 30 years of practical, proven business consulting, advisory, and coaching experience working directly with some of the world's top leaders, teams, and organizations across diverse industries in over 40 countries. SEC's coaching clients represent CEOs, presidents, C-suite leaders, managing partners, generals, colonels, general managers, administrators, and executive teams.

We offer practical and proven approaches with over 200+ time-tested leadership tools and principles within a whole-person coaching framework. We help leaders gain greater self-awareness, responsible and proactive choices, and ongoing accountability focused on improving performance and business results.

Michael & his executive coaching partners work with CEO's, and executive leaders and teams to lead effective change efforts, develop leadership capability, improve communications, operate with emotional intelligence, develop a clear purpose, vision, and a winning strategy. Other solutions include: developing clear goals, roles and responsibilities, defining clear values and a high trust culture, improving delegation and accountability, building a talent pipeline, career development, performance feedback and coaching, and certifying internal leaders-managers as coaches.



“Michael Simpson is unquestionably one of the world's top five best executive coaches to senior leaders and teams across business, government, and educational organizations. He has distilled his finest work and thinking in *“Powerful Leadership Through Coaching and Unlocking Potential.”* These fabulous coaching and leadership books are game-changing for any leader or manager who truly desire to become a great coach.”

Stephen MR Covey

New York Times and Wall Street Journal #1 bestselling author, *The Speed of Trust* and *Trust & Inspire*.

“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

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



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"I recommend Michael's great book, *Powerful Leadership Through Coaching*, as it will teach any leader or manager how to better motivate and improve success both professionally and personally."

Coach Lou Holtz - Former Head Coach, Notre Dame Football

"Michael is the best executive coach a leader can have – period! He has helped me and our executive team over the years set clear strategy, SMART goals, and build coaching skills with our leaders."

Tanios Viviani - Former President, Amway Corporation

"I have benefited from Michael's coaching over four years with tremendous impact on both my personal and professional life."

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

"Michael helped our leadership team build a high trust culture by developing the skills to hold open, transparent conversations and to improve our decision making."

Al Carey - Former President, PepsiCo USA

"Michael coached me in my role as SVP of U.S. Sales to think, see, and innovate with my team from a different and better perspective than I ever thought possible."

David Hankins - Former SVP U.S. Sales, Schneider Electric

"Michael's coaching offers a great playbook that simplifies coaching, teaching, and leadership to achieve extraordinary results, whether it's with C-level leaders in an 8,000-person business like NCH, or as a manager leading eight people."

Walter Levy - CEO & President, NCH Corporation

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

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

"Michael did a fantastic job coaching us at Marriott to help us focus on our most important strategic goals."

Daryl Rhead - VP Finance, JW Marriott Hotels

"As my executive coach, Michael helped me better engage with senior executives and stakeholders in a highly political, low trust environment. His leadership work sessions and coaching engaged our entire organization to get clear on our most strategic priorities with alignment and accountability."

Matthew Ferrin - Former CIO, Epsilon Corporation



SEC STRATEGIC SERVICES:

1. Executive Coaching – Monthly half- or full-day in-person or virtual sessions with access to ongoing email coaching and leadership tools.

2. Leader/Manager Coaching – In-person or virtual individual or group cohort coaching sessions each month.

3. Internal Business Unit Leader or Manager Trained or Certified as an "Internal Coaches." – 1, 2, or 3 days in-person work session to be certified as a "Leader and Manager as Coach."

4. Online Self-Coaching Leader Program – Access to an online self-paced modular SEC coaching program with coaches training and certification.

5. Facilitated Executive Strategy Sessions or Keynote Addresses – Offsite or onsite executive or leadership team work session.

Custom Session May Include:

- Define Mission & Purpose
- Develop a Values-based Culture
- Clarify Vision & Strategy
- Align Goals & Accountability
- Develop Leaders Capability
- Develop Coaching Skills & Certify Coaches
- 1:1 Executive or Team Performance Coaching

For information on pricing, scoping, or scheduling services, please contact: Derek Thorpe, Managing Partner
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