



THE BULLING TOWNE GROUP, LLC

OUR COACHING PROCESS


EXECUTIVE COACHING: WHAT YOU NEED TO KNOW


As coaches, we help executives on the way to the C-suite balance soft skills with strategy. We help them manage people, projects, and pressure by eliminating problems and identifying opportunities. Doing so helps executives to lead with ease, focusing energy and insight on doing what they love: growing their businesses.

CLIENTS AND SCENARIOS

These are some of the scenarios and leaders we advise:

 **Transition to leadership:** the VP who has received a promotion and whose responsibilities have grown in size and scope; the technical expert who now manages a global team of 100 vs. 20 in just one office.

 **Core management and leadership skills:** the Director or VP whose responsibilities have doubled in scope; the executive who wishes to manage people effectively yet needs support.

 **Communication and executive presence:** the GM, MD, VP, or C-level leader who wishes to communicate that she is engaged, excited, and confident in every setting; the executive preparing to present at a conference or facilitate an offsite which the board of directors will be analyzing every word and movement he makes; the “abrasive” leader who struggles to communicate authentically and appropriately.

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STEP COACHING PROCESS

Our engagements run from six to twelve months. A limited number of retainers are available.

1. Assessment and Strengths Identification
2. Strategies and Action Plan
3. 1:1 Coaching
4. Accountability and Support
5. Onward and Upward

SIX-MONTH EXECUTIVE COACHING PACKAGE

A coaching engagement of 6 months includes the below. Most engagements run six to twelve months. A limited number of retainers is available for clients in the SF Bay Area.

1. 

Two meetings of 1.5 to 2 hours a month, notes typed post session (summary and action items)

2. 

Coaching to take place in person at client’s office. Some coaching can occur over the phone, yet coaching is much more valuable if it occurs in person.

3. 

All applicable books and several assessments

4. 

Stakeholder feedback report: your coach interviews up to 12 stakeholders for 60 minutes each and consolidates information into a report that describes what those most interested and invested in your development consider to be your strengths, weaknesses, and opportunities

5. 

Sync up meet at mid-point with your sponsor; ideally, we also meet at the beginning of the program, in person

6. 

One day of shadowing; this time can be broken up into separate meetings (e.g., 4 meetings)

7. 

Unlimited email and phone support

END RESULTS

When we work together, this is what you will experience:

1. Identification of your top strengths, weaknesses, and blind spots.
2. An action plan for addressing those.
3. A leadership expert at your side: just-in-time expertise for challenging conversations.
4. Comfort in navigating workplace politics and conflict.
5. Awareness of leadership best practices and trends.
6. More time to devote to strategy and your subject matter expertise.
7. Fewer employee problems or problem employees.
8. Confidence in communicating to the board, across to peers, to employees of all levels, and out to customers.
9. Understanding and speaking to motivation: your own and that of your team.
10. Mastering body language so what your face says matches with your mind.



LEILA BULLING TOWNE

Executive Coaching, Learning, and Organizational Development

Leila Bulling Towne is an executive coach who specializes in helping leaders decide what to say and how to say it. She coaches executives to speak with authority and authenticity, whether they are communicating to employees, the board, or customers. In other words, she makes it easier to be the boss.

Her clients range from well-funded Silicon Valley startups to Fortune 500 companies. Leila's global facilitation and coaching experience includes working in France, Germany, the Netherlands, Switzerland, the United Kingdom, Australia, Singapore, Taiwan, India, South Africa, and China.

Leila has operated her own executive coaching and leadership development practice since 2007. Prior to then, she ran the Learning and Development function at CNET Networks, where she was employed for 11 years. At CNET, Leila coached leaders 1:1 and established coaching circles, created the company's corporate university, planned the development of the company's first management and leadership programs, and partnered with executive team members to plan and facilitate executive offsites. She graduated from U.C. Berkeley with a double major in English and German and has a Master's in English from Claremont Graduate University at The Claremont Colleges.

Leila is certified in various assessments, including the MBTI®, Lominger LEADERSHIP ARCHITECT® and VOICES® 360, the Center for Creative Leadership Assessment Suite, FIRO-B, CPI 260, Tilt, ESCI.

Leila facilitates executive retreats and offsites and certified workshops for the books *The Five Dysfunctions of a Team* (Lencioni), *The Leadership Challenge*® (Kouzes and Posner), and *The Radical Leap* (Farber). She and her team also develop and lead workshops on core management skills, behavioral interviewing, transition to leadership, coaching for leaders, and teambuilding with the MBTI®. They also guide companies in the development of corporate universities and create custom high-potential employee programs.