



# Leadership and Executive Development



**When coaching ignites leaders, the enterprise thrives.**

**bluSPARC™ is a premium learning and development solution with executive coaching at its core**



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Based on the science of leadership, bluSPARC™ fuels a sustainable leadership culture.

# The Challenge



## “Great Resignation” to “Quiet Quitting”

From the “Great Resignation” to “Quiet Quitting”, we’ve all experienced the challenge of guiding our organizations through the challenges of a global pandemic. For most of us, this has been one of the most fascinating and confounding work phenomena of our lifetimes — perhaps even more so for our teams.

Employees were left craving engagement and grasping to find ways to combat hybrid fatigue while simultaneously adapting personal life strategies. Life, wellness, and personal coaching emerged as a possible solution with many consulting companies commoditizing “fast coaching” to assuage employees’ appetites for an organization’s attention.

As the dust settles, it’s important to recognize that—like “fast fashion” — “fast coaching” has a limited shelf life. Truly effective coaching — managed strategically over time — connects leadership behaviors to the mission, vision, and strategies of the organization to drive organizational results.

# The Science of Leadership

Our coaching is rooted in “The Science of Leadership” — an evidenced-based approach to Learning & Development (L&D) that draws from organizational leadership research conducted around the world. This approach identifies the characteristics and behaviors of effective leaders. It explores their roles and responsibilities and the dynamics of their teams, as well as the principles of motivation, decision-making, communication, and organizational structures.

The science of leadership is based on three differentiating constructs:



We coach to the mission, focusing outcomes on the vision and strategic goals of the client organization.

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We take a systems approach and coach from an enterprise perspective. This means our coaching is based on identifying patterns in team behavior, and helping leaders understand how their decisions and actions can create positive or negative ripple effects throughout their organization.

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Our work is evidence-based and measurable, which means that bluSPARC™ coaching and curriculum is directly linked to scientific data about the impact of different leadership styles, approaches, and behaviors on the performance of individuals, teams, and organizations.

# Never a “One-Size-Fits-All” Solution

Coaching doesn't look the same for everyone, but it's available — and aligned — at every level of the organization.

**97%**  
SUCCESS RATE  
matching coaches  
to leaders

Founded over the last decade by a team of organization behavior experts, bluSPARC™ is grounded in the research regarding what makes great leaders, how they lead their teams, how they influence the enterprise, and how they innovate as an everyday part of the leadership experience.

At the start of your engagement, your leaders will provide information about their leadership journey and — through our digital platform — will be presented with three ‘best fit’ coaches for their consideration. We have a 97% success rate matching coaches to leaders, which speaks to the caliber and diversity of our team. Not only that, our certified coaches come from a wide range of business backgrounds enabling us to pair leaders with coaches from their own or similar industries or functional areas—creating an instant “connection” between coach and leader.


**01**  
Executive Coaching



**02**  
Team Coaching



**03**



Connecting Coaches to Each Other

**04**



Future-Proofing Your Organization



## Executive Coaching

bluSPARC™ coaching, delivered 1:1 over a 6-12-month period, starts with a suite of comprehensive executive-level leadership assessments. By combining these results with our proven strategies and the real-life experiences of both your leaders and our coaches, we will create a unique, collegial coaching experience that is laser-focused on your leader and your organizational needs.

In many cases, our engagement includes a cohort-based experience facilitated by elite coaches to assist a group of leaders — within a collaborative, confidential space — to solve problems and support one another's development.



## Team Coaching

Leaders' behavior is influenced by the roles, responsibilities, reporting relationships, hierarchy, and culture of the organization. Because of this, we've also developed assessments that can accurately assess the leadership culture of an organization and focus on what drives your business - articulating the mission, creating appropriate systems processes, gaining alignment of individuals and teams, and creating customer feedback loops to validate and recalibrate the mission and strategies. It's a systemic approach to reviewing, recalibrating, and scaling the organization.

This coaching is for C-Suite teams through functional teams throughout your organization. We focus on direction, alignment, and commitment so that all teams are focused on the right things at the right time.





## Connecting Coaches to Each Other

At bluPSARC™, we're proud to be the first company to adopt a "coaching community" approach to learning and development. As a community, our coaches come together to share insights and strategies which bring the best ideas to the table and increase the momentum of your coaching experience.

As a community, our coaches hear from the CEO of their client company to understand the vision, mission, and strategies, to learn about the culture, and to be prepared to coach leaders to greater and faster success. Coaches frequently refer your leaders to subject matter experts from the community — which means they will have a more full-bodied experience.



## Future-Proofing Your Organization

Our coaching is also intended to fuel the succession pipeline. It's for leaders ranging from high potential through seasoned pro's who can be counted on for the future success of the organization.





**Fuel your leadership  
pipeline and build a culture  
of leadership.**

# Why bluSPARC™?



**bluSPARC™ is a premium L&D solution with executive coaching at its core. We believe that when coaching ignites leaders, the enterprise thrives.**

Founded by doctors in adult education and leadership, our team boasts a wide array of organizational behavior experts who are committed to the Science of Leadership. Using tested and validated theories that underpin our coaching, content, and assessments, we will optimize your organization by developing leadership that aligns with and enhances your corporate culture and organizational goals.

Our team is culled from a range of prestigious academic institutions working as business psychologists, business school faculty, and executive development professionals for organizations from Fortune 100 companies to Founder-led PE portfolio companies.

# Why Now?



Research has shown that well-designed and executed one-to-one leadership coaching programs can have significant financial benefits, such as improved productivity, reduced turnover, and increased revenue.

A study by the Institute for Corporate Productivity (i4cp) found that organizations that invested in leadership coaching realized an average ROI of 5.7 times the cost of the coaching program. A separate study by Manchester Inc. validated that ROI and raised it to 6-to-1 ratio.

Still, if you can't measure it, it's difficult to determine its impact, effectiveness, or value on your organization, right? That's why we evaluate and communicate coaching results using numerical data and statistical analysis. Here are some ways we make that happen:

01

Based on a 22-leadership competency model, pre- and post-assessments are completed that gauge not just the leader's impression of their own development, but the manager's perceptions as well. This can include improved leadership skills, engagement, and increased productivity.

02

Performance Metrics: We measure things like promotability, sales revenue, customer satisfaction scores, and employee engagement levels.

03

This quantitative data allows for a thorough analysis that indicates the effectiveness of executive coaching and development programs.

In summary, by using numerical data, statistical analysis, and feedback from participants, the benefits of executive coaching and development programs to your organization can be communicated effectively and efficiently.

# Look Who's Already Onboard!

Companies like Amazon, Chewy, Dollar Shave Club, PVH, General Atomics, Snipes, Simple Tire, and many more are discovering the power of bluSPARC™ leadership coaching. They appreciate that our systems approach customizes individual and organization assessments, coaching, cohort learning, and executive development to meet the real needs of their businesses today and tomorrow.

From 'hire to retire', bluSPARC™ assessments and coaching have been instrumental for our clients in a number of configurations – all developed to improve executive performance that drives organization results. Here are a few examples of how we interact with and coach companies:



## Succession Planning

This \$1B financial services company depends upon bluSPARC™ diagnostics to fuel the internal officer-level pipeline. The process was leveraged recently to guide the company through a successful CEO retirement and internal CEO succession. We also guided the onboarding of the new executive to include working with the executive and intact team.



## Pre-Selection Executive Assessments

This \$1.5B public company has shattered growth projections during a time when most companies were retrenching. They insist on using the bluSPARC pre-selection assessment suite for every finalist at the Senior Director, VP, SVP, senior officer, and board director levels. bluSPARC pre-selection assessments measure a variety of factors to provide a comprehensive evaluation of a candidate's abilities, personality, and potential.



### Executive Onboarding

This \$65M organization uses bluSPARC™ to onboard all new executive-level members using our proprietary process for “reciprocal onboarding” – where both the organization and the new executive ensure a smooth and successful transition. In this approach, information, expectations, and feedback are shared in a unique method that fosters mutual understanding and collaboration from the very beginning. The process facilitates greater speed to performance and increases team productivity and morale.



### Executive Development

This Fortune 100 company needed an executive development delivery system for their leaders to meet the challenge of managing large system complexity. The bluSPARC™ trifecta of executive assessments, cohort-based experience, and 1:1 coaching delivered on our digital platform was the solution. This initiative integrates individual and organizational assessments to determine performance gaps while delivering leadership development.



### **bluSPARC™ Intact Team Coaching**

Returning to this Fortune 500 company for the 4th year in a row, bluSPARC™ works to ensure executives are fully aligned and managing as a high-performing team. This focuses on the improvement of the team's performance and dynamic, helping the team become more effective, efficient, and successful.

Using a variety of team and organization assessments, we collaborate in individual and group coaching sessions, team building off-sites, and structured discussions. The coach works with the team to identify strengths and areas for improvement, build trust and communication, and create a shared vision for success.



### **bluSPARC™ 'Retire or Rewire' Assessment & Coaching**

"Retire" implies a complete withdrawal from work, while "rewire" creates a more flexible and adaptive approach to work and retirement, where executives can continue to be productive and engaged in meaningful work throughout their lives. This 1:1 coaching process includes executive assessments, life assessments, and in many cases involves the executive's spouse or partner. Working with a founder transitioning from this PE portfolio company, his bluSPARC™ coach created an overall life and career plan. Within 18 months, he was well situated in new board and consulting roles that gave him the time to share his knowledge and expertise, as well as offering him discretionary time to create a new life with his family.

# Transform your approach to leadership learning and prepare your organization for what comes next.

## Let's Connect

Let's start a conversation to talk with one of our coaching experts about how you can leverage the bluSPARC™ advantage in your organization.

Please visit

**[blusparc.com](https://blusparc.com)**

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