



Co-Hosts: *Barbara A.F. Greene – San Antonio, Texas*
Phil Walker – Austin, Texas

Dec 17 2020
9:00 – 10:00 a.m.

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Hosts & CPI Partners



Barbara A. F. Greene
CEO & Founder
Greene and Associates, Inc.



Phil Walker – Managing Partner
Career Partners International Austin

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Solving Business Challenges with New Innovations

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Unprecedented Challenges

Business challenges tend to lead to individual struggles. Coaching is uniquely useful to help transform a business when risks are paramount, and prepare a business for what is to come.

- Burnout
- Competing Priorities
- Virtual Interfacing
- Increased Strategic Complexity
- Remote Persuasion
- Teamwork
- Leadership Redefined
- Proactivity
- Speed of Change
- Inclusion
- No Time to Develop People
- Weak Bench Strength

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Guest



Bill Kellner
President & CEO
Career Partners International

- 30 years of global human resource leadership in a wide variety of industries and organization types
- Aligns Business and Human Capital Strategies
- Leading CPI's Partnership

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Guest



Matt Barney, PH.D.
Founder & CEO
LeaderAmp



- 25 years of experience leading the science and technology of leader development in senior global roles at multinationals such as Infosys, AT&T/Lucent Technologies, and Motorola.
- Former Chief Learning Officer for Sutter Health.
- Five books, four patents, over 40 peer-reviewed works, and 180 keynote presentations in 14 countries.
- B.S. in Psychology – University of Wisconsin-Madison, M.A. and Ph.D. in Industrial-Organizational Psychology – University of Tulsa.

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The Coaching Conundrum

Why is something so valuable and effective used so infrequently to address our biggest business challenges such as:

Business Strategy Transformation
People Development
Diversity & Inclusion



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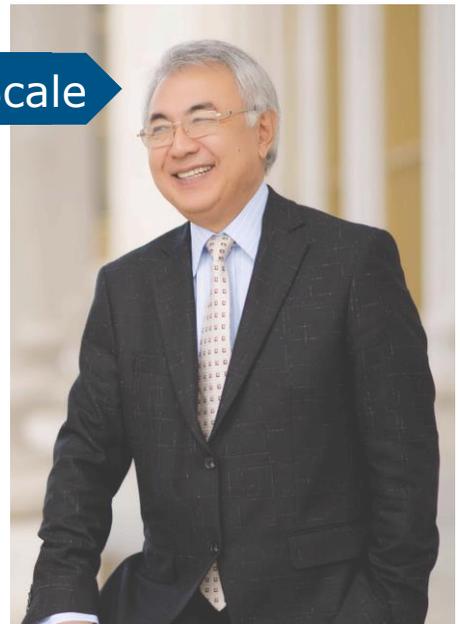
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Traditional Coaching Does Not Scale

- Affordable only for senior leaders
- Clients are busy and forget to practice
- Hard to know when things stall
- Measurements often untrustworthy



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The Core Concept

PowerAmp™ Coaching solves the coaching conundrum by using **high touch** and **high tech** coaching powered by new science and technology.



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Live Demo

Finds Hidden Talent



Time trial uses scheduled eCoaching AI to find the most coachable

Expert Mobile Coach



Certified in the latest science

Unlimited Messaging, Journaling and AI Coaching



Expert coaching in-between sessions

- Scheduled AI
- Emotion AI
- Just-in-Time AI

Trustworthy Self & 360s



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PowerAmp™ Coaching | Quick Guide to PowerAmp Coaching's 18 Dimensions

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Successful Transformation: Environmental Scanning

Environmental Scanning involves looking at the competitive landscape for competitor, technology and/or government changes that may affect the organization.

It is a critical first step to generating a differentiated strategy



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Transform to What? Strategy Formulation

Translating the vision into an approach that is differentiated in the marketplace.

Differentiation comes from the control of resources in the firm that are RINU

- Rare
- Inimitable
- Non-Substitutable &
- Useful



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How to Accelerate Change? Charisma

Charismatic behaviors cause excitement in other people such that they choose to exert extra effort in performing their job tasks.

It is one of the best studied attributes of leadership that systematically predicts success.

- Predicts elections
- Predicts job performance
- Accelerates people's enthusiasm for change



LeaderAmp's charisma coaching AI is anchored on the best practices of the world's expert, Dr. John Antonakis of University of Lausanne (Switzerland)



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How to Accelerate Change? Persuasion

Actions that change other people's attitudes or beliefs that, in turn, change their behavior.



LeaderAmp's persuasion coaching AI is anchored on the best practices of the world's expert, Dr. Robert Cialdini's Universal Principles of Persuasion



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Diversity & Inclusion

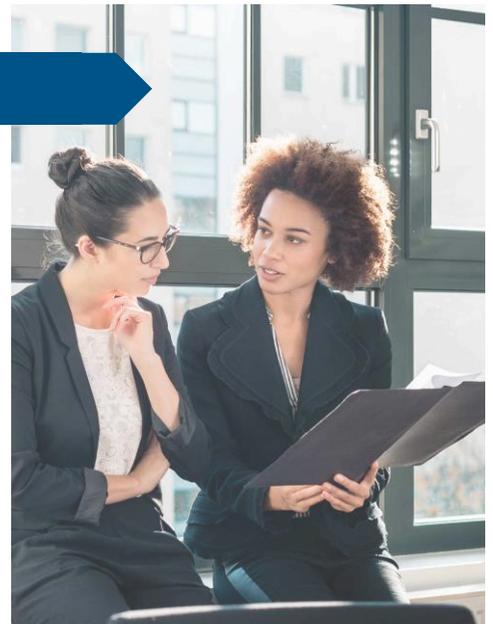
Diverse talent may be hidden

Coaching puts the participant in the drivers seat

- Job related skills
- Coping with less-than-ideal work environments
- Balancing work-life

Growing Successors is a multi-year journey

- Need affordable, de-risked ways of growing the next generation



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- **Before:** Struggled to scale development for the 600 highest performing women middle managers
- **After:** Used “Time Trial” to screen and personalize development for all 600. Identified the top % most likely to grow to senior levels



Aruna K. Newton
Global Head of Diversity & Inclusion

*LeaderAmp provides a well-designed and structured intervention that invites deep reflection, hones the practice of journaling and **importantly places ownership for development with the Coachee.** Organizations can leverage LeaderAmp to amplify, strengthen and sustain their coaching investment.*



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Summary

PowerAmp™ Coaching helps you:

1. Align your program with the latest science
2. Find the participants who are most coachable
3. Support your leader’s in-between sessions with a certified coach & AI
4. Leverage short, precise, unbiased assessments
5. Provide coaching to all organizational levels

...to achieve 5% to 20% gains on targeted dimensions of development every quarter!



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Thank you!

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LEADERAMP

Appendix

Appendix

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Developing People

Not everyone has the motivation to deliberately practice

Hard to trust measurements of whether or not people are permanently improved

Hard to afford coaching at all levels



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Trustworthy Assessments

Most assessments are tedious, biased and outdated

- **Before:** Leader and stakeholders have to answer long, tedious survey. Tough and lenient raters bias *results*. *Imprecision can't see small gains.*
- **After:** 60% **shorter** and substantially **more precise**.

2018 Winners of the Association of Test Publishers Judges Success Award

2018 Society for Industrial-Organizational Psychology's Bray-Howard Award

"LeaderAmp provides a highly effective set of tools that are unique in coaching."



Dr. William Fisher, Research Associate,
University of California - Berkeley &
LeaderAmp Advisory Board

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Expert and AI Coaching

CPI Coach



Certified in the latest science

Unlimited Messaging, Journaling and AI Coaching



Expert coaching in-between sessions
Scheduled AI

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Emotion Measurement AI

The emotional mix of each journal entry



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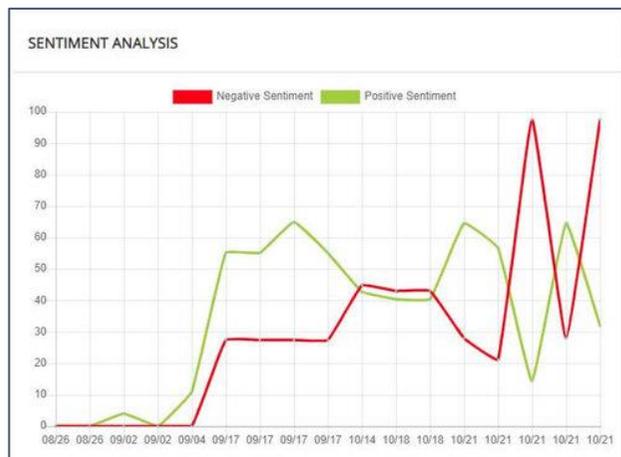


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Sentiment AI

EmotionMetric AI gives coaches measures of participants' attempts at practicing

- ★ Better than other AI sentiment analysis
- ★ Negative and Positive Emotion
- ★ Making sure they're practicing in their "Goldilocks Zone"
 - Letting mistakes be their teachers
 - Stretching just beyond their level



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Business Transformation

- Truly differentiated strategy
- Accelerating Change to harvest gains



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Supporting Participants Globally

Well meaning participants traditionally forget to deliberately practice, leaving coaches in the dark

- **Before:** Participants often drop the ball in-between sessions
- **After:** Artificially Intelligent **eCoaching** and reminders to journal the lessons they've learned from experience give a private window into how coaches can help participants when they're apart. **Nurture Notes** nudge stakeholders with AI suggesting appropriate ways they can support the participant.

My initial reaction to LeaderAmp was 'wow! can I be a part of this?' Having practiced 'quantified self' through digital apps for fitness, LeaderAmp was welcoming for my leadership development. Self assessment, goal setting and 360 degree feedback from my relevant stakeholders are the highlights.

Daily e-coaching tips which are so relevant for my chosen area of development push me to stretch, followed by reflection through journaling made this process two way and most importantly the weekly group coaching directly from the founders helped me to make the best of both science & technology of LeaderAmp. I strongly recommend this for every leader who is serious about their self development.



Swaroop Kumar, student, XLRI, India (now HR Manager at Seimens, Dubai)

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Workshop Description

Let's talk about it...

Join us to learn how PowerAmp™ Coaching can amplify your organizational results.

Are you struggling with optimizing your talent to advance your most critical initiatives today and build a stronger tomorrow?
Are you having difficulty identifying who will have the greatest potential for success in development?

Most organizations are, and that is why Greene and Associates, Inc. and Career Partners International Austin with LeaderAmp are proud to launch PowerAmp™ Coaching. This approach of combining professional coaching amplified by technology gives organizations an opportunity to provide coaching at a financial investment that is scalable enterprise-wide.

Highlights include:

- 24/7 – 365 Accessibility for Clients and Participants
- Configurable with customized content to provide a look, feel, and messaging familiar to your team
- Scalable to meet the demands of organizations of all sizes in any location. From teams of 10 to groups of over 1000, PowerAmp™ Coaching delivers high quality professional development to any size company
- Scientifically proven and validated methodology ensures that all activities are grounded in logic and result in marked improvements
- Supports DEI Strategy
- Cutting edge artificial intelligence gives each participant daily guidance to continue improving
- Engage first - time and middle managers along with high potentials
- 18 Dimensions of Development allow participants to identify and target those areas that will most markedly improve their performance

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Barbara A. F. Greene

CEO and Founder

Greene and Associates, Inc, A Career Partners International Firm

Barbara A. F. Greene is the Founder and CEO of Greene and Associates, Inc. She leads the company as the team partners with organizations globally as an equity partner in Career Partners International. Organizations engage Barbara and her team in providing executive coaching, leadership development, corporate mentoring, and career transition and management services. Barbara earned a master's degree, is an International Coach Federation Master Certified Coach, and a Marshall Goldsmith Stakeholder Centered Certified Coach.

She is involved in the community. Being selected to serve on the LSA 300 Steering Committee was a huge honor in the tricentennial year for San Antonio. She has been involved in the Texas Diversity Council, Association of Talent Development, CFO Forum, THRU Project, International Coaching Federation, San Antonio Lighthouse for the Blind and Visually Impaired, City Year, United Way Master Leadership Program, BioMed SA and San Antonio Council for International Visitors. Barbara has hosted people from around the globe in her home. At any one time, her guests represented 14 different countries.



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Phil Walker

Managing Partner
Career Partners International – Austin

Phil Walker is the Managing Partner for Career Partners International - Austin, a global human capital management firm. He leads a team of talent experts that enable their corporate clients to drive sustainable business results by effectively aligning their people strategies to current and future needs.

His extraordinary career began as a member of the 1978 NBA World Champion Washington Bullets. He was able to leverage the leadership skills and winning attitude learned by playing at the highest sports level to become an accomplished senior-level business development executive, innovative market strategist and business owner/entrepreneur. Over the past 30+ years, he has worked and consulted for a number of major corporations including Xerox, Steelcase, Haworth, and Right Management.

Phil holds a Bachelor of Arts in Psychology from Millersville University of Pennsylvania, and a Master of Arts in Administration/Organizational Development from Antioch University.



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CPI Partners Across the Globe

Career Partners International partners helps organizations drive sustainable business results by effectively aligning their people strategies to their current and future business needs.

Coaching expertise includes:

- ✓ High Potentials
- ✓ Emotional Intelligence
- ✓ Career Management
- ✓ Team Development
- ✓ Expanding Role
- ✓ Global Leadership
- ✓ Executive Onboarding
- ✓ Millennial Coaching
- ✓ Executive Presence
- ✓ Performance Coaching
- ✓ New Leader Assimilation
- ✓ Diversity, Equity and Inclusion

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Collaborating To Grow Together



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