

# *Creating Leadership Connections*



**Susan M Barber**

Susan M Barber is the founder of Susan M Barber Coaching & Consulting, LLC. which specializes in organizations and individuals desiring to significantly improve performance in leadership and personal development.

With 25 years of leadership experience at a Fortune 200 company like Kraft Heinz, she was a highly agile leader in the Customer Service, Supply Chain and IT functions. This experience and business acumen has translated into a great platform to create sustainable results and high levels of success for her clients.

## **Are You Focusing on Your Development?**

The daily focus of a leader is to make sure that things are getting done, developing their team and aligning with the clients/management. They may not think about spending time on their own development. This needs to be a focus area and a priority. What development goals do you have and what actions are you taking towards achieving those goals?

Break down your development goals into a quarterly set of actions. The easiest way to focus on these actions is to schedule time on your calendar to accomplish them. Without doing that, it will always get pushed off because of other priorities that happen. You will get to the end of the year without making any progress on your own development. Give yourself the time to focus on your own development. This is not only good for you, but also for your team.

Here are some of the leadership blogs that I wrote which also discuss the subject of a leader's personal development:

[What are you doing to ensure you continue to grow and develop as a leader?](#)

[How Can You Prioritize More Time For Your Own Development?](#)

You can sign up [here](#) if you would like to receive my leadership blog in your inbox each weekday!

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If you would like to set up time for a complimentary coaching session, please click on this [link](#)

# What Do You Get Out of Coaching?

Clients **Learn** who they are through assessments (strengths, values, behavior, personality)

**Reflect** on what **Vision** they want in their life and career (priorities)

Create **Goals** and **Action Plans** to accomplish their vision

Reach **Results** and achieve **Success**

## Are You Ready for Coaching?



Are you interested in hiring a coach, but would like to know more about what they do and how they can help you?

### Why do people seek out a coach?

There are many reasons depending on the kind of help you need. Some of the common reasons are, they are interested in changing careers, getting promoted, building their confidence, work-life balance, being healthier, want to accelerate their results or they are stuck and not sure how to move forward. ***Coaching takes you from where you are to where you want to be. It is action focused and client driven.***

### What type of coach should you select?

There are many types of coaches out there. Here are some of the most common types of coaches: Business, Leadership, Life, Health/Wellness, Executive, Sales, Career and much more. Depending on what you are looking for you should research them and understand what their focus is and how they can help you. Here are some questions to select the right coach for you.

### QUESTIONS TO ASK A POTENTIAL COACH

#### 1. Are they certified?

There are some great coaches out there who aren't certified, but some people prefer a coach that is certified.

#### 2. What is their focus area of coaching?

There are some general types of coaches, but most have specific niches.

Does it match what you need?

#### 3. Can they share testimonials from other clients with you?

These testimonials may be on their website and you can read them there

Do they talk about the types of results that they got in the coaching process?

#### 4. How much do they charge?

Is it a flat rate per month or by the hour?

How often will you meet and can you connect in between sessions if needed?

How long with the coaching engagement last? (most are between 3-6 months)

#### 5. What is their process for coaching?

The Client should always drive the agenda and be doing most of the talking during a coaching session.

You should be asked what your goals are that you want to accomplish

#### 6. Do they have their own coach?

You want a coach who is continuing to develop themselves.

#### 7. Do you feel that you have a connection with the coach?

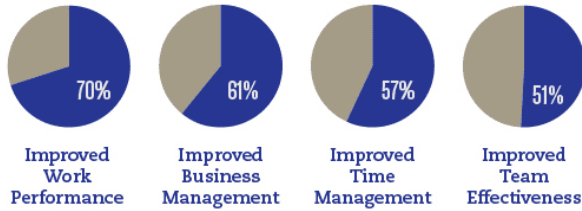
Does it seem like you will be able to have a good relationship with the coach and that they will focus on your goals?

Look at their website and see if you connect with the things that they say ☑ Look at their LinkedIn profile to see if it lines up with what they say.

Click [here](#) to download a document that includes additional details for each of these questions.

## Increased Productivity

Professional coaching maximizes potential and, therefore, unlocks latent sources of productivity.



## Positive People

Building the self-confidence of employees to face challenges is critical in meeting organizational demands.



## Return on Investment

Coaching generates learning and clarity for forward action with a commitment to measurable outcomes.

The vast majority of companies (86%) say they at least made their investment back.



## Satisfied Clients

Virtually all companies and individuals who hire a coach are satisfied.



# Benefits of Coaching

Professional coaching brings many wonderful benefits: fresh perspectives on personal challenges, enhanced decision-making skills, greater interpersonal effectiveness, and increased confidence. And, the list does not end there.

Those who undertake coaching also can expect appreciable improvement in productivity, satisfaction with life and work, and the attainment of relevant goals.

More information on benefits of coaching can be found in the [ICF Research Portal](#), including case studies and industry reports.

*Source: ICF Global Coaching Client Study was commissioned by the ICF but conducted independently by PricewaterhouseCoopers.*

## GROUP PROGRAMS

### ReVISION

*Group coaching program led by 2 International Coach Federation Certified Coaches to help you live your life by design, not by default.*

*You will come out of the class with a clear understanding of your strengths, values and vision.*

*Leveraging this information will help you create your goals and action plans.*

### MASTERMIND GROUP

*A mastermind is a group of people who meet weekly and are committed to helping everyone achieve their goals*

- *Collaborate with power partners for fresh ideas to improve performance*
- *Gain trusted advisors invested in your success*
- *Think bigger and push outside of your comfort zone*
- *Monthly webinars on personal development topics*

For more information on either of these programs, click on this [link](#) or send an email to [susan@susanmbarber.com](mailto:susan@susanmbarber.com)

**Would you like to learn more about your behavioral style and what motivates you?**

Take a quick assessment and have a detailed session with me to discuss the results!

Sign up [here](#) for an appointment to learn more about the DISC Assessment

[DISC Assessment Strategy Sessions starting in June!](#)

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