

Latson Leadership Group.

Real Leadership. Real Impact. Real Results.

COACHING SERVICES

EXECUTIVE AND MANAGEMENT COACHING SERVICES

For strong individual and organizational performance

Executive and management coaching is a customized, results-oriented process that increases a client's leadership, interpersonal and career effectiveness. We often begin with a comprehensive assessment of an individual's strengths and development needs using a variety of self-assessment instruments and a 360-degree interview process, in which the client selects key stakeholders to provide relevant feedback on his/her performance. Interview and assessment findings are presented in a clear, concise report describing an individual's strengths and areas for improvement.

We then designate specific skills for development, with emphasis on practical application that directly addresses a client's leadership and organizational challenges. The client is then guided in creating a development plan with concrete, measurable goals that meet the organization's criteria for success.

Usually, the coaching process incorporates a series of 60-90 minute sessions conducted every two to three weeks over a period of three to nine months—session frequency and duration of the coaching process are determined by a client's unique developmental needs. Sessions often are supplemented by telephone and email communication. Sessions typically focus on developing a client's ability to assess and respond strategically to current challenges, while strengthening specific, identified skills. We carefully monitor client progress against development plan goals throughout the coaching process.

LATSON EXECUTIVE AND MANAGEMENT COACHING STRENGTHS

- Strong focus on the link between individual performance and organizational goals, emphasizing measurable results.
- Ready ability to quickly grasp the unique business and professional issues facing individual executives and managers.
- Powerful aid to executives and managers in gaining and applying key insights drawn from various forms of data and feedback.
- Quick establishment of a coaching environment and working alliance with clients that encourage openness to new perspectives.
- Effective guidance for clients in understanding others' points of view, inspiring breakthroughs in the quality of their business relationships.
- Emphasis on using concrete examples of proven strategies and suggestions in support of the most efficient client learning and development.



Alesia Latson, as principal of the Latson Leadership Group, has been studying and practicing the art and science of leadership and organizational development for over 20 years. She has held management and organizational development roles in Fortune 100 financial service organizations and healthcare. Through her expert facilitation and personal coaching, she has developed hundreds of leaders at all levels to expand their productivity, management, and leadership impact. She is appreciated for her insight, creativity, and her exceptional skills as a consultant, executive coach, and speaker.

Ms. Latson received her M.A. in Training and Development from Lesley University and her B.A. in psychology from the University of Illinois. She is formerly an adjunct faculty member of Lesley University and Bentley College. She is a current adjunct professor at St. Joseph's University. Ms. Latson is a frequently guest speaker at Babson Executive Education, MIT Sloan School of Business, the University of Michigan's Ross Business School and Simmons School of Management.

She is the co-author of *"More Time for You - A Powerful System To Organize Your Work and Get Things Done."* Her clients Include: EMC, Fidelity Investments, McDonald's, GE, PepsiCo, Bright Horizons, Marriott, Pfizer and Blue Cross Blue Shield.

Alesia Latson is certified to administer the following:

- Myers-Briggs Type Indicator (MBTI)
- BarOn EQi - Emotional Intelligence
- California Psychological Inventory (CPI - 260)
- Profitor 360 Leadership Competencies
- TKI - Thomas Kilman Conflict Inventory
- Conflict Dynamics Profile
- Hogan Personality Inventory
- FIRO-B
- Strong Interest Inventory

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