

# SW&A Individual Coaching

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**WE INSPIRE PEOPLE TO ENGAGE, INFLUENCE AND IMPACT OTHERS THROUGH COMPELLING COMMUNICATION.**

# Executive Coaching



SW&A's coaching team allows leaders, from first time people managers to experienced C-Suite veterans, to maximize their leadership potential by improving their communication skills and accelerating their impact across an organization or industry. For each client we develop a personalized coaching plan to build on the fundamentals of effective spoken communications. Then, we tailor techniques that will help a leader establish confidence, commitment and connection with every audience.

At SW&A, our process of coaching is threefold:

- To increase awareness of personal style and impressions
- To identify the style choices and content structure that can impact impressions
- To provide coaching needed to create lasting impressions across all speaking situations

*SW&A provides coaching support in three key areas:*

## **Personal Presence & Style Skills**

Style coaching will cover all topics of concern, as well as issues such as personal presentation, personal appearance, voice energy and authority, physical involvement and posture, body language and stance, and listening skills.

## **Storyline & Message Development**

Content work will cover all topics of concern, as well as issues such as defining a clear objective, creating a compelling message, analyzing an audience, incorporating examples and stories, and answering questions.

## **Situational Support for Engagement & Influence**

Situational support will cover areas of concern that may be unique to the participant such as challenging team members, remote meetings, video conferencing, and senior level conversations.

## **Additional Option: Verbal Assessment**

Verbal Assessments provide additional context by capturing impressions and assumptions about a participant. This helps us understand the strengths and challenges of a participant beyond their self-perception and often identifies blind spots the individual may have with a specific group. The anecdotal examples from the conversations help us understand how an individual is perceived and the impact of their communication approach on different groups.

**Coaching Overview:** *Through our personalized coaching plans and tailored exercises, we help leaders maximize their potential through impactful communication.*

## **Coaching Options**

Coaching sessions can be schedule in-person or virtually over your preferred video conferencing platform.

## **General Coaching Goals**

- Personal Presence & Style Skills
- Storyline & Message Development
- Situational Support for Engagement & Influence
- Verbal Assessments