

Effectability, LLC, Organization Transformation Services

At Effectability, LLC, we focus on **building the organization, leadership and team capabilities required to achieve higher levels of sustainable success**. We offer a full complement of organization transformation and team development services delivered by our experienced, credentialed consultants through our instructor-led **workshops, one-on-one and group coaching and consulting engagements**.

Our organization transformation services are rooted in the value we place on the unique contexts and success factors of our clients. We ground our work in the knowledge and understanding of how gender, race, ethnicity, generations and culture impact individual and team performance.



We design our engagements to yield plans and recommendations that are practical, realistic and actionable to create people-centered, high performing environments where:

- Decisions are more efficient, inclusive and rational, with the short and long term risks, benefits and trade-offs evaluated through the same lens.
- Employees behave in a way that supports organization values which leads to a reduction in conflict, tension, misunderstandings and sub-optimal work.
- Team members clearly see how their behavior and energy impacts team health, producing higher levels of engagement and satisfaction.
- Leaders and teams take concrete steps to move the organization forward based on a universal understanding of the challenges and issues facing the organization.
- Leaders are able to direct key resources (time, people and money) toward the priorities that most closely align with and positively impact the organization's mission.

Diverse and Inclusive Culture Transformation

Program includes:

- Assessment of the current culture and identifying relevant themes and patterns, strengths and opportunities
- Creation of recommendations on D&I infrastructure, integration and communications/positioning
- Development of measures based on strategic and prioritized objectives
- Coaching of D&I Champions, Executives and Leadership
- Instructor-led training and one-on-one and group coaching to build cultural competence
- Advising on Business and Employee Resource Groups
- Managing and intervening in D&I crisis situations
- Ongoing reasonable support



Strategic Planning Process Facilitation

Program includes:

- Data gathering related to current state from one-on-one interviews, focus groups and other research

- Analysis of the current operating environment and future state implications
- Facilitation of one 8-hour or two 4-hour strategic retreat sessions
- Creation of documentation including
 - A strategic plan with strategic priorities, strategies, milestones and timelines defined
 - Operational plans to implement each priority
 - A monitoring dashboard document for leadership and board use

Our Consultants

Allison Cooley, MEd, BCC, Leadership and Professional Development Facilitator and Coach



As founder of Effectability, LLC, Allison specializes in coaching leaders and team members who aspire to a higher degree of performance and effectiveness. In addition to coaching, she helps leaders and teams work more effectively together through her workshops, seminars and retreats, and consults with organization leadership to help strategize and align for success. Allison is based in Madison, Wisconsin.

Professional Background/Expertise

Allison's passion and focus over her 25+-year career has been to help team members, leaders and organizations develop the capability to more effectively work through challenges and transitions to achieve a higher level of success. She is the founder of two organizations dedicated to this passion - Training for Change and currently, Effectability, LLC. She is also a former organization effectiveness consultant and leadership coach for a Fortune 500 organization and a member of the leadership team at an international technology training organization. Known for her enthusiasm, candor, and her deep knowledge of people and organization systems, leaders turn to Allison for her ability to unpack complex problems and perceptively ask the right questions to help them find the root cause, sort through the clutter and see around the next corner.

Certifications and Credentials

- Board Certified Coach (Center for Education and Credentialing)
- Certified Executive Coach (Center for Executive Coaching)
- MBTI® Certified Practitioner, currently pursuing Master MBTI status (CAPT)
- DiSC certified (RealSolutions)
- Organization development certificate (Linkage)
- Master of Education degree, Adult Education specialty (University of Minnesota)
- Certified Talent Management Consultant (Career Partners International)
- Certified New Horizons/Life Options (Career Partners International)
- Certified facilitator - Coach, Lead Succeed (Richardson)

Coaching Niche

Allison has specific experience in the manufacturing, technology, finance/insurance and emerging business fields and has worked with numerous non-profits. Her coaching style and approach can be effective to:

- Develop more inclusive, civil and respectful cultures
- Become a more effective communicator and collaborator
- Develop or improve relationships
- Refine decision making processes and approaches
- Manage time and priorities more effectively
- Improve overall leadership and team member performance
- Work through conflict or mistrust among team members including executive leadership teams

- Negotiate more effectively
- Create or refine organization strategy, mission, vision or values
- Navigate through change, transition or conflict
- Develop non-profit boards to work more cohesively together
- Start a new business

Deborah Biddle, Leadership and Professional Development Facilitator and Coach



A team member of Effectability, LLC, Deborah specializes in coaching leaders and teams to achieve increased professional and personal performance and effectiveness. She provides individual coaching and workshops, seminars, retreats, and consultations for Effectability and with her own organization, High Performance Development Solutions. She creates a safe environment by fostering open and honest conversation around learning, challenges, biases and preferences. Deborah helps leaders and teams focus on how diversity and inclusion can support individual professional growth, organizational development and overall enterprise success. Deborah is based in Madison, Wisconsin.

Professional Background/Expertise

Known for her calm, levelheaded approach in the face of disruption and change, Deborah's clients seek her deep wisdom and ability to help them zero in on their goals and steadfastly move toward achievement. Deborah brings more than 25 years of business leadership, operations, talent development, project and change management, strategic planning and financial analysis experience to her engagements. In her roles as a senior leader for three Fortune 500 organizations, as a business and diversity and inclusion consultant, as a small business owner and as an adjunct faculty member for a local college, Deborah has inspired the highest level of performance in her staff, clients and students.

Certifications and Credentials

- MBTI® Certified Practitioner (The Myers & Briggs Foundation)
- Racial Justice Course (Madison YWCA)
- Gender Based Analysis+ Certification (Status of Women Canada)
- Nurtured Heart Approach® Certified Trainer (Children's Success Foundation)
- Certified Talent Management Consultant (Career Partners International)
- Certified New Horizons/Life Options (Career Partners International)
- Interactive Style Self-Profile Mini Certification (PPS International Limited)
- Online Faculty Certification Course (Edgewood College)
- Activity Based Costing Certificate (Kellogg Graduate School of Management)

Coaching Niche

Deborah has specific experience in the pharmaceutical, telecommunications, technology, manufacturing, insurance, education and non-profit fields. Her coaching style and approach can be effective to:

- Understand unconscious bias and how it affects team development and performance
- Become a more inclusive leader and develop or improve relationships
- Develop diverse teams and organizations
- Become a more effective communicator and collaborator
- Improve overall leadership and team member performance
- Increase positivity in the workplace and among team members
- Work through conflict or mistrust among team members including executive leadership teams

- Develop a career transition plan or discover a retirement path

Sarah Gibson, MS, Leadership and Professional Development Facilitator and Coach

A team member of Effectability, LLC, Sarah specializes in coaching leaders and high potential employees



who want to learn specialized skills to help develop healthy team environments and personal leadership habits. In addition to coaching, Sarah owns Accent Learning and Consulting, LLC, a firm focused on developing teams into stronger, healthier, and more emotionally intelligent environments through professional development and communication skills. Sarah is based in Stoughton, Wisconsin.

Professional Background/Expertise

Sarah founded Accent Learning and Consulting, LLC in 2004 to allow her to share her passion for speaking and teaching practical workplace skills that help individuals and businesses succeed. Her 17 years of experience guiding individuals and teams has earned her the respect and role of a skills development and business coach. Organization and academic leaders seek her out for her engaging, open style and her expertise around issues related to multiple generations in the workplace.

Beyond her corporate experiences, Sarah has also taught for the University of Wisconsin-Madison evening MBA program and as an adjunct instructor at Madison College, UW-Whitewater and North Dakota State University.

Certifications and Credentials

- DiSC certified (InScape Wiley)
- Five Behaviors of a Cohesive Team certified (InScape Wiley)
- Perceptive Behavior (Erickson Company)
- Train-the-Trainer certified (Langevin)
- Master of Science degree, communication specialty (North Dakota State University)

Coaching Niche

Sarah has specific experience in the banking, government, finance, healthcare, insurance, nonprofit, manufacturing, and small business fields. Her coaching style and approach can be effective to:

- Become a more effective communicator and collaborator
- Develop or improve relationships
- Assist teams when communication is a barrier to effectiveness
- Prepare for and lead teams through for change
- Navigate conflict and mistrust between team members
- Understand the political and organizational structure impeding business advancement
- Improve overall leadership and team member performance