



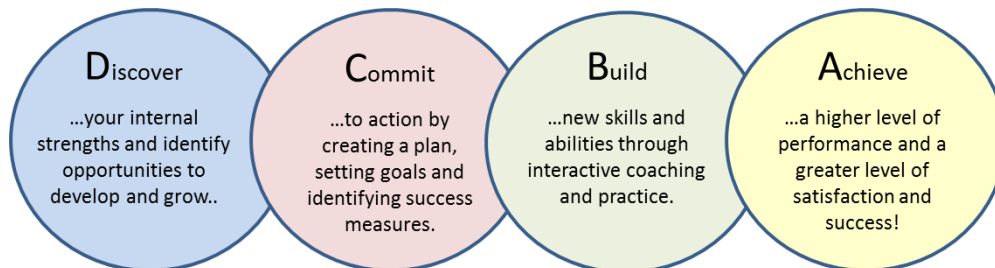
Effectability's Performance Coaching Services

At Effectability, LLC, we focus on **building the team and leadership capabilities required to boost performance and achieve higher levels of success**. Our one-on-one and group coaching services with our certified coaches **build confidence, increase effectiveness and improve results**.

Leaders and team members who engage with Effectability report:

- They garner more influence to move projects and decisions forward and accomplish goals.
- They're able to better leverage their strengths and talents, making it easier for them to attract opportunities, build relationships and get things done.
- They are perceived more positively within the organization and as having more influence over key projects and decisions.
- They communicate more openly and honestly and cultivate stronger relationships which they can count on to help achieve goals.
- Their impact and leadership presence has improved, increasing morale and engagement on their teams and reducing turnover.
- They are spending less time on hassles and fires and more time on strategic issues, which improves their accountability and alignment with faster and more effective execution.
- They're able to generate better ideas and are perceived as thought leaders in their organizations.

Our proven process:



Discover. Everyone has natural strengths and personality tendencies that help to move projects forward and build relationships. These same strengths can act against us though – undermining the work we do and the relationships we want and need to feel satisfied and successful. We use a variety of assessments (including a verbal 360 degree) to help you understand your strengths, how you might be coming across to others and where those gaps and blind spots might be.

Connect. Based on the information gathered in the Discover phase, you and your coach establish an agreement to work together, identify specific, measurable goals, and commit to an action plan to achieve those goals.

Build. This is where the hard work gets done. Through perceptive questioning, you will discover new insights; through activities like scenario analysis and role plays, you will build on existing strengths and capabilities and acquire more effective behaviors. You'll experiment with the new ways of behaving and plan for how to incorporate those behaviors into the larger environment.

Achieve. We gather feedback to gauge the effectiveness of the new behaviors and monitor the impact on your relationships and your work. As you achieve your goals, we discover new opportunities and continue the process to reach even higher levels of success.

Competencies and Topics

- Transforming cultures to be more inclusive, civil and respectful
- Understanding self, including how others may perceive our behaviors
- Becoming a more effective communicator and collaborator
- Adapting natural behavior styles to meet the needs and build trust with others, including managing emotional reactions
- Engaging and inspiring others to achieve a higher level of performance
- Building and maintaining a trust-based team focused on results
- Thinking comprehensively to solve problems and make decisions
- Thinking strategically to align an organization for success
- Managing time, priorities and energy more effectively
- Improving overall leadership presence and garnering more respect
- Influencing without direct authority
- Working through conflict or situations where mistrust or disrespect are present
- Negotiating with and influencing others to move something forward
- Navigating and leading others through change or transition
- Creating and fostering a high performance culture
- Succeeding in a new role
- Improving overall execution
- Taking care of self and managing the personal realm
- Strengthening written and presentation skills

Assessments used

- Everything DiSC 363 Assessment for Leaders (Wiley)
- Everything DiSC Work of Leaders (Wiley)
- Everything DiSC (Wiley)
- Myers-Briggs Type Indicator (CPP)



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 Career Coach
- 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:

- 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

With our process, everything changes. Contact us today at info@effectability.net.