THE PEOPLE COMPANY
CONSULTING GROUP

COACHING FOR EVERY LEVEL OF LEADERSHIP

LEADERSHIP AND EXECUTIVE COACHING

Close the gap between how you intend to show up and how others experience you.

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LEADERSHIP BEGINS WITH HOW YOU SHOW UP

COACHING GROUNDED IN YOUR WORK

Leadership is reflected in the decisions you make, the conversations you have, the expectations you set, and the way you respond when the stakes are high.

THE LEADERSHIP EXPERIENCE COACHING FRAMEWORK™

1. **EXPERIENCE**
   Examine the situation and recognize what keeps repeating, what is missing and what tension persists.
2. **CLARITY**
   Identify the patterns, expectations, ownership and conditions producing the current outcome.
3. **CHOICE**
   Consider options and choose a response that fits the circumstances and your values.
4. **PRACTICE**
   Prepare language, decisions, boundaries and behaviors for the work in front of you.
5. **INTEGRATION**
   Review results, make adjustments and strengthen consistent behavior.

WHAT PARTICIPANTS CAN EXPECT

- Confidential, customized coaching
- Two or three meaningful areas of focus
- Current workplace situations at the center
- Practical language and preparation
- Focused practice between sessions
- Accountability and course correction
- Six- to twelve-month engagement
- Progress tied to meaningful outcomes

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LEADERSHIP AT EVERY LEVEL

LEAD FROM WHERE YOU ARE

You do not need a management title to influence decisions, relationships, culture and results.

INDIVIDUAL CONTRIBUTORS

Coaching can strengthen your ability to:

- Communicate with clarity and confidence
- Increase influence without formal authority
- Navigate relationships with colleagues and leaders
- Advocate for yourself, your ideas and your work
- Set healthy workplace boundaries
- Prepare for advancement or greater responsibility

MANAGERS AND DIRECTORS

Coaching can strengthen your ability to:

- Set clear expectations and give useful feedback
- Hold people accountable
- Delegate without overfunctioning
- Navigate conflict and difficult conversations
- Balance care for people with responsibility for results
- Create a stronger employee and team experience

COACHING FOR THE SITUATIONS PEOPLE FACE AT WORK

- A new role or expanded responsibility
- Competing priorities and limited capacity
- Unclear or conflicting expectations
- A difficult relationship or conversation
- A performance or accountability concern
- Organizational change or uncertainty

Coaching provides time to examine the situation, understand what is influencing it and decide how to move forward.

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EXECUTIVE COACHING

A CONFIDENTIAL PLACE TO THINK CLEARLY

Senior leadership carries a different level of visibility, complexity and consequence.

Executive coaching gives leaders room for candid reflection, strategic thinking and disciplined decision-making.

EXECUTIVE COACHING STRENGTHENS LEADERS' ABILITY TO

- Examine the difference between leadership intention and organizational experience
- Strengthen executive presence, judgment and influence
- Work through high-stakes decisions and competing stakeholder expectations
- Lead through change, uncertainty and transition
- Address sensitive performance, culture and relationship concerns
- Balance organizational responsibility with personal capacity
- Strengthen alignment across the senior leadership team
- Prepare for succession or expanded responsibility

When appropriate, executive coaching may include strategic advising related to the broader organizational impact of a decision or course of action.

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LEADERSHIP BEHAVIOR HAS AN OPERATING IMPACT

RELATIONSHIP SKILLS DRIVE BUSINESS RESULTS

Communication, trust, curiosity and accountability are often described as soft skills. In practice, they shape how quickly people solve problems, make decisions, share information and execute.

Pattern recognition	Leaders notice recurring problems, missing conditions and persistent tension before they become larger or more costly.	**Earlier intervention | Less rework | Faster problem-solving**
Clear communication	Expectations, decisions and responsibilities are understood, reducing ambiguity and preventable delays.	**Decision speed | Execution | Role clarity**
Listening and curiosity	Leaders gather better information, surface different perspectives and test assumptions before making the call.	**Better decisions | Innovation | Reduced risk**
Trust and connection	People communicate sooner, share knowledge more freely and contribute ideas without spending energy on self-protection.	**Collaboration | Productivity | Retention**
Accountability and boundaries	Ownership is clearer, delegation improves and leaders are less likely to become bottlenecks by carrying work that belongs elsewhere.	**Capacity | Follow-through | Stronger performance**
Difficult conversations	Issues are addressed before they harden into conflict, disengagement, performance problems or stalled decisions.	**Buy-in | Conflict resolution | Stronger relationships**

The business value appears when stronger leadership behavior becomes a repeated pattern: recognized early, changed deliberately, reinforced consistently and reflected in results.

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WHAT MAKES THIS COACHING DIFFERENT

REFLECTION THAT LEADS TO ACTION

Grounded in real experience

Coaching centers on the situations, relationships, decisions and responsibilities participants are navigating now.

Reflective and direct

Participants have room to think honestly and are challenged to examine the patterns influencing their choices.

Contextually aware

Coaching considers identity, culture, power, relationships, role expectations and organizational conditions.

Practical and accountable

Participants leave with language, decisions, boundaries or behaviors they can put to work.

A SIGNATURE LEADERSHIP LENS

MINE TO LEAD. THEIRS TO OWN. OURS TO BUILD.™

When questions of ownership surface, Deborah uses this boundary intelligence model to clarify responsibility and accountability.

Mine to Lead

My choices, behavior, communication, responsibilities and growth.

Theirs to Own

Other people's choices, reactions, responsibilities and development.

Ours to Build

The trust, agreements, culture and results that require shared effort.

The model is introduced through the participant's experience and applied to the decisions and relationships they are navigating.

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ABOUT DEBORAH BIDDLE

THE PEOPLE CULTURE ARCHITECT™

Deborah Biddle is The People Culture Architect™, an executive coach, leadership strategist, keynote speaker, TEDx speaker and founder of The People Company Consulting Group.

She makes the invisible visible by revealing the gap between leadership intention and employee experience, then works with executive teams to redesign the experiences that shape culture.

Her coaching is thoughtful, candid and grounded in the work participants are responsible for leading. She creates room for honest reflection and turns that reflection into action, stronger performance and better business outcomes.

START A CONVERSATION

Strengthen how you show up and the impact you have.

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COACHING OPTIONS

Individual | Employer-sponsored | Leadership teams | Coaching cohorts

HOW YOU SHOW UP CHANGES EVERYTHING.