

Make This Your Finest Hour!

What are my
business challenges?

What are my *values?*

How can I better
lead and motivate
my organization?



The challenges facing today's executives are unprecedented.

Those who do succeed are those who embrace the challenges and lead with greater purpose. The best leaders achieve sustainable results when they communicate with clarity, manage with acumen, motivate by example and create opportunities for individuals and teams to achieve sustainable results.



Executive Coaching + Advisory Services

My approach to executive coaching is based upon performance improvement as an individual and as a leader. This differs from other coaching methods because it integrates positive behavior change into successful leadership practices.



Performance-Based Executive Coaching (Individual)

Executive coaching is a process of enabling individuals to live and to lead more purposefully.

My work in executive coaching builds upon an individual's personal goals as well as a desire for improvement and impetus to succeed within the organization. Executive coaching leverages a purposeful commitment to growth with the need to fulfill the organizational mission. Performance-based coaching builds upon positive behavior change that enables the fulfillment of both personal and professional goals.

My leadership coaching practice uses three key principles: assessment, action planning, and evaluation.

Advisory Services (Leader)

Executives do not work in a vacuum and neither should coaching. While executive coaching is focused on individual change such change occurs within an organizational framework. For this reason coaching can focus on the business issues facing the executive and his/her team.

Advisory service coaching focuses on helping executives address topics related to managing a team and leading an organization.



Mission: How do I set expectations for achieving our mission?

Leadership: Who is on our team and why?

Strategies: How can I prioritize our tactics to meet our objectives?

Alignment: How do I create alignment between our people and our strategies?

Execution: How can we optimize performance?

Evaluation: Did we achieve our intended results?

Executive Coaching + Advisory Services = Aligned Behavior Change



John Baldoni

John Baldoni is a certified master corporate executive coach who works with senior leaders in corporate, nonprofit, and university environments. John provides performance-based coaching that leverages positive behavior change, enabling individuals to lead more purposefully and with greater grace under pressure.

Additionally, John provides executive advisory services related to vision, strategy, change, communications and people development.

John is the author of 14 books, including *GRACE: A Leader's Guide to a Better Us*, *MOXIE: The Secret to Bold and Gutsy Leadership*, *Lead with Purpose*, *Lead Your Boss*, and *The Leader's Pocket Guide*. John's books have been translated into 10 languages.

In 2021 the International Federation of Learning and Development named John a World-Class Mentor and named him to its Hall of Fame. In 2020 Global Gurus ranked John a Top 30 global leadership expert, a list he has been on since 2007. In 2018 Inc.com named John a Top 100 speaker and Trust Across America honored John with its Lifetime Achievement Award for Trust. In 2014 Inc.com listed John as a Top 50 leadership expert. John is also a member of Marshall Goldsmith 100 Coaches.

John has authored more than 800 leadership columns for a variety of online publications including Forbes, Harvard Business Review and Inc.com. John also produced and appears in a video coaching series for Smart Brief, a news channel with over 4 million readers. John is also the host of LinkedIn Live's *Grace under Pressure* interview series.

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Partial Client List

