

# ACTIVATE

VISION

TALENT

INSIGHT

PASSION

STRATEGY

ALIGNMENT

LEADERSHIP

INNOVATION

ENGAGEMENT

PERFORMANCE

**TRANSFORMATION**

We activate transformation  
in companies and the people  
who lead them.



You don't need another industry expert.

You need a proven catalyst for growth.



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Transcend has been transformational for me as CEO and for my executive team. They have been able to connect the mind and the heart of our executive team, and it has driven more alignment, over-delivering on our results and a team that is working as one rather than as individuals. I have worked with many consultants and coaches and Transcend has been the best and most impactful. I would not recommend anyone else.

Mark Goldstein  
CEO, Entertainment Partners

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We are transformation experts, and our mission is centered on **your success.**



#### WHO WE ARE:

Transcend is an executive coaching firm with solutions that transform leaders and their organizations to solve significant growth challenges.

We've seen the ripple effect that elite-performing leaders can inspire across the enterprise and the communities they touch. That's why our award-winning approach is designed to deeply connect with the purpose of executives and their organizations.

#### OUR PROMISE TO YOU:



Your success is our inspiration and fuel. We will provide the insights and motivation to help you masterfully create and sustain transformation. With Transcend, you gain a team of experts who care about your people and business as much as you do.

# We have the transformation process down to a science,



After years of working with thousands of executives in diverse industries across the world, we've distilled four hallmarks of a transformational business capable of cultivating elite performance across the enterprise.

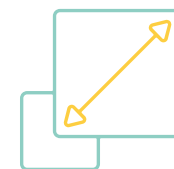


Through my coaching experience, I gained conviction about my purpose as a leader, clarity about the strategy I am leading, and confidence in the value I add to my organization. As a result, I am a stronger business partner, a more present manager, and a better advocate for appropriate resourcing and investment decisions to drive growth and contribute to the overall success of our firm.

Kelli Clark  
Chief Culture Officer, Aon



# but the results are like magic.



## COLLECTIVELY SCALABLE

We become your champion in the process of creating a culture that inspires employees to rally around their leadership team and align

with the vision. Innovation, workplace culture, and growth flourish when your leaders are surrounded by supportive people who care as much about the business, the brand, and the customers as they do. Your enterprise becomes collectively scalable when employees are inspired by the C-Suite, not reliant upon it.



## INSIGHTS-DRIVEN

Data is a compass, but businesses need a roadmap that is strategically designed and emotionally intelligent.

Our breakthrough processes, expert coaching, and dynamic facilitations bring deeper value to your data investment, transforming your business insights into successful executions. We help executives turn metrics into meaning, knowledge into know-how, and holistic intelligence into innovation.



## PERFORMANCE-FOCUSED

Human capital is your company's most complex and yet most valuable business asset. We help you convert strategy and talent into industry-

leading competitive advantages through a proven four-step process that clarifies elite business and people performance. Every day we deliver techniques to connect people, vision, and strategy to solve our clients' biggest challenges and fuel success for generations to come.



## COMMUNITY-INFUSED

Transformational leaders do more than direct their employees; they drive the cadence and the priorities

for conversation, authentic connection, and relationship building. Our solutions help executives shape the entire ecosystem of their business and community to lay an unshakable foundation for a healthy culture and a dedicated workforce motivated to exceed expectations.



## How we work as your seamless partner

When you select Transcend, we begin by building an intimate understanding of your vision, goals, business model, culture, and market differentiators. In short, we learn what makes you and your business tick so that we become a natural, fluid extension of your executive team.

With 95% of our business generated by CEO-to-CEO referrals, it's clear that our clients have experienced first-hand how our solutions solve what matters most for the next evolution of growth.

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You can't afford to not hire Transcend. If you are serious about maximizing your effectiveness as a leader, a strategist, and an implementer, you will without a doubt benefit from working with Transcend. They will help you unlock talents you might not have known you possess. We successfully divested nine businesses in three years! And as importantly, we provided soft landings for our employees who helped us transition our businesses to their new owners but didn't have a job going forward with the acquirers.

Todd Foreman  
CEO, UCG

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## Our solutions are as unique as you are.



While every chief executive comes to us with their unique challenges, goals, and perspectives, we've perfected a clear, straightforward process for working with our clients that clarifies the path forward and activates growth for the long haul.

While our process is tailored for each of our solutions, the foundational steps will remain consistent in every aspect of our relationship with you.

We believe the ending of the journey is as important as the beginning. Our four-step engagement process ensures the answers to your challenges are resourced, cultivated, and implemented with your people and sustainable by your organization.

1

### DISCOVER

We will uncover where you are and where you want to go. This process can begin with the CEO and executive leadership team, or we can kick things off with a comprehensive enterprise assessment.

2

### ALIGN

Utilizing assessment insights we will help you crystallize pain points, illuminate and prioritize opportunities, and define the realm of what's possible within our partnership.

3

### PLAN

We will collectively create a strategic roadmap towards the next level of growth and performance at the enterprise, team, or individual level. In this phase of the process, the people and the tactics of business intersect to create a framework with action steps that produce sustainable transformation.

4

### ACTIVATE

A well-designed strategic plan with a motivational vision is critical, but we help you turn it into a catalyst for change and development. Transcend goes beyond strategy creation to create a cadence of action that ignites continuous improvement and drives long-term executions that deliver growth.



# Elevating heart, mind, and grit through nine proven solutions.

We know there's nothing an inspired team of elite-performing leaders can't do.

Transcend's nine solutions can be implemented independently or collaboratively to enhance strategy, leadership, agility, and performance at the enterprise, team, or individual level.

## Coaching Solutions

### EXECUTIVE COACHING

Individually guided personal and professional development engagements targeting what matters most to unlock clarity and ignite elite executive performance.

### PEOPLE OPERATIONS COACHING

Specialized coaching propels your human resources operations beyond compliance into a cohesive team of strategic partners that drives business growth by connecting human capital efforts to the company's growth strategy.

### LEADER COACHING

Individual or group coaching to elevate leaders' performance and productivity within key areas of execution and critical teams.

## Team Leadership Solutions

### ELEVATING EXECUTIVE PERFORMANCE

A holistic blend of assessment, coaching, and facilitated team sessions for your executive team to inspire relational and tactical growth while promoting a culture of continuous improvement, transparency, and elite performance.

### EMERGING LEADERS EXPERIENCE

An immersive learning experience for new or next-generation leaders that creates common leadership mindsets, accelerates professional growth, and activates a culture of results-driven decision-making that enhances enterprise performance.

## Enterprise Solutions

### TRANSFORMATIONAL BUSINESS ASSESSMENT

A comprehensive survey-based insight process that measures the health of an enterprise, its overall readiness for change, and sustained growth capabilities; includes a data-driven insights report to inform the CEO of critical growth opportunities within the business.

### STRATEGY ENGAGEMENT SYSTEM

A transformational process for developing and implementing enterprise strategic plans with waterfall approaches that ignite innovation, engage talent, and re-imagine the cadence of performance.

### ACTIVATING STRATEGIC LEADERSHIP

A comprehensive strategic planning solution that elevates your business unit (BU) leaders' strategic vision and activates an elite performance roadmap to strengthen the connection between BU innovation and enterprise growth.

### SUCCESSION PLANNING

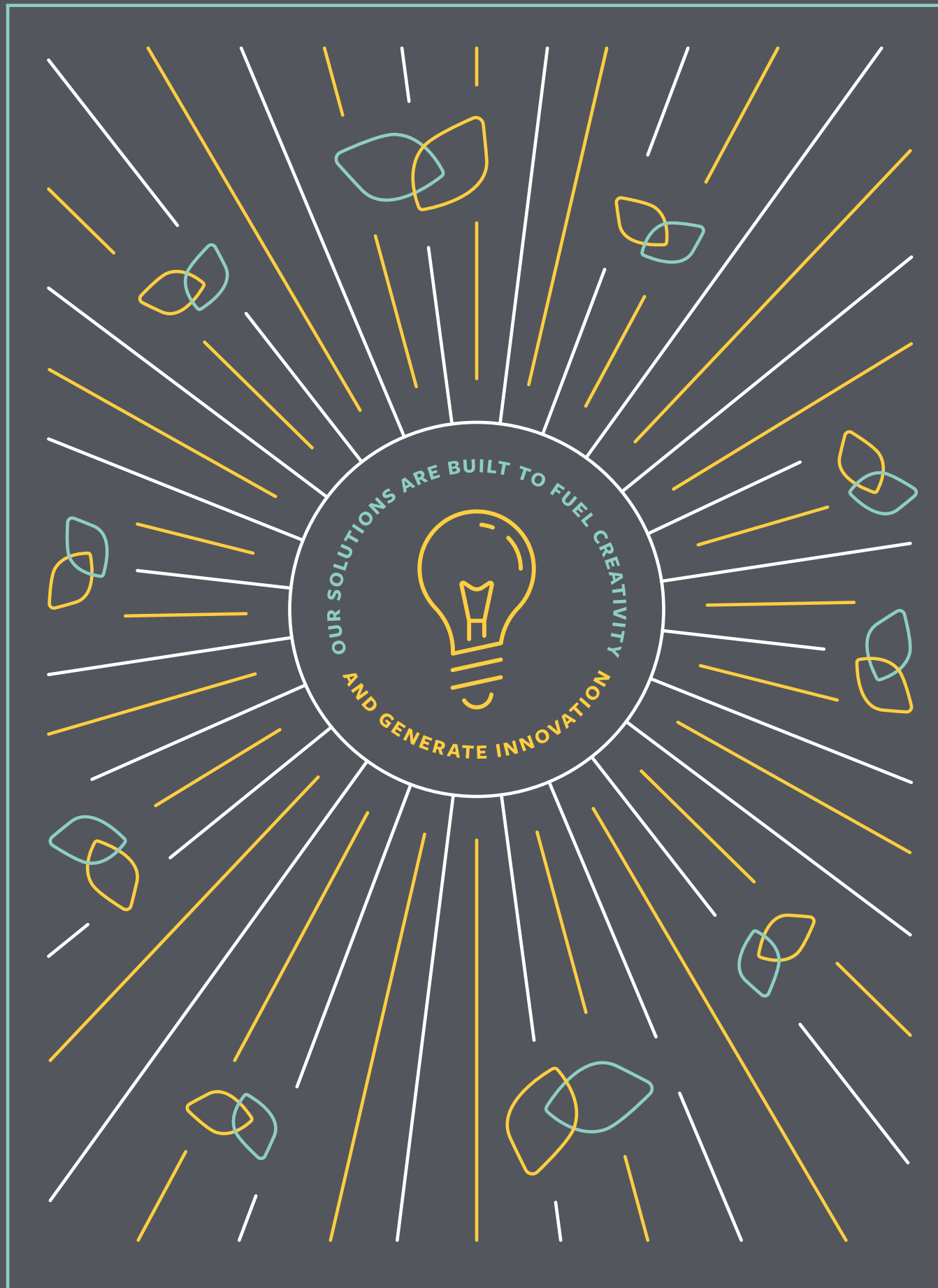
A forward-thinking solution to develop your strongest leaders while simultaneously protecting the enterprise from planned or unforeseen leadership changes.

Effective executive coaching has more impact than any other workplace development tool.

**130%**  
more likely to have strong business results

**42%**  
higher employee productivity

**33%**  
more engaged employees



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Working with Transcend resulted in clarity on what success looks like and taking appropriate risks to achieve the desired result. I am now able to clearly communicate goals and expectations, reward proactive behavior, and stimulate creativity. Their unique ability to develop people both professionally and personally creates great outcomes that are beyond expectations.

Susan Rorison  
COO, Newmark Merrill Companies, Inc.

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9%

The top 9% of executives excel at both the tactical and relational aspects of leadership.

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We won fastest-growing company in the United Kingdom with revenue under £200m, regardless of industry. We beat out three tech companies and the ceremony was at Wembley Stadium. I know Transcend had an integral part of this journey and for that... I love you!

Sasha Leviant  
President, ICD Holdings LTD

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# Coaching Solutions

SCAN OR  
CLICK ME!



Imagine converting your leadership potential into breakthrough strategies that achieve the business results you aspire to — despite the complex challenges of the enterprise.

From established industry-leading global brands to emerging technology companies, we've lived the cycle of business and understand what keeps you up at night. Our coaching solutions combine self-discovery with crafted actions that will elevate your business game and set you apart from the rest. We have carefully divided our coaching solutions into three categories — executive, people operations, and leader — that can be personalized to meet your specific set of challenges and innovation opportunities.

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Working with my coach over the past year has been fantastic and career-changing! Through Transcend's coaching I have developed critical skills to be more strategic, think differently and believe in myself to create the future I want to see — both personally and professionally. I was a tough critic early on, but my coach has been patient, listened intently and provided structure to help me move forward. My coach is amazingly supportive, yet challenging, and always manages to push in just the right ways to make progress. I wouldn't be in the position I am now without my coach's support and coaching.

Steve Strong  
Head of Global Learning, Aon

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## Executive Coaching



### CHALLENGE:

Modern-day executives must have the agility to be both creative and strategic, driving their team to push the envelope of possibility for the whole organization.

Through a sea of shifting responsibilities and potential directions, executives need the tools to wade through the noise, developing and executing plans that will drive innovation, engagement, and growth. Delivering executive leadership at pace and scale without continuous development is a major challenge to long-term competitive advantage.



### TRANSFORMATION:

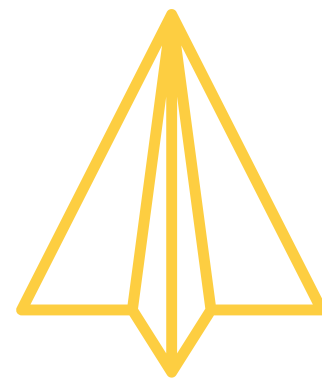
Our executive coaching solution combines personal reflection with business objectives to help transform executives into elite leaders who drive both immediate and long-range strategy with authenticity, confidence, and success.

Our 90+ executive leadership tools combined with an enterprise-first, team-second, individual-third mindset, will prepare executives to achieve next-level business success with elevated engagement, strategic focus, and team confidence.

During their coaching journey, the executive will gain:

- A 360° Executive Assessment, based on Transcend's nine transformational competencies, pinpointing strengths and growth areas while laying the foundation to fulfill their leadership and business potential.
- A series of structured connections between the executive and their executive sponsor to maximize alignment, growth, and partnership.
- An executive strategic roadmap that aligns business goals with leadership aspirations, including tangible actions that bring them to life within the teams they lead.
- A series of structured dialogues with their coach to create strategies that drive transformation in their executive cadence and rigor.
- A fully developed vision, strategy, and values blueprint to stimulate business growth and accelerate their confidence as a leader.
- The opportunity to work through real-time challenges taking place within their business, find solutions, and execute plans that are tailored to increasing speed and market capture.
- Insights and tactics to help executives deliver real-time and long-range strategy in unison.
- A host of tools and strategies to increase feedback, engagement, and ownership across their team.

# Disruptive companies win.



The future is uncertain, but your leadership success **doesn't have to be.**

Transcend demystifies the elements of exceptional executive performance by helping C-Suite leaders strengthen the competencies needed to unlock growth and profitability. While transformation doesn't occur overnight, we've proven the road to exceptional results is built with our foundational leadership competencies.

Our clients develop, master, and embed these core competencies across the organization, and experience an exponential increase in productivity, leadership confidence, profitability, employee engagement, relationship building, and holistic work/life happiness.

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My business and team became a supporter of my path and values. We had our most successful year, and yet I was able to act like a CEO and be in the office no more than half of my time. I was able to attend to other businesses and matters while team members felt inspired and empowered.

Reza Etedali  
**CEO & Founder**, Reza Investment Group

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# Our coaching playbook makes it possible.

Your winning executive playbook begins with these nine competencies of elite leadership.

**1. INNOVATES AND STRATEGIZES**

Seeing ahead to the future possibilities and translating them into breakthrough strategies.

**2. CHAMPIONS AN INSPIRING VISION AND PURPOSE**

Painting a compelling vision, strategy, and values to motivate employees at every level into unified action.

**3. PLANS AND ALIGNS INITIATIVES**

Planning and prioritizing work to meet commitments aligned with organizational goals.

**4. DRIVES ENGAGEMENT AND AUTHENTIC CONVERSATION**

Creating a climate where people are motivated to do their best and help the organization achieve its objectives.

**5. DELIVERS RESULTS AND CONTINUOUS IMPROVEMENT**

Achieving consistent results and improving both personal and organizational performance, even under tough conditions.

**6. MANAGES COMPLEXITY GUIDED BY HIGH-QUALITY DATA AND INSIGHTS**

Making sense of complex and sometimes contradictory information to efficiently solve problems.

**7. DEVELOPS TALENT**

Consistently implementing strategies to attract, develop, and retain talent and elevate performance.

**8. DEMONSTRATES EMOTIONAL INTELLIGENCE**

Proactively demonstrating emotional and motivational behaviors that inspire performance, brand allegiance, and values adherence.

**9. PURSUES SELF-DEVELOPMENT**

Actively seeking new ways to grow and be challenged using both formal and informal development channels.



# People Operations Coaching



## CHALLENGE:

Human resources is operating in the most volatile time in business history. For companies to thrive, HR executives need to step up as strategic thought leaders who attract and retain talent to drive competitive advantage.

When only 11 percent of leaders today feel they have a strong bench of talent who can take over leadership roles within their companies, the weight of the enterprise falls on HR innovation. Executives in this space bear the challenge of modernizing the approach to human resources, moving beyond functional HR and into a proactive method of strategic enablement that can deliver next-level business outcomes.



## TRANSFORMATION:

Our tailored People Operations solution creates interconnection between the business and talent strategies by identifying the greatest pain points within the business and mobilizing the people-power necessary to conquer those challenges.

### Alongside their coach, your human resources leaders will:

- Create and implement a comprehensive integrated talent management strategy tied directly to business goals.
- Develop a strong strategic partnership between the CEO and the executive team to drive meaningful decision-making and spark innovative thinking.
- Design career paths that inspire employee performance.
- Create a recruitment strategy to attract and retain top talent utilizing progressive approaches.
- Optimize the employee experience and engagement to increase productivity, while attracting and retaining top talent.
- Proactively prepare the workforce to be adaptable to change.
- Identify critical data points to drive talent decisions and improve business results.
- Implement proven strategies to develop a culture of performance and engagement.

# Leader Coaching



## CHALLENGE:

Mid-level leaders are tasked with the challenge of inspiring their teams to fuel the growth of the enterprise, even as their leadership abilities are still developing.

They must master tactical and relational leadership skills to bring out the best in their teams and drive the business forward with confidence. Without leaders who can meet the challenge of growing while leading, C-Suite leaders find themselves spending valuable time deep in the organization, instead of leading the future strategy of the business.



## TRANSFORMATION:

Our leadership coaching solution is a focused deep-dive in managing the complexities of mid-level leadership, while driving what matters most to the business.

Your leaders will learn what it takes to get to the next level, targeting competencies that are aligned to create maximum effectiveness in team and business leadership.

### Transcend's Leader Coaching delivers:

- A leader competencies assessment, that focuses on excellence across both the relational and tactical elements of mid-level leadership.
- A leadership strategy that inspires others to engage in the vision of the organization.
- Experience practicing how to maximize critical conversations and feedback structures to increase both individual and team performance.
- Exercises in self-accountability and inspiring team accountability with transparency and rigor.
- Implementation of highly effective meeting and collaboration structures within their teams to increase engagement, clarity, and ownership.
- Alignment sessions with the mid-level leader and their executive sponsor on what matters most in their professional growth, leadership and effectiveness.

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All companies invest in sales, marketing, and technology. The ones that take the time to invest in their own “why,” their own growth and that of their teams, are the ones that reach a different echelon. Our work with Transcend has made us into an elite organization in every sense of the word and it’s easily one of the best investments I’ve ever made.

Jess Rovello  
CEO, Arkadium

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I have been surprised and delighted with the immediacy of the positive impact Transcend’s coaching has had on me and those around me. In my 34 years at work, it has not only been the only coaching session I look forward to but also the only one that has driven the most positive change so quickly and sustainably.

Lambros Lambrou  
CEO, Commercial Risk Solutions, AON

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# Team Leadership Solutions

SCAN OR  
CLICK ME!



An enterprise that invests in collective leadership holds a competitive advantage that is nearly impossible to replicate.

When you make an intentional effort to elevate leaders, you are igniting passion, fueling innovation, and providing a platform for growth and transparency that is essential to the longevity and success of the business.

Transcend's leadership development approach transforms the leadership ecosystem that your most valuable talent performs within. When the ecosystem is activated with transparency, alignment, a growth focus, and shared connection, the door to the next level of organizational capability is unlocked.

Our leadership solutions combine the elements of strategy, empowerment, and collective ownership to create generations of exceptional leaders in every area of your organization.



Transcend's holistic approach, combined with their authenticity and professional coaching expertise has made a lasting impact on me both personally and professionally... Working with them has been the best part of my professional development to date.

Lisa Polis  
**Director People Operations**, Newmark Merrill Companies



## Elevating Executive Performance (EEP)



### CHALLENGE:

Almost 90 percent of CEOs believe strengthening executive leadership is a top priority, but only 19 percent of programs are viewed as relevant to the everyday issues leaders face.

Additionally, pressing day-to-day business activities can interrupt a leadership team's ability to propel individual and collective performance. Over time, this can create a trickle-down effect throughout the organization, stalling innovation, growth, and talent retention.



### TRANSFORMATION:

Our EEP solution integrates strategic focus, collective professional development, and real-time group dynamics that elevate execution.

We leverage a blend of assessment, coaching, and facilitated team sessions to quickly generate growth across individuals, the executive team, and the enterprise. Inspiring a team of people to perform at their best requires an innovative and engaging approach to executive growth and EEP is the best-in-class solution.

Your entire executive team will work with Transcend's coaches to:

- Identify personal strengths and blind spots to build awareness, drive new leadership mindsets, and strengthen behaviors that support strategic growth.
- Formulate an enrichment plan that actively promotes team cohesiveness and next-level business growth, while aligning with the C-Suite's expectations and vision.
- Learn to use collective strengths as a leadership team to influence the performance of the whole organization in areas of key strategic need.
- Make shared commitments to accelerate executive and company performance.
- Embed a learning culture across the executive team to create a continuous growth mindset.
- Execute key initiatives with new tools and insights to deliver on their personal growth initiatives.
- Strengthen their alignment and partnership with the CEO to increase effectiveness and outcomes.

Our clients can't stop raving about the proven results and lasting transformations like these...



## Emerging Leaders Experience (ELE)



### CHALLENGE:

83 percent of organizations agree it is vital to develop leaders at all levels, but only 5 percent have fully implemented leadership development programs.

When it comes to developing the next generation of leaders, 55 percent of CEOs say the task represents their number one business challenge. Conversely, 63 percent of millennials say they lack mentoring or development opportunities for management positions. New managers, directors, and up-and-coming leaders need the vision, skills, and support to drive success within their slice of the enterprise, whether big or small.



### TRANSFORMATION:

In ELE, leaders will build a foundation of leadership skills that they can take with them to solve the organization's immediate needs as well as strategically plan for its future.

Leaders will go through four intensive and collective learning experiences: *The Bedrock of Leadership*, *Leading Self*, *Leading People*, and *Leading Teams*. Elite team performance is fueled by key relational and tactical leadership skills, making it essential to adopt a proven and consistent development program for emerging leaders.

Through these four experiences, leaders will:

- Develop a common language and philosophy about effective leadership.
- Master the central tenets of effective leadership competencies.
- Go through self-reflection practices, personal goal setting, and vision casting to help them develop a personal leadership brand that sets them — and your business — apart.
- Practice strategies and apply performance tools to inspire and motivate people they lead with transparency and game-changing feedback.
- Maximize team dynamics through the implementation of relational and tactical performance management disciplines.
- Internalize your enterprise vision, mission, and strategy to drive role clarity and purpose throughout the organization.

# Enterprise Solutions

SCAN OR  
CLICK ME!



High-performing organizations have clarified strategy, vibrant cultures, engaged employees, and leadership teams committed to driving innovation and business forward.

By aligning business strategy throughout the organization, optimizing organizational architecture, engaging talent, and adopting effective systems and processes, you are preparing the enterprise for long-term success.

Our enterprise solutions will give you the capabilities to operate at peak performance, bringing strategies to life, unlocking elite leadership, increasing engagement, and staying agile through times of change.



Once you get a taste, you'll never go back. If you're struggling with anything on the strategic or executive level within your organization, you can't afford not to pull the trigger on Transcend. I've always been wary of silver bullet solutions but Transcend is pretty damn close. Your organization will think you're the smartest executive in the room after you hire Transcend.

Kenny Rosenblatt  
**President**, Arkadium



## Transformational Business Assessment



### CHALLENGE:

You know you want to create the next big business move, but where do you start? What needs to be addressed before you can implement that breakout strategy?

Instead of relying on strategic instinct, Transcend will help your leadership teams use data to pinpoint where the real gaps lie. By starting with an evaluation to assess the health of the organization, the opportunities surrounding culture, innovation, and performance can be comprehensively identified, laying the foundation for a solid game-plan backed by real understanding.



### TRANSFORMATION:

Our Transformational Business Assessment dives deep into three key areas of excellence – visionary leadership, organizational agility, and integrated talent management.

The result is clarity on where to align business strategy, optimize the organizational architecture, and fully engage talent.

### With our Transformational Business Assessment, you will get:

- Comprehensive surveys and interviews with critical stakeholders to understand organizational pain points and illuminate blind spots.
- Data-driven insights that identify value creation gaps and reveal changes required for meaningful transformation and maximum business growth.
- A leadership alignment plan to fill gaps and capitalize on strengths.
- A recommendation of collaborative action steps to deliver results and drive the business forward.
- One cohesive business story, founded in independent data, that your team can align around.
- A plan on how our suite of solutions can accelerate your business outcomes and value creation.

# Strategy Engagement System



## CHALLENGE:

Successful execution of strategy and a thriving, feedback-driven culture are the key drivers for innovation and growth in every enterprise, regardless of its industry segment.

Yet, 80 percent of organizational strategies are never fully realized due to talent gaps, underdeveloped systems, poor executive team effectiveness, and limited engagement from stakeholders. For many organizations, the huge investment of time and money that is put toward building a strategy is wasted by never having the structure and tools in place to fully implement it.



## TRANSFORMATION:

By partnering closely with the CEO, executive team, and influential leaders, our experts will apply Transcend's Strategy Engagement System to proactively embed a host of tools within an execution framework and ensure successful enterprise-wide implementation.

With a comprehensive, real-time, and long-term strategy in place and Transcend's white-glove facilitation of our signature execution cadence, you will confidently generate the engagement required to bring your strategy to life and generate sustained results.

### The Strategy Engagement System is comprised of:

- A comprehensive multi-year strategic planning process that is rolled out across the enterprise via methods that drive engagement and solidify ownership.
- Executive Coaching targeted at the CEO and leadership team levels to elevate strategic, tactical, and people performance required to effectively launch a strategy.
- Integrated Leader Development and Coaching to equip your organization with the skillsets, tools, processes, and collaborative systems necessary to make any strategy a success.

Our comprehensive process creates synergy across these mission-critical performance foundations:

- Business planning
- Performance metrics
- Accountability practices
- Highly effective meeting structures
- Feedback models
- Leadership development
- Purposeful collaboration

# Activating Strategic Leadership



## CHALLENGE:

Enterprise-wide performance comes to life when strategic intent and shared mindsets coalesce within every function of the organization.

Even the best strategic plan will struggle to succeed if business unit leaders aren't equipped to distill it down into actions that stimulate growth and innovation in their area of contribution. The gap between enterprise strategy and day-to-day business unit innovation is what keeps CEOs up at night. Closing this gap is the difference between business as usual and elite performance.



## TRANSFORMATION:

The Activating Strategic Leadership program ensures your organization is inspired by the CEO and propelled by senior leaders to reach new levels of elite performance.

We take a multi-month coaching deep dive with each business unit leader to craft a strategic vision and business performance roadmap tied directly to the enterprise strategy. The result is a highly focused team of leaders across the business who are congruently elevating organizational performance across mission-critical strategies.

### Our ASL solution delivers the following:

- A blend of coaching, advisory, and facilitated discussions to elevate the leader's vision, strategic thinking, planning capabilities, and capacity to deliver critical organizational initiatives.
- CEO and leader coaching connections and facilitation designed to drive alignment that fosters traction and connection.
- Performance tools, leadership clarity, and accountability touchpoints directly linked to tangible action steps that can be tracked and shared across the leadership team.
- Best-in-class strategic planning materials and communication coaching to ensure enterprise-wide success.

# Succession Planning



## CHALLENGE:

Developing a transition strategy that safeguards your company's future and nurtures the culture you've worked so hard to protect requires collaborative planning, diligent execution, and thoughtful communication.

Although 86 percent of executives believe that planning for succession is a priority, only 14 percent believe they are doing it well. Preparing for transitional change in your organization's leadership is one of the most important areas of focus for the C-Suite, the board, and the company's key stakeholders.



## TRANSFORMATION:

Thoughtful succession planning maintains continuous growth, reduces organizational disruption, and retains top performers during the transition.

Our people-centric approach to succession planning emphasizes executive performance, education, and meaningful growth contributions. Working together with the successor's executive sponsor, we curate real-time learning and enrichment experiences for the successor, anchored by our nine executive competencies, as well as learning opportunities for future successors.

Our Succession Planning program utilizes executive coaching and data collection to provide:

- An Executive Leadership Profile created for the successor based on data gathered through a series of surveys, assessments, and interviews.
- Regular executive sponsor check-ins designed to raise the level of accountability for the successor and provide vital and timely performance feedback opportunities.
- Facilitated alignments between the successor and their executive sponsor on the future competencies needed for successful succession and transformational growth.
- Coaching sessions combined with executive team communication to measure progress and uncover key insights in relation to successor performance.
- Curated real-time learning and enrichment experiences designed to accelerate successor development and growth.
- Quarterly forums for successors across the company, designed to engage long-term transition success and build a community of leadership for the next generation.



Most business leaders would see this type of investment as optional but that would be a mistake — it is necessary. With the right team and system to share feedback with each other the limits of what is possible are increased. I have more confidence the business will operate the way I want it to even if I am not making all the day-to-day decisions. The team is able to confidently make decisions and move the business forward.

Fred Cochran  
**CEO & Founder**, Insula Companies



If the time has come to make changes in an organization, Transcend can facilitate the creation of an informed and cohesive plan built around the leadership's vision while keeping firmly planted in the reality of what it takes for that vision to succeed.

Nancy Novokmet  
**Founder and Managing Partner**, NEED



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Transcend and their capable coaching created a fundamental shift in the team dynamics at our company. They've always delivered a 10 out of 10. If you are looking for an organization that can make a true difference, this is your group.

Mark Brugger  
**President & CEO**, Diamondrock Hospitality Company

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Transcend's coaching helps me appropriately balance my focus on the big picture while navigating the many obstacles and challenges that pop-up day-to-day. Having a coach as an unbiased guide and soundboard has been a vital investment to help me thrive in my roles as a business leader, partner, and human being.

Nancy Becker  
**CEO**, Co-Founder, 2Betties

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The work I did with my coach at Transcend was transformational, it completely changed the lens through which I view opportunities in life. Using several of Transcend's frameworks, we established focused and specific pathways to translate my performance into impact professionally and personally.

Tracey Thomm  
**VP Product Development**, CRC Companies

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# Are you ready to **activate** transformation?



## Get started now at [transcendbusiness.com/activate](https://transcendbusiness.com/activate)

