

Discover your *Real Impact*

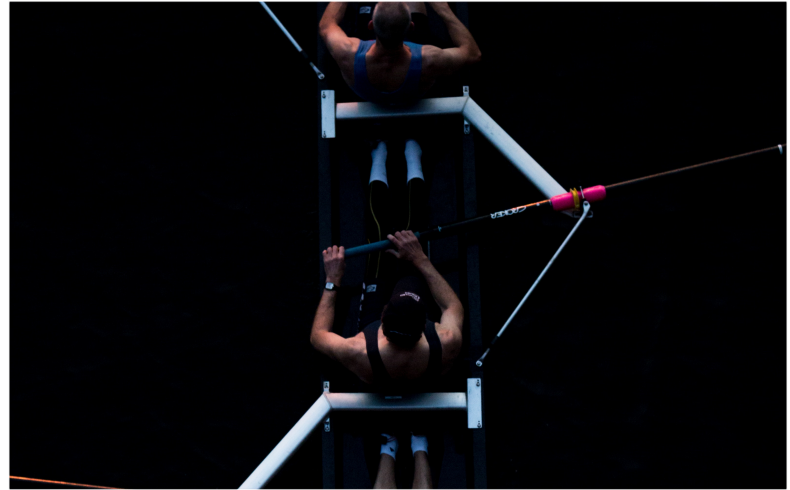
Shift from First Impulse to Best Instinct™

Systemic Coaching

- Executive Leaders
- Future Leaders
- Leadership Teams
- Intact & Project Teams

Learning Outcomes

- Learn critical opportunities and vulnerabilities related to use of power – personal and positional
- Expand activities to improve influence, value creation and stewardship for self and others
- Articulate and own a shared purpose that aligns across stakeholders and stakeholder groups
- Bring a systems-oriented approach to day-to-day activities and change initiatives
- Co-create sustainable team alliances across stakeholder interactions
- Assess quality and health of workplace culture related to behaviours and use of power in the workplace
- Pinpoint which behaviours and practices strengthen culture, and which need improvement
- Empower a coaching culture, inspiring self-selection as eco-systemic leaders



The Challenge

Discovering your Real Impact

Why is it important to know the *real impact* that you have on the contributions of others and your team culture? It is essential to foster teams that bring their best thinking, creativity, and engagement. Yet, out of fear, protection, or feeling less valued or valuable, people may hold back their ideas and opinions. *When critical insight is openly shared, leaders and their teams make informed decisions based on solid feedback and timely recommendations.*

Our Approach

Fostering Essential Conversations that Disrupt Complacency

Our purpose is to spark introspective and bold conversations that go beyond business-as-usual, setting the stage for mindful leaders and teams who can both adapt and drive complex change initiatives. Guided by a systemic approach, our mission is to foster the essential conversations that challenge complacency in the workplace, bringing attention to actionable change imperatives. We offer a broader lens beyond team building, to cultivating shared team purpose.

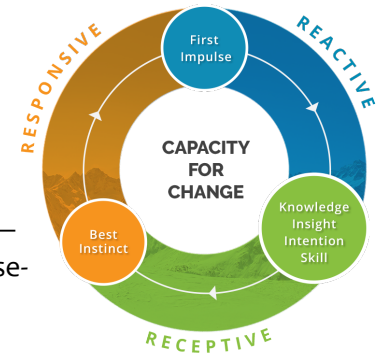
[Read: Team Coaching Case Study](#)

[Schedule: Strategy Session](#)

Program

Collective Wellbeing and Strategic Alignment

We partner with you to develop a team culture where collective wellbeing and strategic alignment lead to real impact and unlocked potential. The result is a noticeable lift in team purpose, engagement and the ability to create value, setting the stage for continuous growth and transformation. Through systemic coaching—Leadership Coaching for senior strategists-leaders and Team Coaching for purpose-driven teams—we activate what’s most needed for team effectiveness.



Learning Impact

Human-Centric Team Culture

Making the right impact on your team is top-of-mind. The issue? The higher up you are, the more dependent you are on others for information. You’re at greater risk that you won’t get the information, or if you do, it’s somehow biased or incomplete. Your decision-making is at risk because you’re not getting the data, the information you need to make informed decisions.

Our leadership & team development solutions:

- Bridge the gap between impact and perception
- Gain greater – and legitimate – organizational influence
- Empower inspired human-centred cultures

Tools & Assessments

- Leader Assessments
- Employee Audits-Surveys
- Team Diagnostics-Surveys
- Custom Models & Frameworks

Methodology

Systemic Coaching - For Individuals and Teams

Navigate your most pressing workplace challenges and activate tangible strategies for driving desired team and business outcomes. Leaders appreciate our strategic approach and co-created programs, driven by a deep understanding of the systemic complexity and challenges facing professionals today. We bring a laser-focused approach, strategic acumen and innate ability to explore the unexamined.



Lucy Shenouda, Master Certified Coach *Principal - Lead Coach*

In partnership with business leaders, purpose-driven teams and professional coaches, Lucy fosters the notion that: "More often than not, life is simpler than we make it out to be." Lucy co-designs systemic coaching programs with leaders and teams to progressively cut through the noise, to cross learning edges, to reach unparalleled growth.

As a corporate professional, Lucy held leadership roles in marketing and strategic planning. With Fortune and Global 500 organizations, she partnered with brand ambassadors in India, Lebanon, Nigeria, Indonesia, and the GCC. Lucy co-led learning integration of stellar brand and people experiences for Unilever, McDonald's, Nestlé and Showtime Arabia (now OSN). Lucy facilitates and curates online live speaker sessions for [Coaching.com](https://www.coaching.com) Foundation, she is an advisor for the Durham College International Business Program, and a published author.

Lucy's lived experience adapting across cultures, diverse environments and challenging circumstances sets the foundation for supporting people's highest potential while navigating their biggest challenges.

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