

“Moving successful marketing executives to a higher level of performance”

Overview

Stratford Managers senior consultants provide expert SLT-level professional development coaching designed to improve the executive’s effectiveness in his or her role. This coaching complements and augments traditional leadership development programs with structured on-the-job mentoring by subject matter experts.

The emphasis is on building the functional performance competencies that lead to better in-job performance and promotability including:

- **Managerial expertise** such as:
 - Business understanding
 - Strategic thinking
 - Priority setting
 - Time management
 - Staff management
 - Executive management, and

- **Functional expertise** such as:
 - Target markets
 - Value proposition
 - Commercial structures (pricing, proposals, packaging, discounting, etc.)
 - Go-to-market planning
 - Channel management
 - Sales support
 - Demand generation, campaign planning and lead management
 - Building awareness
 - Event planning
 - Digital marketing
 - Product management
 - Customer experience

Our comprehensive coaching program also covers personal objective setting and career planning and provides management tools/techniques for future self-coaching.

Benefits of Professional Coaching

Improved decision-making for the professional and the company

Clarity of direction for organization and executive

Enhanced functional performance and leadership

Achievement of career and business goals

Improved job-related skills and performance

Resolution of obstacles impeding job performance

In-situ progress on operational objectives

Retention of executive leadership top talent

Methodology

Our approach is underpinned by the operational expertise of our senior consultants who bring decades of relevant management practice and mentoring experience to the program. The coaching is delivered through a minimum of 6 monthly sessions which can be extended to 12 monthly sessions depending on the number of coaching themes identified. A 12 month program enables more in-depth effort on coaching themes and more in-process job support.

A typical 6 session program consists of:

- **Session 1: Fact-Finding/Level-Set**
 - Clarify the starting point: situation analysis, current state (with input from client's reporting executive or optional 360 degree survey for an additional fee), aspects of dissatisfaction (personal/role/organization) and the destination: definition of success and joint SMART objectives (aligned with organization)
 - Assess strengths and weaknesses, obstacles and resources (SWOR)
 - Develop potential list of coaching themes (personal and managerial, short term and long term)
 - *Required pre-work: current state description, SMART objective setting and SWOR assessment*

- **Sessions 2-5: Development (1-2 sessions per theme)**
 - Explore and address coaching "themes"
 - Frame solutions
 - Develop action plans
 - Identify critical success factors (CSFs)
 - *Pre-work: coaching theme selection and description*

- **Session 6: Empowerment**
 - Confirm future agenda for self-guided progress
 - Review milestones
 - *Pre-work: document CSFs by coaching theme*

Typical Coaching Session

Each session is an intense 1 hour meeting with preparatory work. It requires an on-time start, uninterrupted attention and thoughtful preparation by the executive. While flexible based on circumstances, each session generally follows a common flow:

- "Check-In" including celebration of progress: 10 min.
- Homework review: 20 min.
- New topic: 20 min.
- Homework assignment: 5 min.
- "Check-Out" reflecting on value of session and action plans: 5 min.

Coaching meetings may occur face-to-face in the client's office or other convenient location, or via Skype or phone call.

Price

\$5000 for 6 coaching sessions, including initial reporting executive consultation, and availability for ad-hoc telephone or email conversations during coaching period.