



Inspired Executives:
It's all about
Leadership!

Developing
Leaders & Organizations
from the Inside Out.



Inspired Executives | Annette B. Czernik

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Welcome, Leaders!

Good news for you: Leadership in organizations will always be in high demand. The changing world needs new leadership. It is about working together, and practiced in attitude and actions. My name is Annette Czernik, I am passionate about coaching and developing leaders at all levels – front-line to C-Suite and in life – across the globe.



It is crucial to me to energize you and your organizations to lead transformational processes and fundamental changes for your long-term success. I engage, encourage and empower organizations to dream beyond their plans and leaders to tap into their inner purpose, connect that with outer goals and tasks to bring about extraordinary, sustainable results.

With my coaching practice Inspired Executives, I focus on these key coaching areas:

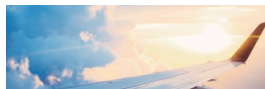
Change Management

From Tunnel Vision to Multiple Perspectives



Leadership Excellence

From Purpose to Impact



Cross-Cultural Communication

From Outsider to Insider



Read more about each coaching area and how it brings you closer to being the kind of leader the world needs now.

Coaching with Inspired Executives

How can coaching with Inspired Executives make a difference to you and your organization?

With this brochure, I would like to show you that coaching unleashes your leadership potential as well as the potential of organizations and

people for them to survive and thrive in today's turbulent business world. You will also learn who I am, and which services my coaching practice Inspired Executives offers.



“Learning is not a one-time event. Great leaders in great companies recognize that ability to constantly learn, innovate, and improve is vital to their success.”

(Amy C. Edmondson)

Content Overview

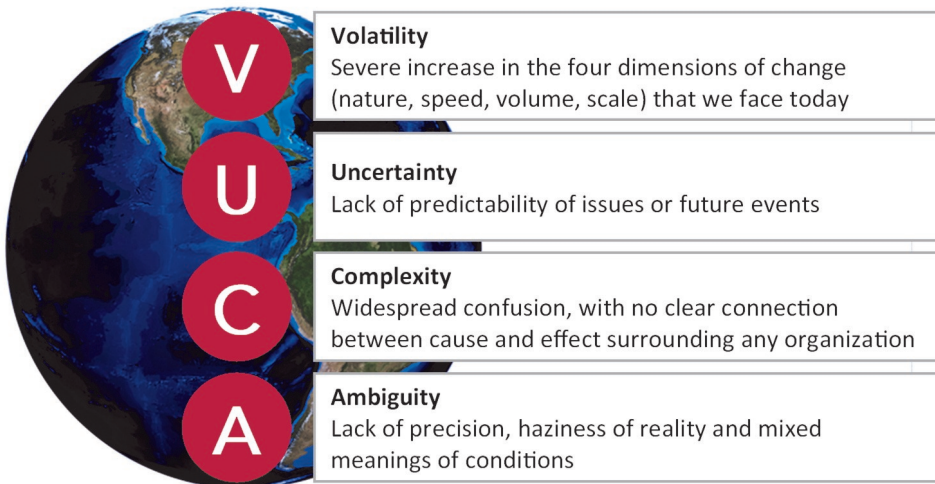
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Unsteady World, Steady Leadership

What is your current leadership approach?

We live in a world where change is ever greater, where the future is less predictable, where the options increase exponentially, and the way we think about these options has undoubtedly changed. It is an era of ever-increasing competition and technology that changes at speeds

unimaginable some years ago. The constantly changing challenges brought on by politics, economics, society, and the environment have been summarized through the acronym VUCA. It describes a business environment characterized by:



In this environment, coaching is not a luxury, it is a survival skill.

Leaders need to develop the capacity to navigate this VUCA world with new thinking, skill, talent and character to create new processes, products, and services that have value for their customers. More than ever, success in business is about people.

- How ready are you or how prepared is your organization to
 - flexibly apply different methods and approaches to help your people innovate, change and move into the future without fear?
 - work with a different mindset and mental agility to navigate the plethora of information readily available by the Internet?
 - embrace cross-cultural diversity and cultivate collaborative relationships?

“Coaching turns problems into challenges, challenges into opportunities, and opportunities into gifts.”

(Milton Erickson)

The Future is Now

How do you develop your leadership strength?

In response to the unsteady VUCA world, leadership needs to provide transparency and security, strengthen connections, and reinvigorate motivation – now and into the future.

Leaders change how people think (without telling them what to think) about the fundamental concepts that inform their worldviews, ethics, and life strategies.

Life keeps changing at the top. All leaders are already working in an increasingly less structured world. Leadership is finding a balance between leading and listening, between top-down and bottom-up, and between short-term and long-term. Going forward, influence will

trump power and position, network will trump hierarchies, and intelligence will trump force.

We all know the timeless vital traits of leadership like integrity, honesty, and personal responsibility. There is no competitive advantage in being like everyone else. To be a strong leader today and in the future, you need to become adept not only at quickly reacting to events but anticipating change before it occurs, and then communicating the appropriate messages to the team to guide them through the transition.

How about taking a coach approach to boost your leadership strength? Keep reading.

*“You cannot teach a man anything.
You can only help him discover it within himself.”*

(Galileo Galilei)

Leadership changes everything and so does coaching

Coaching with Inspired Executives is a collaborative and co-creative process that inspires new possibilities, and strategic actions, designed to help you and your organization achieve your goals. The coaching conversation gives you a secure outlet to discuss important matters with a listening ally and confidential thinking partner.

Leaders at all levels – front-line to C-Suite and in life – have sought coaching with Inspired Executives in these fields:

■ **Change Management**

Coaching enables leaders and their teams to find clarity, brainstorm possibilities, make informed decisions, have the essential conversations needed to envision, strategize, develop, mobilize and commit to action.

■ **Leadership Excellence**

Coaching helps uncover what kind of leader you want to be (come) by strengthening your self-awareness (calibrating your inner compass and reinvigorating authenticity), self-leadership, confidence, communication, leadership presence as well as relationship skills.

■ **Cross-Cultural Communication**

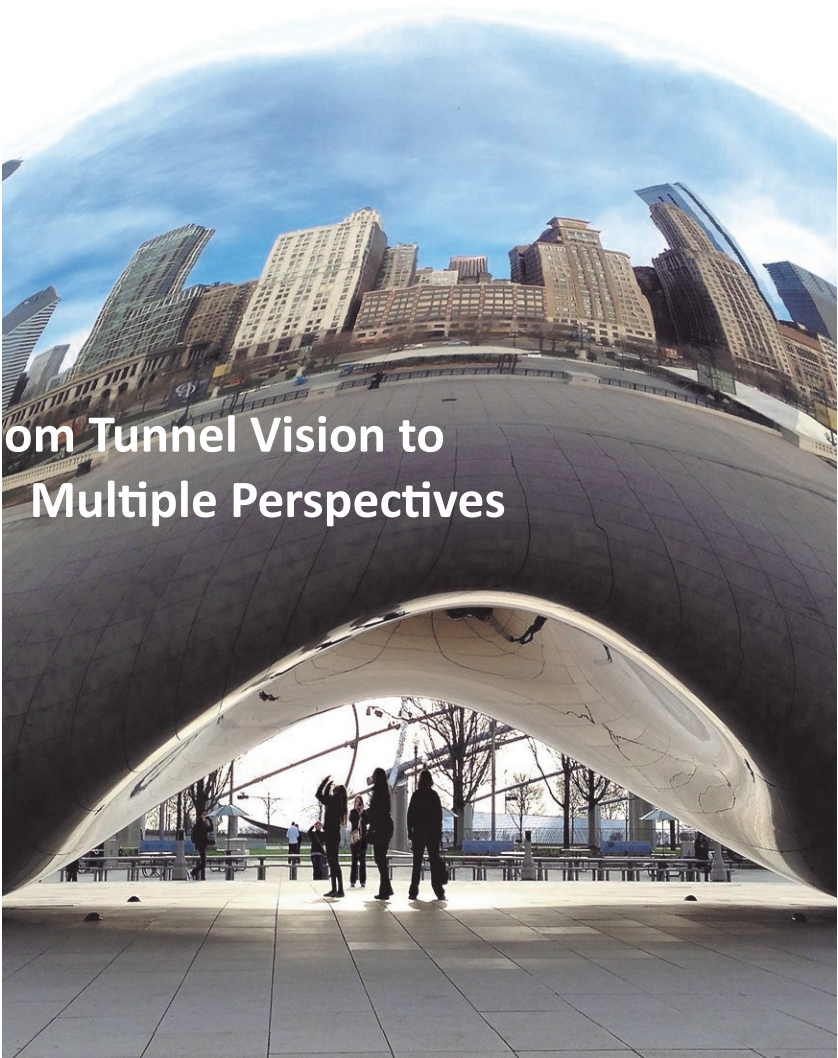
Coaching helps you accept and embrace the differences of your diverse workforce, leverage a shared vision, promote open communication, foster strong work relationships among virtual teams, and boost interoffice rapport.

On the following pages, you will be presented with insights into how coaching helps you succeed in various situations. Stay tuned.

Change Management

How flexible are you at exploring situations from multiple perspectives to identify viable solutions and make the change happen?

**From Tunnel Vision to
Multiple Perspectives**



Key Coaching Areas: Change Management

Change is in the air. As complexity increases, managing change and innovation becomes increasingly difficult. The ability to project future outcomes has moved from an environment of manageable risk to rising degrees of uncertainty. The speed at which information is transformed into actionable knowledge is not keeping pace with changes in the business environment. These changes can affect anything from organization structure to process, technology, and people.



- **Potential objectives for the coaching process are**
 - Energize leaders for the change for them to maximize their impact
 - Engage leaders to decide on effective interventions to support and prepare for impending changes
 - Empower leaders to take action and manage the organization through changes

*„May you have a strong foundation
when the winds of change shift
... and may you be forever young.“*

(Bob Dylan)

Change Management



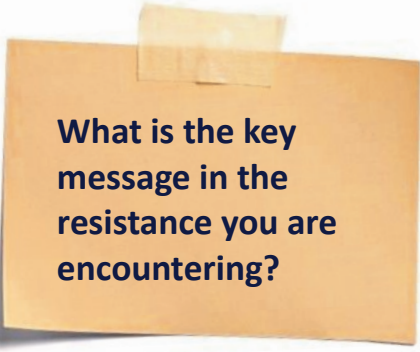
■ Developing Change Management Skills

Coaching is a vital part of successfully managing change and innovation. Learning is change, and change is learning. Coaching facilitates both. Coaching can alleviate many of the reasons for resistance and build support for the change throughout the organization. Coaching for change is focused on impacting the organization, with a view to accelerate the implementation of change.

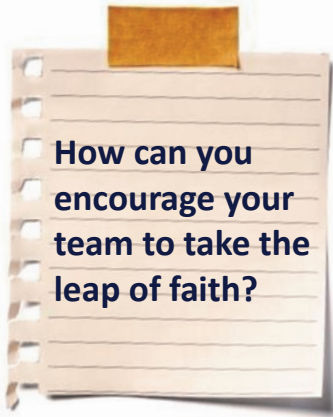
■ Selection of tools, models and methods

- LIFO® Life Orientations Assessment to identify behavioral and communicative preferences
- Change transition curve
- Resistance to change
- Stakeholder needs analysis
- Change impact analysis

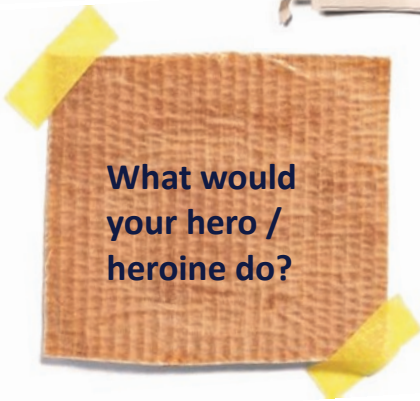
Useful Coaching Questions:



What is the key message in the resistance you are encountering?



How can you encourage your team to take the leap of faith?



What would your hero / heroine do?



Related Blog Posts:

www.inspired-executives.com

- Aha, Woohoo, and Wow: Design Thinking!
- The key ingredient for communicating change
- Change your story. Change your world.
- No love. No change.
- Managing resistance: Change is just a kiss away.

Leadership Excellence

How purpose-driven &
value-based is your leadership?

From Purpose to Impact



Key Coaching Areas: Leadership Excellence

People are longing for trustworthy leaders. Authentic leaders fill a void in an uncertain world. Authentic leaders lead from conviction; they are originals, not copies, and base their actions on their values and purpose. Personal mastery for leadership excellence revolves around the idea that no matter what your leadership level or role, the critical factor to begin with is inside us. Before you can lead outwards, you need to look inwards.



■ Potential objectives for the coaching process

- Energize leaders to manage group dynamics, high performance teams, and effective feedback
- Engage leaders to explore the leadership role from different perspectives and to take courageous decisions
- Empower leaders to inspire their teams and positively influence their organizational culture

„Be yourself. Everyone else is taken.“

(Oscar Wilde)

Leadership Excellence



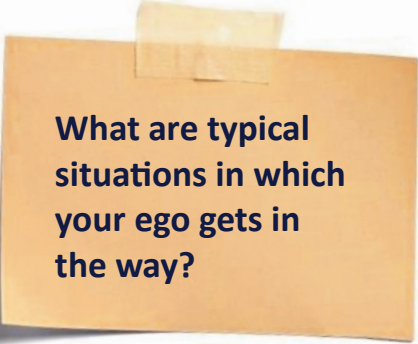
■ Developing Leadership Excellence

Coaching for leadership excellence supports leaders to develop a sound level of personal mastery, create and lead out of a personal vision and relentlessly drive towards it every day. Coaching also helps leaders practice regular self-reflection and self-monitoring, understand their own and others' feelings, behaviors and mindsets, be present, and accept only the best.


■ Selection of tools, models and methods

- Hogan Leadership Assessment™ to identify leadership potential, derailers and values
- Tools for motivating and delegating
- Effective communications strategy and storytelling
- Connection between a leader's vision and the organization
- Leadership strengths, values and development plan


Useful Coaching Questions:

An orange rectangular sticky note with a piece of yellow tape at the top center.

What are typical situations in which your ego gets in the way?

A small, lined notepad with a piece of yellow tape at the top center.

Have you done your best today to ... ?

A brown, textured rectangular sticky note with yellow tape at the top-left and bottom-right corners.

How do you express your most important value?



Related Blog Posts:

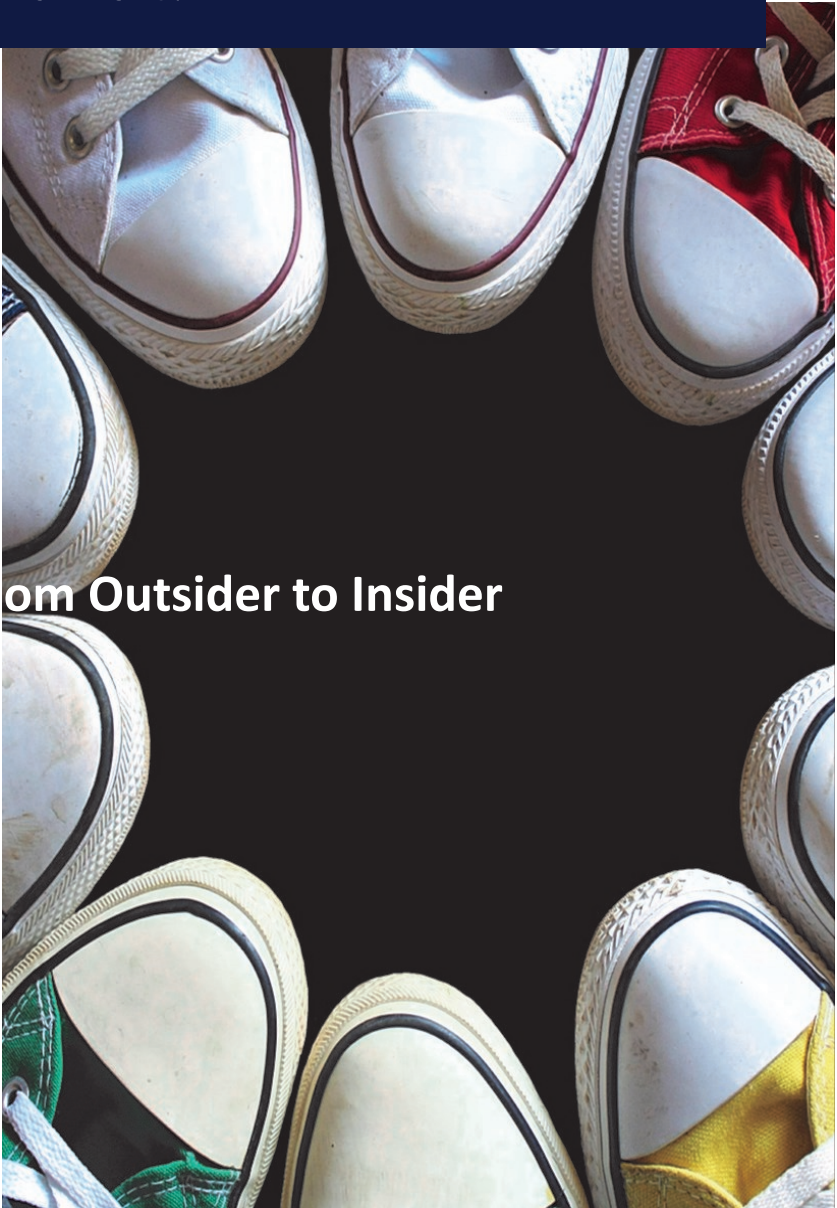
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- What the best leaders need to know about teams: Safety first!
- The unique dynamics of Senior Leadership Teams
- Are you doing water ballet in the shark tank?
- A leader's role in building a healthy organization
- The dark triad or the fifty shades of gray in leadership

Cross-Cultural Communication

How savvy are you at making social connections in an unknown or virtual environment?

From Outsider to Insider



Key Coaching Areas: Cross-Cultural Communication

Each of us views the world through our unique lens of values, morals, conventions, behaviors, attitudes and ethics that are characteristic of our country of origin. Culture informs every aspect of how we live, function and interpret the world around us. Cultural values and attitudes impact behaviors and results. When diverse cultures get together, inadvertent misunderstandings frequently occur, despite a common shared language.



■ Potential objectives for the coaching process

- Energize leaders to manage miscommunication, conflict and stereotypes on their international teams
- Engage leaders to develop strong (virtual) team relationships through interpersonal skills
- Empower leaders to become empathetic and inclusive of the culturally 'other'

„Don't judge a man until you have walked a mile in his shoes.“

(Native American proverb)

Cross-Cultural Communication



■ Developing Cross-Cultural Communication


Even if you put your best foot forward, you can still step on someone's toe. Coaching helps you stick with your 'workout routine' practicing cultural competence. Through coaching, leaders who cross cultures will increase their self-awareness and clarity on their own cultural identity and how that impacts their decision-making, leadership and communication style as well as their team management.

■ Selection of tools, models and methods

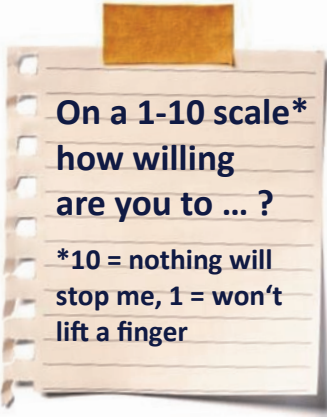
- Energy Leadership Index™, an attitudinal assessment that measures your level of energy based on your attitude, or perception and perspective of your world
- Organizational and country culture
- Stages of team building for virtual teams
- Conflict reconciliation
- Trust and empathy

Key Coaching Areas: Cross-Cultural Communication

Useful Coaching Questions:




What would the painting on the wall say about this situation?



On a 1-10 scale*
how willing
are you to ... ?

*10 = nothing will
stop me, 1 = won't
lift a finger



Why aren't
things worse?



Related Blog Posts:

www.inspired-executives.com

- Winning social connections
- Managing a virtual team
- How to overcome barriers to effective feedback
- Self-control and what it takes ...
- Taking charge: Managing and overcoming fear

Coaching Services at a Glance

From reflection to action

Core Services: Developing leaders and organizations

Coaching 1:1

Inspired Executives provide 1:1 coaching for leaders – front line to C-Suite and in life – across the globe via video conference, phone and in-person. Coaching with Inspired Executives helps leaders identify their personal ‘why’ to achieve congruence of moral and ethical views across their personal and work lives. Through the coaching process, leaders

- connect their inner purpose and vision with outer goals to bring about extraordinary results
- increase their awareness and intention for greater impact on their teams and organizations
- declare strong commitments to build relationships, inspire others, drive innovation, and secure competitive advantage

Team-Coaching

People and organizations depend on groups to achieve what individuals alone cannot. Team coaching enables teams to function as more than a sum of its parts by clarifying what the team is there to do and by improving the relationships both within the team, and between the team and its external environment. It empowers individuals or groups to learn for themselves or to find their own answers to problems.

*“Failure is success
in progress.”*

(Albert Einstein)



Other Services: From food for thought to desire to inspire Management Consulting

Inspired Executives provide expert advice to leaders at all levels and HR managers on best practices as relates to change management projects. Based on the diagnosis, context and analysis of the current situation of the organization, plans for performance improvement are suggested. Change management projects are accelerated through the development of coaching skills, co-creation of the business strategy as well as effective change communication.

Business Writing

Inspired Executives support managers and leaders in change situations that require high-impact professional communication to deliver good or bad news, influence the recipients, and direct their actions.

Public Speaking

Inspired Executives design and deliver key note speeches to engage and inspire your audience at a deep level. We help you reinforce your message, provide you with expertise and knowledge, and assist you in designing a diversified event.

It's all about Leadership!

The Inspired Executives' leadership philosophy



INSPIRED EXECUTIVES

The Inspired Executives' logo not only represents us

and what we think and feel about work and life but also our holistic leadership philosophy. The synthesis of the three symbols adds value to an organization, a leader and our existence through a coaching process.



The **crown** stands for the mind, empowerment, and stepping up



The **leaf** symbolizes energy, development, and prosperity

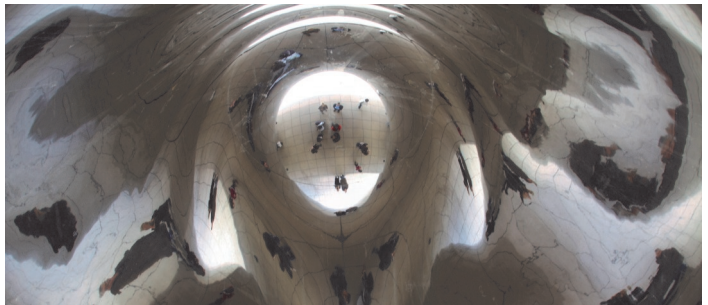


Our **heart** is the engine

The Inspired Executives' approach to developing supportive, transformational and purposeful leadership in work and life is embodied in this philosophy:

- Leaders are made, not born. Everyone is a leader in their lives, some of us also hold corporate leadership roles. Leaders emphasize their self-development. They know they can move courageously beyond their fear.
- Leading others starts with leading yourself. Leaders who enhance their awareness have the greatest impact as they effectively manage the congruence of intention, action and perception. They look inside first.

- Leaders, who choose to express their most valuable qualities genuinely and authentically, enable and empower change. Their leadership infuses organizations with inspiration and energy that move people forward. They focus on people and gaining clarity to achieve alignment and results.
- Leaders are aware of the relatedness of physical, emotional, mental and spiritual energies. They bring their whole selves to work and life, and they encourage others to become fully engaged as well. They listen deeply, ask powerful questions, and make effective decisions.
- The world needs leaders who are dedicated to creating a thriving future for global businesses and our collective and sustainable well-being. The future requires leadership with the creative capacity to contribute to the evolution of humanity and transform its way of thinking and being in organizations across the globe.



Annette B. Czernik, Inspired Executives

Biography: Understanding leadership
from the inside out



Annette is passionate about supporting leaders and their organizations to lead transformational processes and fundamental changes for their long-term success.

Her diverse corporate career in the financial industry over the past 25+ years comprises different roles in the Private & Business Clients area, Asset & Wealth Management as well as IT and Human Resources. Annette led international teams in her home

country and abroad, managed and contributed to multiple projects with global reach, managed (project) teams virtually, and worked and lived in New York City for many years.

Annette founded her coaching and consulting practice Inspired Executives in 2010. It is important to her to increase the awareness of senior position holders on the interconnectedness of thoughts, emotions and actions. Annette strives to help humans be(come) the kind of leader the world needs now. With Inspired Executives, she develops leaders and organizations from the inside out.

Annette partners with ICF-accredited coaches, management consulting firms and training institutes across the globe to design and deliver optimal solutions to her clients.

Coach Profile: Passionate about learning and delivering quality

- Member of the International Coach Federation and Professional Certified Coach (PCC)
- Continuous learner and very curious about the latest and greatest in the field of leadership, leadership development and coaching
- Coaches leaders at all levels – front-line to C-Suite and in life – in international corporations, start-ups and small & medium size businesses
- Certified Story Coach™, creative storyteller and writer
- Graduate of Institute for Professional Excellence in Coaching (iPEC), and member of iPEC's global coach community OneIdeaAway
- Internal coach at financial services firm for 20+ years
- Holds licences of various assessment tools including the MBTI®, LIFO®, LIFO® Work-Life-Balance, DiSC®, Energy Leadership Index™, Lominger Voices™, and Hogan Leadership® Assessment

“Truth is life.”

(Frank Lloyd Wright)

Coaching with me ...

... invites you to a unique discovery tour. The journey will lead us into the depth of your concerns, the sources of laughter and energy, along the solution rock and via an obstacle course to the milestone you have identified as your goal. I will hold you accountable for completing your assignments that are required to find your truth and your story.

We will take a detour only when the road is closed, otherwise we stay on the highway and deal with traffic blocks when they occur. Be prepared for some bumps in the road and a lot of beautiful views and perspectives.

I strive to create a diversified experience for you that takes you safely to your core and wherever you want to go from here ...



*“The journey between what you once were
and who you are now becoming is where
the dance of life really takes place.”*

(Barbara De Angelis)



INSPIRED EXECUTIVES

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