



LeaderShift Insights' executive and team coaching provides skills and awareness for leaders and the teams they lead to thrive. We work with you to create an experience that drives the outcome you need in a safe, objective and challenging environment. Coaching is designed to maximize a leader's value and contribution, and is targeted to specific objectives for both the leader and the business. It is often a matter of creating an awareness of perceptions and building strategies to change a personal brand.

### Why Coaching?

Leadership coaching accelerates development, deepens learning, and enables leaders to:

- Demonstrate visible leadership while transitioning into new roles
- Bridging the gap between how they are perceived today and how they need to be perceived by their leaders to advance faster
- Intentionally create and reinforce or remarket a personal brand
- Advance specific business outcomes
- Overcome targeted development areas
- Create breakthroughs in team performance
- Increase their value to the organization
- Think more broadly and strategically
- Navigate and capitalize on complex corporate political systems
- Improve their ability to influence and communicate with others
- More effectively balance work and life commitments
- Increase emotional intelligence to reduce stress

### Why LeaderShift?

Over 20 years developing executives both internally and externally has taught us much about what works. This is reflected in a unique approach to:

- **Faster Results** – we work with our clients to focus on an improved business outcome and behavioral objective from the start. We do not require an exhaustive battery of tests up front. Often, this overload and simply takes too long to digest before moving forward. After a consultation, we will determine what makes sense and move forward. This allows you to work on what's important and see faster results. Additions can easily be assimilated into the process.
- **Improved Team Performance** – a leader's effectiveness is directly proportional to their ability to drive performance through their team. We often combine leadership coaching with team interviews, alignment and strategic planning to accelerate progress on real business objectives.
- **Accessibility** – coaching engagements are priced at a flat fee that allows for access as needed, in addition to scheduled sessions. This encourages our clients to leverage their coach's expertise rather than counting pennies.

### What About Assessments?

Our coaches have access to a wide range of leadership and multi-rater assessments and tools and will use them judiciously based on the needs of the client. Our unique approach is focused on getting to know our clients and creating a tailored solution to optimize self awareness and results.

### Results Driven Process

Our coaches are passionate about the effectiveness and agility of leaders at all levels. We enable leaders to get people aligned to drive breakthrough performance and advance what is important to them. Our proven approach achieves sustainable results:





**Jennifer Eggers**  
Atlanta, GA

Jennifer is a managing partner at LeaderShift Insights Inc., a consulting firm with deep expertise in optimizing organizational performance through leadership and alignment. A professional speaker, coach and consultant, she is an innovative leadership, talent and organization development executive with a passion for creating insights that drive business results. She has a strong bias for execution and a proven ability to impact results due to her early operational background. Adept at assessing the big picture, Jennifer is known for building alliances, creating impactful teams and implementing strategies that drive results.

With a unique ability to align diverse stakeholders and global experience in both consulting and corporate roles, Jennifer has built an integrated approach to developing leaders and organizations, optimizing talent/succession, structure and processes while enabling organizational change, learning and productive dialog. She is also the creator of RapidOD, a collaborative and fast approach to organization restructuring and highly popular workshops on Influence, Resilience and Driving Sustainable Change.

Jennifer has over 20 years of Executive Coaching Experience and holds two executive coaching certifications. She has coached entire leadership teams as well as officers and directors of many Fortune 500 companies. She is known for repositioning personal brands, driving behavior change and enabling leaders to improve their ability to drive performance through others.

Jennifer is a former Partner with Cambridge Leadership Group, Vice-President, Leadership Development & Learning for Bank of America and has held several other senior roles in Learning, Organization & Leadership Development at AutoZone and Coca-Cola Enterprises. She has designed and executed large-scale initiatives including mergers, enterprise restructuring, talent management, performance-management and team development. Blending people and process improvement strategies for executives and teams at Fortune 500 companies, Jennifer delivers introspective leadership programs and has coached leaders at all levels with demonstrable results.

**Certifications\***: Certified Executive Coach, MBTI, Hogan, Hogan for Selection

**Areas of Expertise:** Global Leadership, Personal Branding, Organization Design/Restructuring, Designing & Facilitating Strategic Conversations, Business Architecture, Strategy Execution, Talent & Performance Management, Change Management, Leadership & Executive Development, Action Learning, Organization Development, Creating Alignment, High Performing Team Development

*\* For the purpose of interpreting and integrating additional assessment data, Jennifer is assisted by a team of appropriately certified experts.*



**Keith Leust**  
Chicago, IL

Keith is a managing partner at LeaderShift Insights Inc., a consulting firm with deep expertise in optimizing organizational performance through leadership and alignment. A professional coach and consultant, he brings the business and financial discipline to the table, while appreciating the nuances that are necessary to be an adaptive leader. With three decades of battle tested experience as a business executive accountable for bottom line results he is known for delivering results. Keith has advised business leaders in multiple industries, helping them drive the execution of strategy.

With extensive experience in strategy, large-scale reengineering, technology implementation, human resources and change management, Keith has led significant organizational transformations. He has worked in healthcare, pharma, financial services, manufacturing and most recently in the public transit system where he has led many large-scale business transformation projects. He has also been published on transformation and the vital roles adaptive leaders play in enterprises of the 21st century.

Prior to joining LeaderShift, Keith was a Vice President and Managing Consultant with Accelare, Inc., a strategy consultancy focused on helping clients put resources and plans in place to realize their strategic vision. As Director of Organizational Development at Motorola, Keith was instrumental in the re-architecting of the cell phone business. Later as the HR Executive for the global IT organization, he worked with leadership to transform IT. In addition, he led Motorola University and created innovative leadership academies. At Prudential, Keith was the Vice President of Business Transformation and led the reengineering of front and back office operations. Keith even spent a year as the interim Chief HR Officer for the Boston Transit system keeping the buses, trains and subway running!

Keith has a uniquely balanced background both as an executive leading organizations, an employee accountable for bottom line results and as a senior consultant working with leadership to ensure their organizations success.

**Certifications\***: MBTI, Certified Business Architect, Six Sigma Black Belt

**Areas of Expertise:** Global Leadership, Personal Branding, Organization Design/Restructuring, Designing & Facilitating Strategic Conversations, Business Architecture, Strategy Execution, Talent & Performance Management, Change Management, Leadership & Executive Development, Action Learning, Organization Development, Creating Alignment, High Performing Team Development

*\* For the purpose of interpreting and integrating additional assessment data, Keith is assisted by a team of appropriately certified experts.*