

# BUSINESS ADVISORY: ACCELERATE BUSINESS RESULTS & MITIGATE RISK

## WHAT IS A BUSINESS ADVISOR?












A **Business Advisor** is a behind the scenes expert thought partner to guide and support a senior executive charged with delivering breakthrough results. Critical when the stakes are high, an advisor helps drive visible results and impactful leadership. A business advisor serves as a sounding board, providing guidance, content and tools. Typically, more prescriptive than coaching, conversations with an advisor tend to be more about building strategies and influencing optics, perceptions, and results than about questions and reflection.

### Who Benefits?

Business advisory is designed for senior executives (SVP to C-Level) facing one or more scenarios where the organization must mitigate risk and maximize the ability to get it right the first time:

- Aggressive growth goals
- New in a highly visible role
- Forming a new team, function or COE
- Stretch assignment
- Incubating a new product
- Culture transition
- Being considered for promotion
- Integrating into a new culture or organization

Business advisory engagements are customized and often longer-term than coaching. An advisor is an objective, confidential, trusted expert thought partner who can strategize with you to plan your lasting impressions. Advisors help read the landscape, accelerate business results, and equip leaders to demonstrate visible leadership and credibility fast.

-  Demonstrate visible leadership while you are getting set up to deliver results fast
-  Understand and accelerate integration into a new culture, team or geography
-  Clarify expectations and priorities for your new role
-  Strategically set new relationships up for success
-  Maximize success rate for high-risk roles
-  Mitigate risk and reduce failure rate
-  Advance specific business outcomes
-  Minimize turnover in critical roles
-  Be intentional about creating effective optics and perceptions
-  Improve early communication and influence
-  Effectively integrate work and life commitments

## WHAT ABOUT ASSESSMENTS?

We have access to a wide range of leadership assessments and will use them judiciously based on what makes sense. Our unique approach is focused on getting to know you and building a customized solution.

## COACH VS. ADVISOR

While there is some necessary overlap, coaches and advisors serve different purposes and have different skill-sets. Main differences include:

- A coach tends to focus primarily on behavior and changing perceptions, often informed by personality assessments. An advisor tends to focus on strategies, business results, optics and action items, often informed by stakeholders and results achieved.
- Coaching is delivered primarily through thought provoking questions and reflection. An advisor asks questions to be informed but will often provide a point of view, data, relevant content or applicable tools, ideas and solutions.
- A coach generally acts as a third-party observer directing the client to come to their own insights. An advisor may not have the exact answer, but they are a thought partner who is “in it with you” in building solutions and will provide insight and direct experience when relevant.
- A coach can be highly effective without direct experience. An Advisor leverages their experience in similar situations to draw parallels and help you see around corners and anticipate what’s coming.
- Coaching is generally more behavioral insight-based where advisors tend to be more specific business focused and sometimes prescriptive.

### **LEADERSHIFT® ADVISORS HAVE BEEN HR, OPERATIONS, AND C-SUITE EXECUTIVES WITH PROVEN BUSINESS TRACK RECORDS.**

We are champions in our field, and we work with leaders who want to be champions in theirs. Our expertise quickly establishes credibility with executive stakeholders so they can clarify expectations and cultural nuances early to optimize success. We have seen hundreds of companies and we have been in your shoes. This allows us to see around corners and help you navigate the curves.

Because the choices you make instantly have long-term effects. We help you manage in moments of high-speed change.



JENNIFER EGGERS | ALLENTOWN, PA

## YOUR ADVISOR

**JENNIFER EGGERS** is the Founder & President of **LeaderShift Insights® Inc.**, a firm known for helping leaders dealing with disruptive change who want to increase their organization's capacity to adapt so they can emerge stronger and more effective faster. A long-time consultant, coach, best-selling author and speaker, Jennifer has a passion for creating alignment and resilience so your team can do more with what you already have. She is a masterful facilitator known for creating shared agendas and unraveling tough issues that hinder results.

With a unique ability to align diverse stakeholders and global experience in consulting and corporate roles, Jennifer's integrated approach to creating alignment develops leaders at all levels while enabling learning and productive dialogue. She is the creator of RapidOD, a collaborative fast approach to organization restructuring; highly charged workshops on Influence, Resilience, and Driving Sustainable Change.

With nearly 30 years of C-Suite Coaching Experience, Jennifer has coached entire leadership teams as well as officers and directors of many Fortune 500 companies. She is known for repositioning personal brands, catalyzing behavior change, and increasing senior leaders' ability to drive performance through others. Her book, *Resilience: It's Not About Bouncing Back* is a #1 international best seller.

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. Her kitchen English approach and proprietary research backed solutions resonate equally well from the shop floor to facilitating complex strategy and issues resolution sessions with C-Level Executives. She is a Strategic Partner with University of Georgia Executive Education, an Advanced Practitioner in Adaptive Leadership, and a member of the Adaptive Leadership Network at Harvard's Kennedy School of Government.

*"We help you clarify the real issues and get them out on the table where they can be solved. Because you can't solve what you're not talking about."*

**-Jennifer Eggers**



**CERTIFICATIONS:** Certified Speaking Professional (CSP), Certified Virtual Presenter, Twice certified Executive Coach, Culture Types, Meyers Briggs Type Indicator, Hogan, Hogan for Selection, Mediation, Design for Six Sigma, Six Sigma Green Belt

**AREAS OF EXPERTISE:** Adaptive Leadership, Organization Design/ Restructuring, Strategic Conversations, Global Leadership, New function/CoE Start Up, Strategy Execution, Talent Management, Change Enablement, Leadership & Executive Development, Action Learning, Creating Alignment, High Performing Team Development

- State Bank & Trust
- AutoZone Parts Inc.
- BIC
- Honeywell
- The Home Depot
- Marsh Berry
- AvMed HealthCare
- Bank of America
- Call2Recycle
- Coca-Cola
- Drexel University
- Coca-Cola Enterprises
- Johnson & Johnson
- Mayo Medical Labs
- Biosense Webster
- University of GA
- Vanco
- TenCate
- SantaFe HealthCare
- Ingredient
- Delta Airlines
- UPS
- Multiple Myeloma Research Foundation