

# Women's Leadership Coaching (WLC)



## **Audience**

Multiple women executives/leaders

## **Objective**

High impact development for multiple women leaders simultaneously yet individually. Leverage this model to effectively and efficiently develop women leaders across your organization. Amplify impact by engaging 6-20 women leaders in one-on-one coaching, and optional group learning, concurrently.

---

*"I have taken a lot of professional growth and management classes, but in a classroom environment it's tough to find solutions and get help to specific problems that are unique to me. The 1:1 coaching helped me grow exponentially as a leader in the past few months, and I wouldn't be where I am professionally so quickly without my coach's help and care. The Mariposa program was amazing, and I am so incredibly grateful for the opportunity to participate!"*

---

## Description

A customized approach combines the power of in-depth feedback, 1-1 coaching and optional group learning. Our well-honed programmatic coaching approach ensures participants' and sponsors' time is spent effectively:

- 1. Design**—We work with you to design the program, from participant selection to content to progress evaluation.
- 2. Match**—We select the right coach for each participant based on needs, experience, style, and pace.
- 3. Assess**—We provide a *360° Feedback Interview* process, along with self- assessment tools, and align with manager/HR to define clear coaching objectives and support for each participant.
- 4. Coach**—Weekly touchpoints enable progress. Whether in a 1-1 with the executive coach, a peer or in a group - confidential, compelling, and action-oriented conversations include relevant leadership strategies, tools, and practices to apply to current issues while developing long-term skills.
- 5. Overall Program Management and Support**—Mariposa's COO or CEO works with the internal program owner/sponsor from start to finish to ensure overall program success.

---

## Leading-edge Resources/Content

- Content customized to each participant and group's needs, including focus on the unique needs of women leaders
- *Reference Guide*—a 40-page booklet with numerous leadership resources and tools
- *Leadership Chronicle of a Corporate Sage*—book by Mariposa's CEO, Sue Bethanis
- *WiseTalk*—one-hour monthly teleconference with leadership experts
- Relevant reading, videos, podcasts curated for each participant and group by coach and supported by our researcher

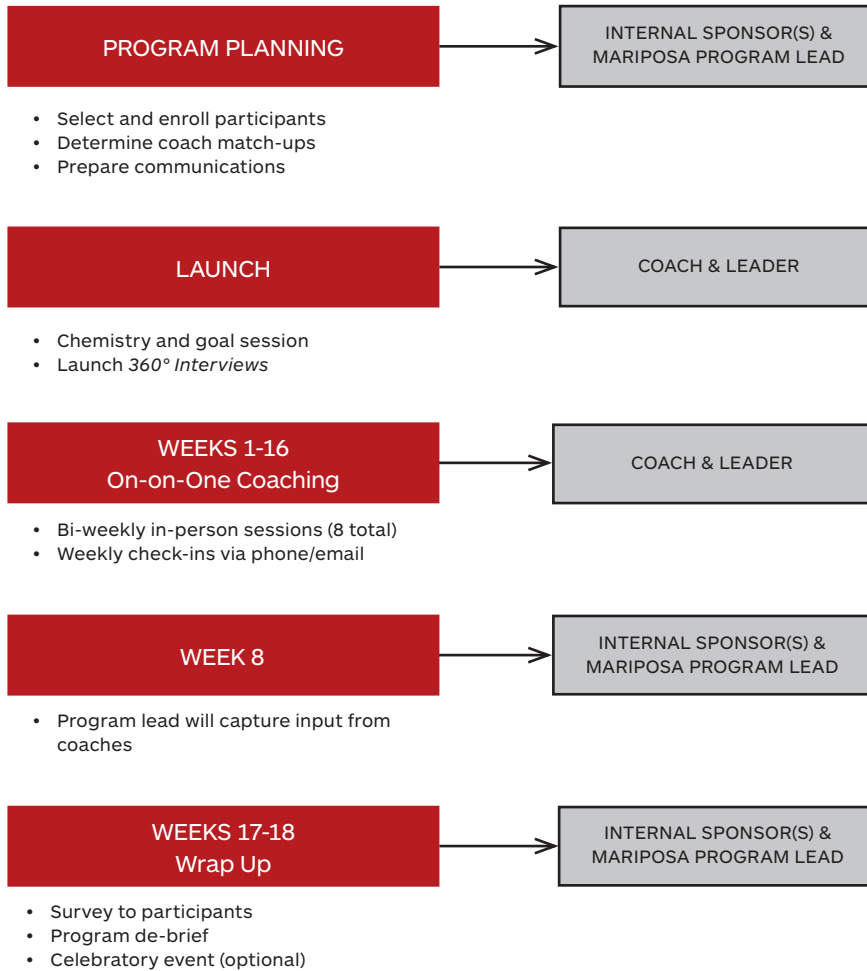
---

## Outcomes

- Improved leadership skills such as coaching, delegating, giving feedback, influencing, strategic thinking, inspiring/driving innovation, creating/maintaining positive culture.
- Improved team alignment, collaboration and shared accountability.
- Address long-range strategic issues related to business impact, organizational change, culture and scaling.
- Improved personal confidence, productivity, engagement and sense of purpose.
- Immediate results via applying new skills and mindsets to current issues.
- The programmatic approach with multiple concurrent leaders being coached amplifies impact across the business in a highly efficient and visible way.



# Women's Leadership Coaching (WLC) Sample Schedule



# Case Study

## “Women Who Lead” Coaching Program

---

### Client Profile

Zynga wants to be a *top* destination for women in gaming. The company’s “Women at Zynga” (WAZ) group – is an employee-led organization with the mission to foster an environment that empowers women to succeed and become leaders in their careers and communities. WAZ promotes female focused enrichment programs around education and training, professional development, and community building. The group recently partnered on a signature offering with Mariposa Leadership to offer executive coaching as a high-impact program. Interested women leaders opted-in to the program by completing an application.

---

### Program

In the program, dubbed “Women Who Lead,” each woman was matched with an executive coach, whom she worked with 1-1 over four months, meeting every other week in person with weekly touch-bases. The program included a confidential feedback report based on interviews with selected colleagues, a personalized *Learning Roadmap* and curated resources. Sample objectives included being more influential upward and with peers, leveling-up confidence, executive presence, and maximizing team potential.

---

### Measured Results

How would you rate your sentiment about the program after completion? (From 0% to 100% positive)

Result: 100%

Would you recommend this program to other women at Zynga? (Yes/No)

Result: 100% YES

---

### Samples of Skills and Tools Learned

- “Managing upward, having difficult discussions with team members, clarifying and navigating through complex situations, self-care as a career-oriented person.”
- “Stress Management / Mental Well-being: so that you can bring your whole and best self to work.”
- “We built a leadership infrastructure to demonstrate what’s important for our success as a team and how to measure our progress. My coach encouraged me to create a **dashboard** of tools (**operating principles, critical success factors**) to share with my team so that we can ensure we’re always making the right decisions for our operation. I now feel very confident knowing that everyone is on the same page when making key decisions about our operation.”
- “My coach helped me hone in on areas I’ve wanted to strengthen such as **my presence**, while also helping me through some tougher issues such as **employee management, conflict resolution, work-life-balance**, etc. For me, these are things I’ve always needed to work on, and still do for some time, but I feel like these sessions helped me improve them 10x!”
- “I have felt significantly more confident in **speaking up** in meetings with louder extroverts and **putting forth my ideas, saying no to extra work and protecting my own work time**, and **framing problems** and/or providing suggestions to other managers when problems need to be addressed instead of fixing them myself.

---

### Sample Testimonials

*“This program was incredibly helpful in building my confidence as a manager who inspires my team and those around me!”*

*“I have taken a lot of professional growth and management classes, but in a classroom environment it’s tough to find solutions and get help to specific problems that are unique to me. The 1-1 coaching helped me grow exponentially as a leader in the past few months, and I wouldn’t be where I am professionally so quickly without my coach’s help and care. The Mariposa program was amazing, and I am so incredibly grateful for the opportunity to participate!”*

*“Thank you for such an incredibly valuable opportunity. The program has helped me gain confidence in my own convictions and confidence to act even when many around me are saying opposite things. I’ve gone from feeling held back to figuring there’s some big things I can do here.”*

*“The Mariposa leadership training program was truly amazing. My coaching sessions were personalized and tailored for specific professional and personal areas I chose to strengthen. I feel that I have graduated to become a stronger leader and a better person over all. Thank you, Mariposa.”*

*“I really loved this program! It’s amazing to have Zynga invest in and support my professional development in such a meaningful way. The coaching really helped me build practical skills for being a better team member and leader and the confidence to showcase my new leadership skills!”*