

Executive Career Coaching



Audience

Executives investing in their professional development

Objective

Hone your leadership skills and leverage an executive coach to navigate a smooth on-boarding, land your next big role, or up your game at your current one.

“Sue helped me target viable connectors within my network, opening doors to new opportunities. Her meticulous interview practice sessions were instrumental in honing my skills and building my confidence. Sue’s encouragement and strategic advice kept me motivated, even when the process felt daunting and frustrating.”

—Head of Consumer Product

Description

Executive career coaching provides personal learning, support, and advice for what you need now! You may be taking on a new executive role and want to focus on strategic influencing, scaling culture, coaching high performers, and/or upleveling your executive presence. Or you may be looking for your next role and need to focus on networking, navigating change, and nailing interviews. Whatever transition you are in, we will design *with* you to make each coaching session impactful and value-add.

Here is our coaching approach:

1. **Match**—We present the right coach for you based on needs, experience, style, and pace.
2. **Assess/Design**—We provide appropriate tools to help you get crystal clear about your strengths, interests, and ways to be even more effective. Together, we define a plan for getting you where you want to go.
3. **Coach**—We meet with you on Zoom weekly or bi-weekly for one hour of confidential, compelling, and action-oriented conversations. We curate relevant materials to your learning style. Every conversation includes strategies, mindsets, tools, skills, and practices for you to apply. Particularly during times of transition, we use [design thinking](#) to help you unlock creativity, options and action in order to pivot to new possibilities.
4. **Evaluate**—We check-in on progress with you and, if needed, any other stakeholders along the way.

Outcomes

- Address long-range strategic issues related to your business and your career.
- Use design thinking, values exploration, and visioning to make small shifts and/or large pivots in your future.
- Sharpen your leadership skills to [propel your career/promotion](#) as well as your company's growth.
- If [seeking your next job](#), work the **4-Point Networking Plan** to 1) build upon your current connections, and 2) create new ones; 3) identify your Top 20 company targets; and 4) brainstorm new job targets.
- Get into action on what's possible in a [new role or career](#) – getting the right insights, meeting the right people, and positioning yourself wisely by upleveling your executive presence. Engage with your new organization effectively with a clear *First 90 Days Plan*, garnering quick wins while establishing the foundation for long-term success.

Leading-edge Resources

- A curated Google folder full of resources, including the *Mariposa Resource Guide*—a 120-page online booklet with leadership frameworks and tools—along with other apropos articles on leadership, strategy, and executive presence.
- *Leadership Chronicles of a Corporate Sage*—book by Mariposa's CEO, Sue Bethanis
- *WiseTalk*—one-hour monthly podcast with leadership experts
- Mariposa Newsletter—monthly leadership resources
- Dedicated researcher for customized needs, including a vast amount of resources on pivoting during times of uncertainty

Testimonial

"I found the coaching process helpful in understanding the organization - it accelerated my onboarding, allowing me to contribute faster. My coach had deep insight and was able to neutrally guide me in terms of presenting ideas in ways that would be well received or in successfully mitigating conflict in a way that met everyone's needs. He also helped me come to terms with how this organization operates. I found the coaching so helpful I extended the coaching sessions to help me through a significant organization change. I would not have had the fortitude to complete that important organization change without that support." —VP, Operations



Focus on Career — Goals + Sample Schedule

GOALS:

- 12 weekly or bi-weekly coaching sessions over 4-6 months.
- Primary objective: **Secure your next job opportunity!**
- Actions to get you there:
 - Understand and capitalized on your strengths, values, and motivations;
 - Develop a specific networking plan to leverage current connections and meet new ones;
 - Get the right strategic insights on your market and functional area;
 - Position yourself wisely by upleveling your executive presence;
 - De-stress in interviews and life.

SAMPLE of sessions for the first three months:

SESSION	Possible TOPIC	Possible RESOURCES
Session 1	Determine Preliminary 6-Month Goals by going over your Questionnaire, LinkedIn Profile, and Resume.	<ul style="list-style-type: none"> • <i>Mariposa Coaching Questionnaire</i> • LinkedIn
Session 2	Understanding and Leveraging your Strengths, Values, and Motivations: This will help determine what jobs and industries you want to pursue. You will go over data from the <i>Enneagram</i> , <i>StrengthsFinder</i> , and our <i>Values Exercise</i> as well as look over resources that will support your job search.	<ul style="list-style-type: none"> • <i>Enneagram + StrengthsFinder</i> Assessments • <i>Leader as Designer</i> (Mariposa) • <i>Mariposa Resource Guide</i> • Personal curated Google folder • <i>Design Your Life Workbook</i> (Burnett and Evans)
Session 3	Four-Point Networking Plan: Develop this first iteration of your networking plan, a document you will continue to turn to throughout your work with your coach. Determine the following: <ol style="list-style-type: none"> 1. Your CURRENT Top-20 connectors and how you will be in touch with them ongoingly; 2. Your “reach out” plan: how will you meet NEW connectors online and IRL; 3. If pursuing a new job outside your current company: What are your Top-20 company targets in your current industry, and Top-10 company targets in different industries; 4. Your potential job targets, potentially expanding your thinking to new fields through brainstorming. 	<ul style="list-style-type: none"> • <i>Harnessing the Science of Persuasion</i> (Cialdini) • <i>How to Network with Powerful People</i> (Wenderoth)
Session 4	Strategic Influence: Understand your market and industry in a more strategic way; translate this knowledge to your job search and interview practices.	<ul style="list-style-type: none"> • <i>Executive Guide to Strategy</i> (Mariposa) • <i>Five Questions to Build a Strategy</i> (Martin)
Session 5	Executive Presence: Uplevel your executive presence to improve both your networking and interview skills. Practice interviews including recording and reviewing.	<ul style="list-style-type: none"> • <i>The New Rules of Executive Presence</i> (Hewitt) • <i>How to Become a Fearless Speaker</i> (HBR series) • <i>To Sell is Human</i> (Pink)
Session 6	Stress Management and Self-Care: Look at how stress/ anxiety plays both a positive and negative role in your job search and interview practices.	<ul style="list-style-type: none"> • <i>Manage Your Energy, Not Your Time</i> (Schwartz) • <i>Let’s Leave the Armor Off for Good, Shall We?</i> (Mariposa)

“I have known Sue for many years and more recently as I changed career direction, she worked directly with me as she listened to my passions and helped me with strategies as to how to develop. Sue is a terrific listener and coach, creative with her ideas, and generous with her time and energy. I feel fortunate to have had her assistance along this journey.” —SVP, Sales/Alliances

Focus on Leadership Development — Goals + Sample Schedule

GOALS:

- 12 bi-weekly coaching sessions over 6 months.
- Primary objective: **Improve leadership skills to uplevel performance and/or gain promotion in a new/current role.**
- The LEARNING MATRIX will be your content guide; together you and your coach will determine the order we will tackle these skills based on your needs.

LEARNING MATRIX FOR EXECUTIVES:

GROWTH AREAS	ROLES	SKILLS
Strategic Influence	Steward	Explore Translate Message
Scale Culture	Conductor	Principles Processes People Engagement
Develop Talent	Coach	Rapport Assess Re-frame
Executive Presence	Energizer	Gravitas + Grace Humor Superpower
RELATIONSHIPS ARE FOUNDATIONAL		

SAMPLE of sessions for the first three months:

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Session 1	Determine Preliminary 6-Month Goals by going over your Questionnaire.	<ul style="list-style-type: none"> • <i>Mariposa Coaching Questionnaire</i>
Session 2	Understanding and Leveraging your Strengths: This will help determine what skills you should capitalize on, and which ones need strengthening for your new role or promotion. Go over data from the <i>Enneagram</i> and <i>Strengths-Finder</i> as well as look over resources that will support your skill development.	<ul style="list-style-type: none"> • <i>Enneagram + StrengthsFinder</i> Assessments • <i>Mariposa Resource Guide</i> • Personal curated Google folder
Session 3	Networking Plan: Determine the networking needed as part of <i>Promotion Plan</i> or <i>First 90-Days Plan</i> . <ul style="list-style-type: none"> • Who are your most important connectors for sponsorship and/or understanding the business? • In what ways will you reach out to those you know as well as NEW connections? And how best will you sustain these connections? 	<ul style="list-style-type: none"> • <i>Harnessing the Science of Persuasion</i> (Cialdini) • <i>How to Network with Powerful People</i> (Wenderoth)
Session 4	Scale Culture: Determine your leadership principles and “non-negotiables” for your <i>First 90-Days Plan</i> ; get ultra clear on your team engagement practices.	<ul style="list-style-type: none"> • <i>Getting the Most Out of Your People</i> (Wiseman) • <i>Let’s Leave the Armor Off for Good, Shall We?</i> (Mariposa)
Session 5	Strategic Influence: Understand your market and industry in a more strategic way; translate this knowledge to your <i>Promotion Plan</i> or <i>First 90-Days Plan</i> . Figure out how you can make a difference right away!	<ul style="list-style-type: none"> • <i>Executive Guide to Strategy</i> (Mariposa) • <i>Five Questions to Build a Strategy</i> (Martin)
Session 6	Executive Presence: Uplevel your executive presence with more gravitas + grace to improve both your networking practices and influencing your peers/boss/sponsors.	<ul style="list-style-type: none"> • <i>The New Rules of Executive Presence</i> (Hewitt) • <i>How to Become a Fearless Speaker</i> (HBR series) • <i>To Sell is Human</i> (Pink)

