

# Executive Leadership Cohorts (2022-2023)



## **Building Leadership, Increasing Effectiveness**

**with Segal Coaching LLC**

**September 2022 - February 2023**

***Facilitator: Anne Marie Segal***

***Details at: [annemariesegal.com/cohort-app](https://annemariesegal.com/cohort-app)***

# About the Leadership Cohorts

## Message from the Facilitator

**Meaningful transformation is achievable.** I have supported and witnessed the results of personal transformation as a partner and executive coach to hundreds of professionals.

The **Executive Leadership Cohorts** program expands on my work with individual clients since 2015 and applies what I learned while facilitating a talent pipeline of 60+ high-performing executive attorneys (PODER25) for the Hispanic National Bar Association and HNBA VIA Fund.

The idea behind the Executive Leadership Cohorts is *nuanced* yet *simple*.

It has become increasingly evident in recent years that many executives have a deep-seated desire to take a step back and ask themselves the big questions about how to **make their careers better fit their own priorities and values** rather than simply moving from “rung to rung” up the invisible yet insidious, ever-present corporate ladder. *So why don't they? Or rather, why do we (every one of us) let ineffective habits and short-term choices frame and override our long-term vision?* There are many reasons, but lack of time (the obvious guess) is not the main one. Time can be found if the goal is important.

Executives, especially those who are highly successful after years of honing their craft, have gotten so good (damn good!) at how to **play the game** that they can have a hard time knowing how to **change the game**. Amidst the pervasive tacit (yet patently false and no longer credible) endorsement to “just put your head down” and keep playing – with the promise of intangible rewards ahead – it’s hard to cultivate and even harder to implement game-changing wisdom. Teaming up with a group of fellow executives in a structured way offers powerful outsider/insider insights to help you see beyond your current setting (role, team, environment, organization, industry, etc.) and rewrite your current and long-term trajectories.

At the heart of coaching is the belief that **people have the power to change their lives**. Yes, change needs to happen “out there,” but it also needs to happen “in here” (inside ourselves). As a cohort member, you reap the benefits of working with a seasoned coach while practicing and refining the work of transformation in a safe space with others on a similar journey.

Changing the game is hard work, but it is the most important work we will do in our lives. The **Executive Leadership Cohorts** program is a community of seasoned leaders supporting and effectuating fundamental and sustainable change at the highest levels. If that is what you are seeking, I hope you can join us.

**-Anne Marie Segal**



# Executive Leadership Cohorts

## Overview

The **Executive Leadership Cohorts (2022-2023)** program of Segal Coaching LLC comprises **two distinct cohorts** of up to 25 executives in total.

***Senior Leadership Cohort (Senior Exec or SL):***

Two groups of up to 5 members each (up to 10 in total).

***Executive Cohort (Exec or EC):***

Two groups of up to 7-8 members each (up to 15 in total).

Significantly  
accelerate your  
professional  
advancement without  
compromising your  
health or sanity.

Achieve meaningful,  
sustainable  
transformation to  
align your career  
with your own  
values and  
priorities.

Join a community  
of leaders as  
allies who are on  
a similar path.

# Executive Leadership Cohorts

## *Leadership Development*

The Executive Leadership Cohorts are designed to **facilitate and accelerate your trajectory** by fostering two **key indicators of effective leadership**:

- (1) A heightened ability to move beyond “how it’s always been done” with an informed, innovative and high-level (macro) view*
- (2) The confidence to lead with momentum and make things happen*

The program includes group and individual coaching while providing a forum for feedback, support from and meaningful bonds with a diverse group of fellow executives. Your macro view will evolve as you build relationships across organizations, geographies, industries and approaches, and the individual coaching will support this development. The bonds you make over the six months you are a Cohort member can continue well beyond the initial program and serve the basis for a new “personal board of advisors” to help you weather challenges and leverage opportunities.

# Executive Leadership Cohorts

## *Cohort Themes*

### ***Executive Presence • Strategy & Execution • Assertiveness & Influence Professional Networking • Personal Branding***

This program is centered around **five themes**.

Your development in each of these areas translates across and informs the others.

- You will have greater opportunities for far-reaching and significant **influence** as you refine your **strategic** focus and enhance your track record of effective **execution**.
- Your heightened **effectiveness** will build credibility among your board of directors (or equivalent), leadership team, direct and indirect reports, shareholders, investors, sponsors, mentors and/or other relevant stakeholders.
- An **assertive** (but not aggressive) **executive presence** will feel more attainable and authentic as your confidence increases, which will free up more energy and attention for your top professional and personal **priorities**.
- You will have a more receptive audience as you pivot your **personal brand** to match your internal and external changes across each of these other areas.
- Deepening your **professional network** will increase your **confidence**, knowledge, access, **influence** and authority to support and accelerate your long-term vision and goals.

# Senior Executive Cohort

*Senior Executives*

## Membership Criteria for the Senior Executive Cohort

**Leadership:** SL members will have held a team leadership position with high organizational impact for 5-10+ years. They also may hold a C-Suite, EVP or SVP role (although these titles vary across organizations).

**Experience:** SL members will generally have career experience of 18-25+ years and an advanced professional degree (e.g., JD or MBA); or 6-10+ years following a PhD; or 30+ years.

## Member Obligations

**Active Participation:** To effectuate meaningful and sustainable change, offer mutual support and ensure a robust program, members should make a good faith effort to attend and actively engage in all (or nearly all) of the sessions in this program.

**Openness to Coaching/Feedback:** As a cohort member, you grant Ms. Segal and fellow members permission to communicate openly and respectfully to support you in the program and agree to communicate in the same manner.

**Confidentiality:** Recording of sessions or sharing of confidential information discussed in this program is prohibited.

# Senior Executive Cohort

*Senior Executives*

## Cohort Group Sessions

**Five cohort discussions:** One-hour sessions monthly over five months.

Members should **choose one day (Tuesday or Thursday) as their primary meeting day** but may attend one session during the program on the alternate day to avoid conflicts with other obligations.

***Tuesday group:***

9/13, 10/4 and 11/15 (2022); 1/10 and 2/7 (2023)

1:00-2:00 pm ET / 12:00-1:00 pm CT / 10:00-11:00 am PT

***Thursday group:***

9/8, 10/6 and 11/10 (2022); 1/12 and 2/9 (2023)

11:30 am-12:30 pm ET / 10:30-11:30 am CT / 8:30-9:30 am PT

## Other Sessions

**Five small-group sessions:** One-hour sessions monthly over five months, led by and scheduled directly among the small-group members.

**Optional:** Early December “mixer” – open to both cohorts and members of SC’s Confidence Coaching Cohort (2022). Details TBA.

## Individual Coaching

**Two individual coaching sessions:** Two 45-minute sessions with Ms. Segal, to be scheduled in Fall 2022 and Winter 2023, respectively.

# Senior Executive Cohort

*Senior Executives*

## Membership Options

**Early membership:** Single payment of \$1,800 no later than **Monday, August 8, 2022.**

**Regular membership:** Two equal installments of \$950 by each of **Wednesday, August 10, 2022,** and **Wednesday, August 31, 2022,** respectively.

Veterans will be extended a **10% discount.**

## Payment Details

Payments may be made by PayPal, credit card or ACH.

Please note that (1) a member's election of the early membership will be **converted to a regular membership** if payment in full is not received by August 8, 2022, and (2) in the case of a regular membership, a **\$100 service fee** will be payable if any amount is not received in full by the relevant date above.

All relevant payments above must be received no later than **Friday, September 2, 2022,** or you will be refunded any prior amounts paid (if any) and not be able to participate in this program. If you are fortunate to have an employer or other third-party cover some or all your program fees, please inform them this policy in advance to meet the deadlines above.



## Membership Criteria for the Executive Cohort

**Leadership:** EC members hold significant leadership roles, make a meaningful impact on key organizational objectives and interact with members of senior management and/or the board, investors or other relevant stakeholders on a regular basis.

**Experience:** EC members will generally have career experience of 10-20+ years and an advanced professional degree (e.g., JD or MBA); or 4-6+ years following a PhD; or 25+ years.

## Member Obligations

**Active Participation:** To effectuate meaningful and sustainable change, offer mutual support and ensure a robust program, members should make a good faith effort to attend and actively engage in all (or nearly all) of the sessions in this program.

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# About Segal Coaching LLC

*Anne Marie Segal*



**ANNE MARIE SEGAL**, founder and principal of Segal Coaching LLC, partners with board candidates, General Counsel and other senior and rising executives to expand their impact and advance their leadership trajectories.

As an executive coach and professional writer since 2015, Anne Marie leverages 15 years of experience as a practicing attorney, including as Deputy General Counsel to a private equity and hedge fund adviser with \$6B+ AUM and Associate at a prominent global law firm, White & Case LLP. Her clients hail from all major industries, six continents and a range of employers, including Amazon, American Express, AT&T, Coca-Cola, Exxon Mobil, Facebook, GE, JP Morgan, IBM, Novartis, Pfizer, Verizon, tech start-ups, government agencies, numerous private equity firms and non-profit organizations.

While serving for two years as Facilitator of the Hispanic National Bar Association and HNBA VIA Fund's PODER25 General Counsel talent pipeline initiative, Anne Marie conceived, planned and hosted panels, presentations and small group sessions featuring 40+ prominent speakers and coached 60+ in-house counsel participants (including a range of executives and emerging leaders of Fortune 500 and other public and private companies) through the program. She has also presented to the United Nations (ICTY/MICT), American Bar Association, Association of Corporate Counsel, Illinois State Bar Association, National Resume Writers Association, University of Chicago and other corporate, non-profit, industry and university audiences.

Anne Marie has authored two career-related books, *Master the Interview: A Guide for Working Professionals* and *Know Yourself, Grow Your Career: The Personal Value Proposition Workbook*. She has been quoted on CNBC.com, Monster, Above the Law and other media and as a former member of Forbes Coaches Council has published on Forbes.com.