



# THE LENS LEADERSHIP

## What is Leadership Coaching?

Oftentimes, we confuse what a leadership coach does with the role of a mentor or manager. Sure, some mentorship can be involved, but a coach is more than that. Does a coach give us all the answers? Does a coach sprinkle pixie dust and solve everything? No. None of us would ever learn or grow or stretch beyond what is clear and obvious that way. None of us would ever reach our highest potential, flex new muscles, or form new habits if someone did it for us.

But in the fast-paced, execution-focused world we are in today, it can be challenging, time-consuming, and even out of reach altogether, to see what's possible beyond the boundaries we have established and practice day in and out.

What a coach does is help us to try new things, tackle problems from the frame of a new lens, figure out challenges and opportunities in new ways, and step up to higher ground...

Sometimes that ground is a little scary and it feels a little unstable... and a coach encourages and challenges us to move into and through that uncertainty, to grow, become more fulfilled and achieve greater heights.

In business, effective leadership coaching contributes to developing:

MORE CONFIDENT PLAYERS & TEAMS

IMPACTFUL CONNECTIONS AND STRONGER COLLABORATION

ACCELERATED AND MORE CREATIVE BUSINESS OUTCOMES



## Engaging Tools and Specific Topics

While leadership coaching is highly personal to everyone, and therefore considered a high-touch partnership, mutually designed based on the coachee's interests for growth, there are some topics and tools that can be leveraged depending on each situation.

Examples of exercises that may be employed are:

- personal brand and strengths-building
- ally-building
- networking for success
- understanding our values and honoring them (for greater teamwork, more impactful leadership, and a more fulfilled life)
- the role perception plays and the power of choice
- the pillars of wellness
- listening for understanding (our teammates, customers, partners...)
- executive presence and public speaking for impact

### For Executives

You have few sounding boards for your ideas and certainly not low-risk ones. You have challenges to overcome, conflicts to resolve, less accountability from others than you'd prefer, and results that may not match your high standard. At the same time, you are a whole person, beyond the microscope and spotlight.

### For Rising Stars

You want to be 'more' and you want it now! When there's an opportunity, you take it and, to date, you typically turn it into a home run. There are so many opportunities in today's rapidly changing world. Clarify your dreams and take action.

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## Leadership Coaching with The Lens Leadership

Leadership coaching with [The Lens Leadership](http://www.thelensleadership.com) aims to guide executives and high-reaching individuals to amplify strengths, tackle their gaps head on, grow their awareness, and achieve a more desirable and fulfilling future. Coaching can cover all aspects of the leader's life, including both professional and personal, since all contribute to one's life experience and energy from which they play the game.



A leadership coaching engagement is typically established as a 6- or 12-month commitment. It begins with a self-discovery exercise followed by a jointly designed yet fluid personal development plan. Along the way, coaching traverses both 'big Agenda' and 'little agenda' areas by addressing complex and transformative focus areas while also to find ways, effectively and with meaning, to address everyday topics, opportunities, and challenges.

Engagements proceed with sessions twice per month typically lasting 45-60 minutes each. Along the way, support is provided for developing new awareness, honing desirable outcomes, and supplementing with relevant tools and resources. Beyond sessions, further support through texting and email is the norm, since that is when session learnings are truly brought to life.

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### About Alison

Through decades of experience, Alison sees the world with the straight up honesty and spirit of a Brooklyn-native, combined with California wellness-cool, and at a global scale. Her style is classic, with a bit of edginess.

Alison is an experienced mentor and coach who seeks to draw out the special powers of each player (in life and business), showing leaders how to leverage their personal magic to maximize success.

Never expect the status quo. Alison cares enough to deliver outside the lines to make the people around her as successful as they can be, no matter how much of a stretch a project may be.

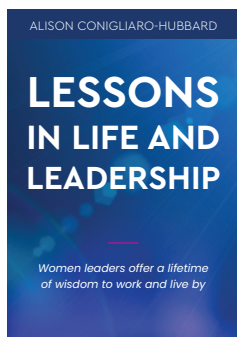
Her network is vast and diverse, with long-term relationships from the C-suite to all business functions, in a variety of industries and cultures. She is a passionate communicator, a natural teacher, and a motivator when it comes to building connections with audiences of all types, and she is an experienced and highly sought-after content developer and public speaker.



Alison brings people together who would not have connected otherwise. She is a bridge builder.

With over 26-years in corporate Sales and Product Marketing Leadership within large and mid-sized enterprises (Cisco, Brocade, Riverbed, Autodesk), start-ups (with exits to Microsoft Azure) and in emerging technology areas, Alison has driven and experienced billion-dollar business growth from a wide range of perspectives. Alison is obsessively customer-focused (both internal and external) and has consistently leveraged a why-they-should-care approach to build stronger connections between core areas of an enterprise: sales, marketing, business unit, end customers and partners. She has a strong appreciation for all go-to-market disciplines, including channels, enterprise sales, segmentation, and all marketing disciplines.

Alison holds certifications from Cornell University in Women's Executive Leadership and Diversity and Inclusion, has completed 104-hours of Leadership Coaching curriculum with the Co-Active Coaching Institute (CTI), and is a member of the ICF (International Coaching Federation). Alison is also an IIN-certified Wellness Coach and former fitness trainer, is the author of [Lessons in Life and Leadership: Women Leaders Offer a Lifetime of Wisdom to Work and Live By](#) (Amazon, 2021), and has beaten Stage 3 endometrial cancer and shown it who is boss.



Experiences matter, and the world is ours: Alison has lived in L'Aquila, Italy; Valladolid, Spain and on the island of Crete. She speaks conversational Italian and NFL football, and while her Spanish is rusty, it's viable.

Alison lives in Marin County, California, and is mom to Labrador, Riley McGee, and regular contributor to the ASPCA, and an ardent supporter and contributor to Veteran organizations, Team Rubicon and The Mission Continues.

Follow Alison's appearances as a featured guest [here](#).

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