



WHY WORK WITH A COACH?

TWO WORDS: **SUSTAINABLE RESULTS.**

After all, you're not really paying for coaching. You're paying for different outcomes, accelerated performance, clearer insights and a better sense of well-being. Most coaching clients say that they gain an improved perspective during the first four weeks of working together, and by week twelve results are becoming apparent.

Your reasons for wanting to work with an executive coach may vary, but typical results include:

- * Unsticking a stalled organization
- * Establishing and rapidly implementing a new personal or corporate vision
- * Developing a game plan for succeeding in a new position
- * Earning a promotion, landing a new position or changing career paths
- * Engaging employees so they can understand and embrace your message
- * Creating an environment where teams and partners work together effectively

CONTACT ME TODAY TO DISCUSS THE RESULTS I CAN HELP YOU ACHIEVE.

HOW DOES COACHING WORK?

COACHING IS A FACILITATED PROCESS THAT TAPS INTO YOUR STRENGTHS AND HELPS YOU REALIZE YOUR FULL POTENTIAL.

It works by opening your eyes to the self-created barriers we all have, and helping you develop new mindsets or belief systems that dramatically increase your effectiveness as a leader and inspire you to act boldly. Together, we'll capitalize on my extensive executive experience to get you where you need to be. An executive myself, I understand the unique challenges you face—the excitement and the pain—and I am committed to your success

You should also know that coaching requires

effort; it's a two-way street, requiring work from both of us. On my end, to coach you effectively, I leverage a unique skillset and follow established, evidence-based coaching models designed to optimize your personal performance and ensure sustainable success. On your end, you're in control, taking back into your life and work what you discover during our sessions. In other words, I'm in charge of the techniques and processes that move you from point A to point B and beyond; you're in charge of setting the agenda and goals, and then moving towards those goals. Don't worry if your goals aren't clear right now. Most coaching engagements begin with establishing goals that you and I will work towards together.



WHO IS STEVEN LATASA-NICKS?

Hello. I'm Steven Latasa-Nicks, an executive coach and management consultant who helps business executives and entrepreneurs enhance their personal performance and the performance of their teams. I became a coach because I'm passionate about helping others, and because my diverse business background allows me to view problems from many different angles. I see coaching as a natural combination of those two traits, and an extension of the success I've had as a consultant.

More than 26 years of work experience inform my coaching, including work in marketing and sales leadership positions, a Principal Consulting role at PricewaterhouseCoopers, and experience founding my own company, which I later sold. I understand what it means to be part of an executive team, and the unique challenges such a role presents. My past employers include large and small businesses alike, notably PricewaterhouseCoopers, 3M Europe, Satmetrix, The Phelon Group (a company I co-founded), eAssist Global Solutions and Pepperdine University's Graziadio School of Business.

I'm a Coaching Certificate Candidate at NYU, and hold a Master of International Business from Pepperdine University. I'm also a Founding Member of the Institute of Coaching at McLean Hospital, a Harvard Medical School affiliate.

During the 2008 campaign season, I served as one of President Obama's domestic policy advisors and a "get out the vote" co-chair. I've been a guest lecturer on the topic of customer relationship management at Harvard Business School, and have written for BusinessWeek Online and Inc.com.

Personally, I've lived overseas for more than eight years, most of that time in France. I speak French fluently, and have a working knowledge of both Spanish and German. In my free time, I like to yoga, swim, and explore my passion for most things culinary.

For more information about me, visit

<http://www.linkedin.com/in/stevennicks>.

READY TO GET STARTED?

"A YEAR FROM NOW YOU MAY WISH YOU HAD STARTED TODAY." AUTHOR KAREN LAMB

If you've read this far, then you probably know you will benefit from executive coaching. The question then becomes—Am I the right coach for you? The best way to find out is to talk to me. Schedule a free 30-minute call today. There's no obligation, and I will hold your call in the strictest confidence.

Call me at 646.829.9555 or email me at steven@latasanicks.com.

