



MER LEADERSHIP DESIGN

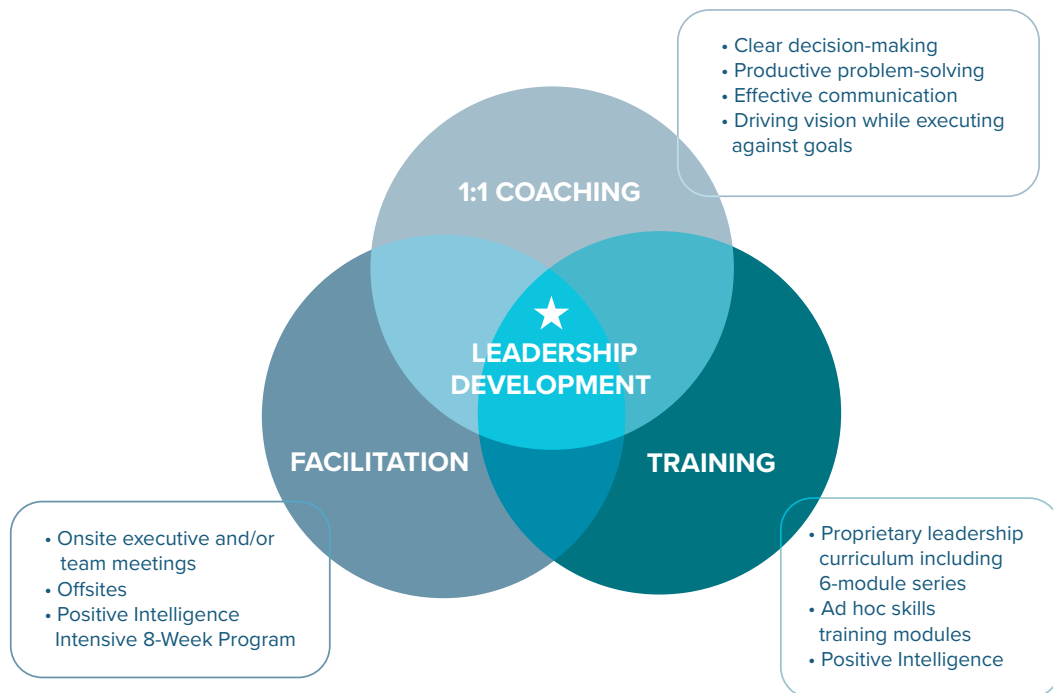
CREATING CONSCIOUS + EFFECTIVE LEADERS



MER LEADERSHIP DESIGN SOLUTION

MER Leadership Design's integrated approach provides a unique lens across the entire organization — leveraging a deeper understanding of the strengths, challenges and opportunities for individuals, departments, and teams.

INTEGRATED APPROACH: THREE PILLARS



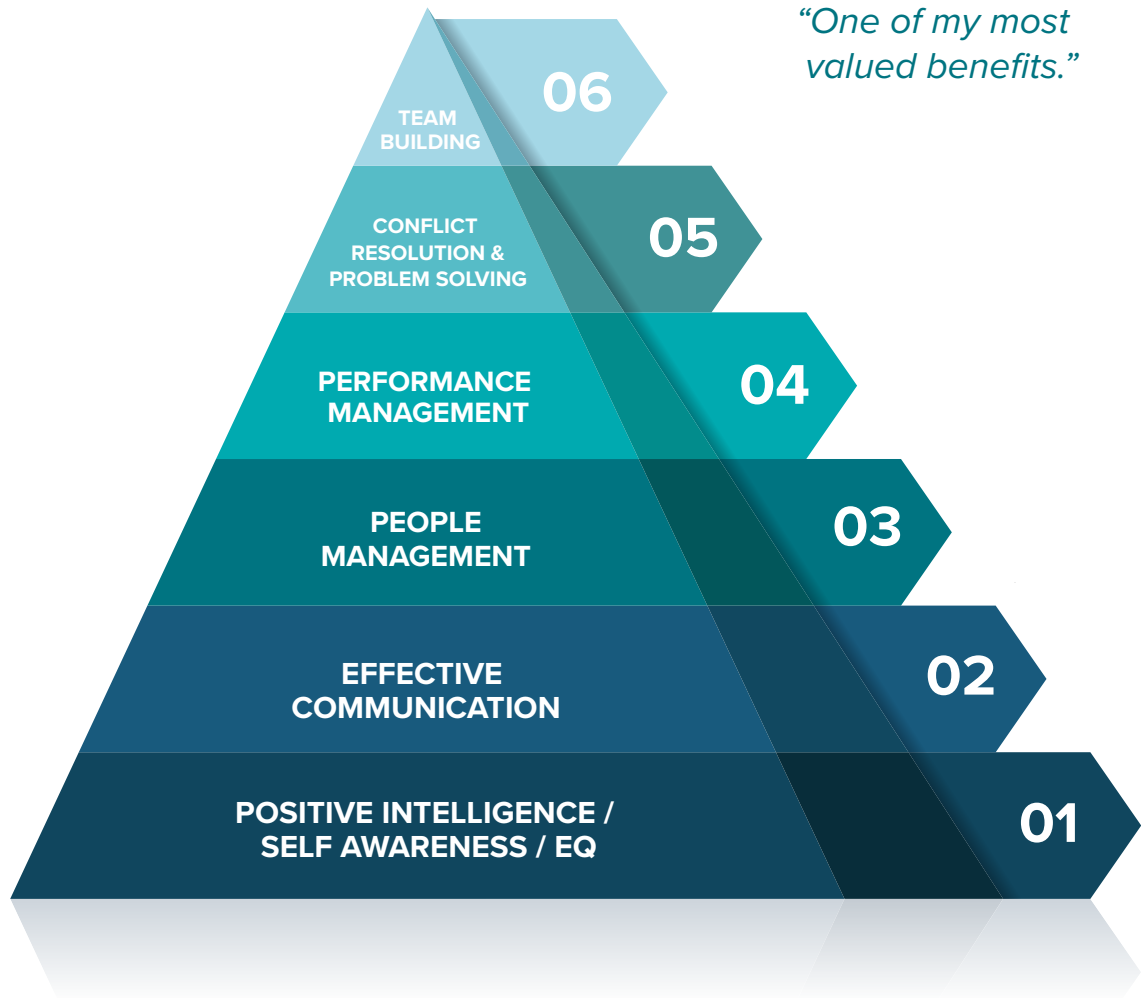
1:1 COACHING One-on-one Executive Coaching helps ground your decision-making, clarify your thinking and communication, and offers you an objective thought-partner. Someone who can help you reframe things in a productive way, avoid pitfalls, and ensure you are driving long-term vision as well as executing against short-term goals.

TRAINING MER Leadership Design offers a curriculum with structure and flexibility to address your company's needs, including communication, self-awareness, performance management, conflict resolution, and team building. The investment value and impact multiplies when training is integrated with 1:1 coaching and facilitation — resulting in better employees (and better humans).

FACILITATION Facilitation breaks down silos and elicits productive communication and problem-solving. It makes meetings more efficient and effective, navigating group dynamics to keep your objectives on track. Facilitation helps ensure that all voices are heard and ideas are captured with action steps to move decisions forward.



MER LEADERSHIP DESIGN SKILLS PYRAMID



“One of my most valued benefits.”

Successful leaders are equipped with fundamental principles ranging from communication to team building. How these skills are imparted and internalized determines their efficacy. MER Leadership Design has developed and tested these core competencies with thousands of current and future managers, leaders, and executives.

The sequential design is intentional – the curriculum begins with a dive into an awareness of who the individual is as a human and as a leader. Participants then learn the most useful and important skills for effective communication. After the foundation is set with self-awareness and communication, the skills-building continues in specific growth areas including people management, performance management, conflict resolution/problem solving and team building



TRAINING MODULES/ LEADERSHIP CURRICULUM

POSITIVE INTELLIGENCE/PQ & EQ: Leadership & Self-Awareness

Based on the latest breakthroughs in neuroscience, cognitive and positive psychology, and performance science, the Positive Intelligence framework builds the mental muscles in the brain. Participants learn how to identify, intercept and control negative thoughts and emotions before they sabotage performance and relationships.

After completing a confidential assessment, participants will study the 9 Saboteurs that represent automated patterns in the mind driving how they think, feel, and respond. They will discover how to strengthen the three core mental muscles and weaken the voices that create stress, anxiety, self-doubt, frustration, restlessness, and unhappiness. Participants will increase their ability to handle challenges with calm, laser-focused action by using five Sage Powers: Empathize, Explore, Innovate, Navigate, and Activate – all of which are critical resources for People Management, Performance Management, Conflict Resolution and overall efficacy as leader.

EFFECTIVE COMMUNICATION: *Creating An Environment For Success*

Clear, direct & inclusive language, along with active listening, are among the most important elements of effective communication. In this session, leaders will learn the neuroscience behind these skills, build awareness of speech patterns, and increase their ability to communicate in a way that others feel heard, appreciated, and valued. By activating the hemisphere of the brain that supports receptivity and understanding for themselves and the listener, they increase their ability to interact successfully with others, improve business relationships, reduce stress, increase productivity, and achieve goals.

PEOPLE MANAGEMENT: *Inspiring, Supporting & Motivating Staff*

An effective leader can provide support and build trust with their staff. Understanding staff's unique styles, drive and motivation and having the ability to give feedback in a clear and direct way is essential to success. In this session, participants will learn how to identify individuals' strengths/weaknesses, manage skills' gaps, and create a plan for how to inspire and communicate more effectively with staff.

PERFORMANCE MANAGEMENT: *Achieving Results*

Effective leaders can optimize their team's performance. Establishing SMART goals/KPIs, setting clear expectations and clarifying roles are essential to achieving measurable results. In this session, leaders will hone their ability to delegate, provide feedback and hold staff accountable while supporting their development and growth.

CONFLICT TRANSFORMATION & PROBLEM SOLVING:

Turning Challenges into Possibilities (Two Module Series)

Successful leaders can manage their own emotions and resolve conflict effectively. Amid heightened feelings, they must be able to access a productive problem-solving strategy and toolkit. This session will focus on understanding one's own conflict-management style, personal emotional triggers, and the impact of both during communication breakdowns. Participants will learn grounding techniques, tips for handling conflict in the workplace and strategy to turn problems into opportunities. Role-plays will help anchor skills.

TEAMBUILDING: *Better Together*

High-functioning teams have competence and trust – and focus on shared goals while respecting the uniqueness of the individuals. This session will support participants in assessing cohesion and performance, creating a positive work culture and vision, and identifying qualities that can make their team more successful. An experiential team-building activity solidifies the learning.



AD HOC SESSIONS

POSITIVE INTELLIGENCE:

Strengthening Mental Fitness for Peak Performance

Based on the latest breakthroughs in neuroscience, cognitive and positive psychology, and performance science, this framework teaches how to build new mental muscles in the brain. Participants learn how to identify, intercept and control negative thoughts and emotions before they sabotage performance and relationships.

OWNERSHIP, PRODUCTIVITY & PROFESSIONALISM:

Up-leveling Self-Agency, Competence & Executive Presence

Managing one's time and attention, understanding what and how to prioritize, creating agreements vs. managing expectations or learning the importance of managing, up, down and across, this session imparts the skills to leave victim-mode behind and create an owner-consciousness – regardless of level or experience.

COMPLAINTS VS. REQUESTS:

Exercising the Power of a Solutions-Mindset

Every boss wants his/her staff to come with ideas and solutions instead of stating what isn't working. And yet, un-trained brains typically default to the negative and get stuck in the challenges – creating blind spots to all the options that might be available. Participants will learn how to turn complaints into requests and shifting their mindset from issues to possibilities.

SERVING VS. SELLING:

Identifying Opportunities to Go Beyond the Ask

No one wants to be sold to. And, when we truly understand what it means to serve – our clients, our teams, our staff, etc., we will never have to sell again. Listening, clarifying for accuracy, and asking open-ended questions creates generative thinking for everyone involved. This results in new ideas that go farther than either party initially intended – for the benefit of all.

FEEDBACK AS A TOOL FOR SUCCESS:

Creating a Culture of Candor, Acknowledgment & Improvement

Everyone needs feedback and yet few like or know how to give it effectively. Giving and receiving feedback is a skill. This session teaches a proprietary framework that helps the person delivering the feedback feel empowered and supportive and the person receiving it appreciative and non-defensive. Creating a culture of feedback can support a team or organization's performance, retention, and collaboration.

Note: Can be done as training modules or informal curated conversations



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Based on the latest breakthroughs in neuroscience, cognitive behavioral therapy, positive psychology, and performance science, this framework teaches how to build new mental muscles in the brain. Participants learn how to identify, intercept and control negative thoughts and emotions before they sabotage performance and relationships.



“Everyone should take this program. This course is a gift.” —Linda Kim, SVP, Head of Digital Production, Deutsch LA

“Transformative. I’ve participated in quite a few management/leadership programs and this one is one of the most effective I’ve ever experienced.” —Karen Costello, Creative Chair, Deutsch LA

“I couldn’t have gotten through this last year without it.” —Matt Matzen, EVP, Group Account Director, Deutsch LA

“Empathy is the killer app. And, this is the best tool I’ve come across for developing that within an organization. If everyone in the agency were to do this, we would be truly unstoppable within a year. It reflects the DLA value of “Cares the Most.”” —Jason Lonsdale, Chief Strategy Officer, DL



Perhaps the most important skill for any executive — Positive Intelligence, or PQ, allows them to manage their emotions in the heat of the moment, convert stress and challenges into opportunities, and stay laser-focused when everyone else is swirling...

This 8-week intensive can produce lasting results, visible changes in behavior, and a deeper level of connection and trust among participants. PQ is backed by research and case studies of thousands of CEOs worldwide.

Participants learn how to identify, intercept and control negative thoughts and emotions — before they sabotage performance and relationships. The program offers an intro session and prep week, 6 weeks of mental fitness training, and a closing session at the end. It’s designed like a mental fitness bootcamp, and combines weekly video sessions with daily app-guided practices.



WHAT DID MER CLIENTS GET FROM 1:1 COACHING?

95+% of respondents said that 1:1 coaching was extremely or very valuable to their professional growth and development.

90% of respondents felt continued access to coaching was extremely important or very important.

“It helped me think of solutions and put in place actionable plans to drive change.”

“Turning my experiences into insights + actionable steps; Feeling cared for and supported, seen + valued; Gaining self awareness + sense of future professional self; Increasing management and communication skills (with turnkey phrases that now stick with me)”

“It’s an open space to reflect, gain insight, and inspiration. It changes my sense of what is possible at the company and in my career. It’s valuable to be able to look at one’s work at the company not just in terms of a particular project or client, but as a holistic enterprise.”

“I think it’s a fantastic investment in our staff. Not only does it help our leaders grow, but it shows the commitment of the agency to our people and their growth. A lot of us don’t have formal management training...we learned on the job. This really helps address that.”

“Having a non-biased look at situations to provide nuanced reflections and suggestions”

“Really helps me step back and identify strengths and weaknesses, and develop action plans for moving forward.”

“1:1 sessions are a critical pressure release valve, allowing leaders to vent pent-up frustrations and chaotic emotions, work through them in a safe space, and return to the job feeling refocused and replenished.”

“So helpful to solve high altitude, big challenges.”

“This is one of those offerings that helps differentiate Ayzenberg from other agencies. It would be a difficult perk to say goodbye to.”

“1:1 sessions are very valuable to minimize the inevitable frustrating periods and get through them in a constructive, productive way. I never feel judged or concerned about perception or just being completely honest. Having that setting even for 1 hour a month has done a lot for my mental well-being and ability to play an effective leadership role on this team and at this agency.”

GATHERED AYZENBERG GROUP 2021



MARIE ELENA RIGO



Marie Elena is an executive coach, facilitator, and trainer with more than 25 years of experience. As president of MER Leadership Design, a division of MER Consulting Inc., she offers professional and personal development to individuals, teams, and organizations in need of positive change.

From early-stage companies to marketing and media agencies, Marie Elena transforms executives into conscious and effective leaders.

Through her proprietary leadership curriculum, she teaches communication, self-awareness, people and performance management, conflict resolution and team-building skills to leaders throughout the US and abroad. Marie Elena also facilitates customized onsite and offsite sessions for management teams and departments. Her 1:1 coaching produces transformational results through a unique process of inquiry and profound listening.

Before moving to LA, she worked with Fortune 500 companies such as MasterCard, IBM and Deloitte Consulting, served as Global VP of Marketing for Datamonitor, a market intelligence and data analysis company, and as VP of Marketing & Communications for Gilda's Club Worldwide, a nonprofit cancer support community. She also held roles as vice president at Cohn & Wolfe, NY in the Corporate/Technology Group and as an executive at Brodeur Porter Novelli. Her business acumen, along with her graduate training in psychology, equip her with a unique ability to impart tangible skills for personal and professional growth, development, and success.

Marie Elena holds a master's degree in spiritual psychology from the University of Santa Monica and a bachelor's degree in classics from Trinity College in Hartford, CT. She is a certified ACE Coach (WBECS) and is facilitator of Shirzad Chamine's Positive Intelligence program. She lives in Los Angeles with her husband and two children, Ryan and Alexa.

CLIENT LIST

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Deutsch, Inc.
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Capti (Interactive Fitness Holdings)
Bustle Digital Media
The Envoy Group
First Place for Youth
Children's Institute (CII)
Hillsides
USDA
Martin Bauer Group

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