



**SmartTribes<sup>®</sup>**  
**INSTITUTE**  
*fuel your tribe*

## LEADERSHIP AND CULTURE COACHING

For over 30 years the team at Smart Tribes Institute (STI) has been helping leaders achieve remarkable results. STI helps companies get reliable revenue, passionate teams, and profitable growth via their potent neuroscience techniques that profoundly boost leadership, enrollment and engagement.



**Christine Comaford**  
 Neuroscience-Based  
 Leadership & Culture Coach  
 CEO, Smart Tribes Institute

**A company's success and culture is a direct reflection of both the CEO and the leaders in key roles. All top athletes have coaches, and every game-changing executive does too. It has been statistically shown that leaders with a coach consistently outperform those that don't have one. Coaching is the most effective way to see into your blind spots, enhance your vision, and reduce or remove challenging behaviors as the executive optimizes their ability to lead themselves, lead others and lead the business.**

*"When I first met Christine I wasn't sure what the return on investment in coaching could truly be. Now I know what it is: I think bigger working with Christine—we will double (or greater) our revenue this year as a result of my increased ability to create new strategies, expand my vision, see into my blind spots. She helped me create accountability structures and communication rhythms so everyone is aligned and charging forward. In less than 120 days we closed the largest deal in our company's history using the strategy Christine and I created together. I know what's going to happen next—we'll exceed our sales quota. Again. This is now how we roll. Thanks, STI! Thanks, Christine!"*

~Sharon MacDonald, CEO, Model 55



*"From our first conversation, Christine asked me questions no coach or consultant ever had. **In the first ninety days we created and communicated a compelling new mission, vision, and set of values**—which tangibly increased engagement and alignment within our entire company, launched a vibrant innovation program—**which yielded the first results within forty-eight hours**—and rolled out new accountability structures. Our leaders are more focused, more clear in their communication and directives, more accountable, and more influential; most importantly, the energy behind the innovative process is palpable. STI has positively and profoundly positioned us for future growth."*



~Jeff Hoffman, Vice President and General Manager,  
 Baxter Manufacturing

## ABOUT OUR COACHING PROGRAMS

We provide two types of coaching:

**Foundation:** This is type of coaching is ideal for executives who want basic coaching support and results with a limited time commitment. A one year program includes:

- 2 coaching sessions per month (of 90 mins each)
- 4 90-minute webinars for your team - to be delivered during coaching sessions
- Investment: \$1750+/month for a senior coach, occasionally Christine Comaford provides this level of coaching for \$3500/month. If interested, please inquire as to whether she has availability.

\*Investment & deliverables for shorter term Foundation Coaching differs from above – please discuss with your STI representative

[www.SmartTribesInstitute.com](http://www.SmartTribesInstitute.com)



**Growth:** This type of coaching is ideal for executives in rapid growth, turnaround or new business launch scenarios where the stakes are high and business strategy combined with coaching is key. A one year program includes:

- 2 coaching sessions per month (of 90 mins each)
- Email support, document review, etc outside of coaching sessions
- 4 90-minute webinars for your team - to be delivered in addition to coaching sessions
- A 360 Assessment for the executive being coached
- SmartTribes Playbook: our top Leadership, Culture, and Sales resources – over \$30,000 worth of our most effective structures, templates, compensation plans, sales processes, cultural rituals, leadership codes of conduct, and more.
- Investment: \$5000+/month for Christine Comaford or \$2500/month for a senior coach

\*Investment & deliverables for shorter term Growth Coaching differs from above – please discuss with your STI representative.

## SmartTribes Methodology



## HOW COACHING WORKS

Regardless of the type of coaching, when we work together we will:

- **Discover the real reasons you've struggled** to achieve what you desire with your company... so you can finally get the results you want. Most executives who try to figure out their challenges on their own miss the hidden but incredibly important issues that are truly impacting their company, their team and their bottom line. We work with you to adapt your own leadership style to get the most from your team, your resources, yourself.
- **Get you clear and powerfully in action** on what you want and the necessary behaviors on how to get there. Distinct from strategic work, coaching looks at our personal ability to align our behaviors with the strategies that have been set out.
- **Look objectively at your thinking & decision making framework.**  
**Discover your blind spots.** You can't see your own blind spots – that's why they are called blind spots. You exist within a framework of thinking and decision making that has gotten you everything you have – all the success and all the challenges. Trying to solve our problems from our current model of thinking won't work.

*"As a finance executive it's key to ensure you're seen for the strategic value you bring. That's one of the many reasons coaching with STI has been so transformative. I've significantly increased my ability to deliver strategic value across our organization by raising the bar as a leader... I've built more powerful connections and greater trust with senior executives, peers and team members—all of which is crucial as our business continues to grow, change and evolve. My team is responding too. We're more cohesive, effective, energized and 'on point' than ever before. My relationships are richer and closer with more open communication. Together we're achieving more, influencing more, and seeing conflicts and challenges as exciting adventures. I'm now someone who powerfully and quickly brings people together and delivers results that far exceed expectations. I'm now seen as a strategic asset, a trusted advisor and a cultivator of talent and people in general. Thanks STI!"*



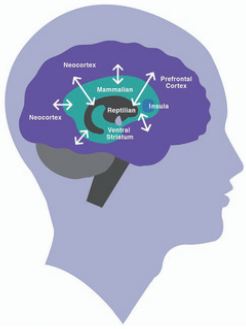
~Michael Trzupsek GM Venture Integration Strategic Programs Microsoft

*"I work across multiple cultures, countries, industries and am always looking for ways to better serve my diverse clients. So when a colleague told me about Christine's book, which outlines techniques for establishing rapid rapport and trust and for bringing a person deep levels of safety, belonging and mattering, I was fascinated. In my first few executive coaching sessions with her, I quickly learned tools that I could apply to both my business and personal lives. I learned how to help my team perform at higher levels, how to be of greater service to my colleagues and clients, and how to communicate and connect deeply with others—regardless of the topic.*

*I believe that STI's techniques are brilliantly simple--and profound. Now I navigate complex situations much more easily, gain consensus and alignment much more quickly, and am becoming known as a cultivator of leaders. The personal return on investment with STI is significant. If you want to harness ways to perform at your peak, consider STI."*

~Chris Cooper Partner at a Big 4 accounting firm





Together we decode your thinking process and look at how to shift perspectives and critical reasoning to create higher levels of success.

- **Decode your relationship to success.** Companies reach key inflection points where they have the opportunity to accelerate their business to the next level. To seize these opportunities requires an ability to identify these critical points and create a new relationship to one’s identity as a leader. We will decode your relationship to success so that you don’t miss those massive opportunities, plus reshape your leadership abilities and style so you can congruently lead your team into a much larger game.
- **Align all the parts of you that are in conflict** with the results you want in your work and in

your life. We’ll dissolve inner conflict and struggle around: making decisions, showing up confident and powerful to your team and Board, and coach you into experiencing a level of peace and joy that you never have had around your business and personal life.

## STRUCTURE AND SUCCESS OF THE PROGRAM

*“We wanted to bring our amazing team to the next level, and STI is helping us to do just that. Through coaching I’m learning to let go more, and have optimized my time to do more strategic (and fulfilling) work—and most importantly have more time with my family. I am no longer focused on how activities are getting accomplished down in the weeds, but enjoying the benefits of having a strategic focus and determining the direction of where the organization is headed. The 1:1 attention that STI has given myself and the key members of my executive management team is the reason for us becoming a more strategic and aligned organization. As a result, together we’re:*

- Continuously surpassing revenue goals and getting increasingly comfortable with even loftier revenue targets.
- Achieving new highs in production
- Diversifying our client base while getting closer to and more involved in our key clients business’s
- Gaining visibility on the business and have a lot less stress
- Helping the team across the entire organization to perform at greater levels with deeper fulfillment
- Receiving a “Best Places to Work” award based on voting by our employees.

*Now I really know what empowerment is. Our people live it, and so do I.”*

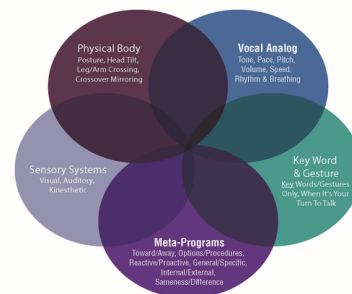


*~Brandon Ewing CEO Server Technology, Inc.* **Server Technology**

- **Service Delivery:** Your pre-selected coach will provide all coaching services. They will lead all additional services, and may bring in additional team members to assist as specified in advance.
- **Frequency:** Your coach will meet with you twice per month and will invest 6-10 hours monthly on your growth. You may email between meetings as needed to help you get the results you want. Time is our most valuable asset. We value our time together and are prepared and efficient in our meetings.
- **Location:** Our meetings will be via phone or gotomeeting unless you are in the San Francisco Bay area or your coach is in your area. We will do our utmost to coach you in person one or more times per year.
- **Duration:** Our commitment is to your results. If your results require more time, we will provide it. If we feel too much time is being spent, we will communicate this.
- **Relationship:** Our relationship is 100% confidential. Your coach is your confidant, your friend who says what must be said, the person who is totally dedicated to helping you grow as a leader and human being. Everything you share is confidential.
- **Length of Engagement:** We generally start with a one year program, unless specified otherwise in your Services Agreement, which will automatically renew monthly thereafter. We both have an option to end our engagement within the first 90 days if we feel there isn’t the right “fit.”

- **Scope:** Our goal to get you the most impactful results. We’ll formulate a plan together, and you will implement it. If you seek implementation help, we will discuss this for a separate fee. Additional services are billed prior to service delivery. Included within the first year of coaching are 4 one hour mini-trainings via phone/video conferencing. Please see descriptions below, and note your team is welcome to join these sessions.
- **How to Get the Most From Working Together:** We coach executives, teams and companies ready and committed to growth. Please know that there is nothing specifically required of you to participate in our work together other than showing up to the meetings and being committed to getting something of value for yourself.





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The most valuable topics we can discuss, and you can bring to each meeting, are:

- Challenges you are having (leadership or personal, if affecting your performance)
- Areas in your leadership you would like to grow
- People, communication, influence, team dynamics or social dynamic challenges
- Personal experiences you would like to shift or change around a specific topic
- Business strategy support you are seeking
- Places you feel stuck or don't understand why you are having the results you are having

Here's the commitment we ask of you:

- You don't need to be coachable. You do need to desire growth and evolution.
- Schedule meetings when requested, reschedule with 72 business hours advanced notice.
- Be punctual for all meetings.
- Email your coach with your top 3 issues 24 hours before each meeting to get the most out of our time together.
- Ask for what you need, so we may provide it to you. If you don't know what you need, say so and we'll discover it together.
- Apply what we teach you in our Training Segments.

## WEBINAR SUMMARIES

### Neuroscience of Leadership:

Lead with greater results using the SmartTribe Accelerators and the latest neuroscience techniques. Results: Leaders are respected more, followed more, loved more and more present, accountable, clear communicators, more influential and powerful, and creators of sustainable win-win cultures.

### Neuroscience of Optimal Teams:

Diagnose and heal all culture and team challenges by using the most effective cultural, accountability and behavior modification structures. Results: Increased team alignment, feelings of safety, belonging, and mattering to the company at large. The net-net is improved results, accountability and morale.

### Neuroscience of Influencing Outcomes:

Influence clients, team members, prospects, board members, people in general by learning how to join their frame of reference. Results: Greater impact of and receptivity to your communication, more productive & accurate team communication, deeper trust, better listening. The net-net is stronger relationships with key stakeholders.

### Neuroscience of Navigating Change:

Shift from a problem-focused culture to outcome-orientation by understanding your primary orientation and how to flip it. Results: When applied these tools encourage internal motivation from team members, high accountability and increase team members' self-ownership of key initiatives. Cultures shift from seeing the problems to actively creating the outcomes they desire.

*"I've been to some of the top business growth programs in the country, and I've found STI's methodology to be among the most effective. The transformation we've experienced has been profound. We have:*

- *Powerfully aligned our geographically distributed leadership team with clear communication, needle movers, performance expectations, and proven processes to streamline results and save everyone time and energy.*
- *Defined compelling values and associate engagement continues to climb.*
- *Learned how to step into customers' shoes and connect more deeply.*
- *Raised the bar on our already high standards of performance, service, and behavior with programs our associates have created.*
- *Put infrastructure in place now and evolving to support our rapid growth.*
- *Reached new revenue and customer delight records*

*As a result it's now easier to recruit new associates, to onboard them, to bring them powerfully into our high-performing tribe. What a difference STI's proven processes make! They have sure saved us time and heartache. And I'm more fulfilled, relaxed, and into strategic work than ever before. Thanks STI for helping us reach new heights (and have fun in the process)!"*

~Abigail Kampmann CEO Principle Auto Group



## RETURN ON INVESTMENT

We're thrilled by the results our coaching clients consistently report to us. They include:

- Individuals become 35%-50% more productive
- Sales are closed 50%+ faster
- Sales close rate is increased by 44%+
- Marketing messages are 300%+ more effective
- Revenues and profits increase by up to 210% annually
- Individuals are 73%+ more emotionally engaged, loyal, accountable, and ownership-focused
- New products and services are created 48%+ faster

## NEXT STEPS

Contact us at 415-320-6580  
or Ops@SmartTribesInstitute.com to discuss your  
Leadership and Culture Coaching

