



MARTINA STONE CONSULTING



EXec EXcel Group LLC

Welcome to Group **PURPLE** (**PUR**pose + **P**eople **L**eadership **E**xcellence)!

Summary and Member Profile

You are invited to join our **VIRTUAL** community of transformational highly regarded mid-career (10-15 years of experience) People Leaders – along with a complementary cadre of consultants, academics, and advisory board members – who have a passion for purpose and an unwavering belief in the value of People Leadership excellence.

Group PURPLE has one mission – **build a highly inclusive community of up and coming leaders to advance the art and science of People Leadership**. Whether you lead people or support those who do, we want to help bring out the best in People Leaders. If you are committed to growing as a People Leader, or developing great mid-career People Leaders, Group PURPLE is your community.

A PURpose Plan

Group PURPLE is designed to be an extremely diverse and inclusive community of mid-career leaders and those who support them. And, we have high expectations of ourselves and our members. After joining Group PURPLE, all prospective members are asked to complete a PURpose Plan which outlines their priorities as People Leaders and indicates how they will “pay it forward” for others once they become Group PURPLE members.


“The Spirit of Abundance”

All members are expected to practice “The Spirit of Abundance,” a willingness to collaborate with and learn from others. Please only join us if you believe in giving, receiving, and raising the bar for others to achieve collective People Leadership success.


Features

Group PURPLE combines the best of networking, leadership development, and coaching into an integrated set of high-impact **VIRTUAL** features that have not previously been available to (or affordable for) many busy mid-career professionals:


High Quality Proven Content (A Sampling)

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- **Being an Exceptional Leader** – knowing yourself, mastering key capabilities of highly effective leaders, and leading vs. managing
 - **Demonstrating Emotional Intelligence** – knowing how and why to build trust as a leader, showing empathy, and championing a more diverse, equitable, and inclusive workplace
 - **Building Effective Teams and Cultures** – setting the tone for high performance, getting alignment, and holding people accountable through coaching and feedback
 - **Leading Change** – using the art of the question, challenging conventional wisdom and assumptions, and driving transformation


Quarterly Meetings and Networks

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- Learn through proven content, tools, techniques, and action plans for becoming a better People Leader
 - Reflect on who you are as a People Leader, what you want to be known for, and what your purpose is through a PURpose Plan, Personal Leadership Profile, a leadership assessment, and more
 - Participate in small and large peer group networking discussions to learn from and teach others


Peer and Cohort Coaching

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- Share real-time practical challenges, advice, and solutions with peers in 1on1 and small group settings
 - Benefit from expert facilitation and insights provided by our leadership coaches
 - Get quick-hit advice and answers to questions via our email and Slack Exchange platforms

Advisory Board of Experts

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- Interact with and learn from coaches and content faculty experts during group sessions as well as in “Coaches Corner” 1on1 advisory discussions (by special request)
 - Pick the brains of highly experienced consultants who have worked with thousands of People Leaders like you
 - Build advisory and mentoring relationships that will last a lifetime

Additional Resources and Features

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- Access our tool kit including a PURpose Plan, Personal Leadership Profile, Hogan Assessment, and the new book, The Secret Sauce for Leading Transformational Change, by Ian Ziskin and the Consortium for Change (C4C)
 - Receive a 15% discount on coaching engagements or to attend other leadership development programs such as C-DEX™, PLANET™, Transformania™, and others
 - Become eligible for a FREE 3 month coaching engagement by being one of our first 100 members to join Group PURPLE

Fee and Guarantee

Become a Group PURPLE member for an annual fee of \$1,500 including all the above services. 10 or more People Leaders from the same organization will receive a 10% discount off the annual fee.

If you are not completely delighted with Group PURPLE, receive a full refund.

Let's Get Started

Click [here](#) to register now. Please contact **Martina McGaw** at group.purple.coaching@gmail.com with any questions.

We expect to begin our services once we have a sufficiently diverse community of members (including individuals, organizations, and their participating People Leaders), so please help us get going quickly by joining and inviting your friends and colleagues. Before our first meeting, members will be asked to create their PURpose Plan to be intentional about what they want to gain from and contribute to Group PURPLE. We look forward to you becoming a member of the Group PURPLE community!

Martina McGaw

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President of Martina Stone Consulting, Martina is an executive coach and consultant with 10+ years of experience in coaching, leadership development, and team alignment with Fortune 500 companies. Martina has led the Executive Education team at USC's Center for Effective Organizations in the Marshall School of Business and led HR, strategy, and team effectiveness for businesses internally. Martina specializes in developing leaders at all levels, with a focus on early and mid-career leaders.

Ian Ziskin

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President of EXec EXcel Group LLC and Co-Founder of Business inSITE Group (BiG), Ian has 40 years of experience as a board member, CHRO, advisor, coach, consultant, entrepreneur, speaker, and author. He has led organizations as large as 3,000 professionals, been a CHRO or senior leader at Northrop Grumman, Qwest Communications, and TRW, coached hundreds of senior leaders, run leadership development programs all over the world, and written or edited four books and many articles, blogs, and book chapters on leadership and work.

To register now, [click here](#)

Advisory Board Members

Dr. Beth Banks Cohn
President
ADRA Change Architects

Rebecca Feder
Principal Consultant
Princeton HR Insight LLC

Lori Heffelfinger
President
The Heffelfinger Company

Karen Jaw-Madson
Principal
Co.- Design of Work Experience

Jen McEwen
Co-Founder & Leadership Catalyst
LAITHOS, LLC

Cheryl Perkins
CEO and Founder
Innovationedge, LLC

Patrick Powaser
President & Executive Coach
Ho'ohana Coaching & Consulting

Deb Seidman
President
Green Silk Associates, LLC

Michele Stowe
Founder and Executive Coach
SkyRocket LLC

Ken Warman
President
The Leader's Evolution

