



Executive Coaching & Team Leadership Development
to Unlock Your and Your Team's Potential



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Welcome to ExecBloom!

At ExecBloom, we are passionate about helping individuals and organizations reach their full potential. After 20 years as an executive, consultant, and executive coach, I launched this company to empower leaders and transform organizations.

Our coaching philosophy focuses on connection, insight, collaboration, and knowledge expansion—pillars that create meaningful impact. We help individuals discover their strengths, set measurable goals, and navigate role complexities to build stronger leaders and high-performing teams.

We provide customized strategies to enhance leadership, foster innovation, and drive sustainable success. For example, we have partnered with The Institute for Leadership Studies at Dominican University of California for several years, successfully coaching and delivering executive education courses to meet the specific needs of their diverse clientele from the private, public, and nonprofit sectors.

Our multicultural expertise also allows us to offer services globally and multilingually. The Government of Chile, for instance, entrusted us with creating a bilingual program for Chilean women CEOs of tech companies. The six-week program included executive coaching, group instruction, and mentorship, helping these CEOs become more effective leaders and deeply understand US business culture.

Thank you for considering ExecBloom. We are ready to help you in the US and abroad and would be honored to be your partner in success. Kindly reach out with any questions you may have.

Warm regards,

Marcia Barahona

Founder & CEO



WELCOME





OUR SERVICES

At ExecBloom, we believe that an organization's success lies in the strength and cohesion of its individuals and teams. Our online and in-person programs empower you and your employees, drive performance, and foster a culture of excellence.

Our services include:

One-on-One Executive and Managerial Coaching

Our online and in-person coaching sessions provide leaders with personalized guidance and support. We help them identify their strengths and areas for improvement, set actionable goals, and develop strategies to achieve them.

Team Leadership and Skill-building Workshops

We design interactive workshops to foster team collaboration, communication, and problem-solving. These sessions are tailored to address specific challenges and objectives, promoting a culture of teamwork and innovation.

Team Building Experiences

Whether your goal is to boost morale, resolve conflicts, or align your team around common objectives, our Team Building Experiences offer the perfect blend of fun and functionality to drive your team's success.

Performance Improvement Plan (PIP) Guidance

We provide organizations with the expertise and support needed to address performance challenges effectively. We work closely with managers and employees to develop clear, actionable plans that enhance performance and achieve desired outcomes.

Multilingual & Multicultural Engagement

We support diverse teams and global organizations by providing culturally aware coaching and development programs in multiple languages. We help organizations leverage the strengths of their diverse workforce to achieve greater innovation and productivity.



CUSTOM WORKSHOPS & PROGRAMS



Below, listed by topic, is a selection of workshops and programs we have successfully conducted, each crafted to address specific leadership challenges and developmental goals. You can explore these examples to see how ExecBloom can support your organization's growth.

Listening and Communication Skills

- Effective Listening Bootcamp
- Conflict Resolution and Mediation
- Enhancing Workplace Communication: Tools and Techniques

Pitching and Presentation Skills

- The Art of the Elevator Pitch (for nonprofits and for-profit organizations)
- Mastering Public Speaking and Presentation Skills
- Crafting Compelling Business Proposals

Business Culture and Communication

- US Business Culture for International Entrepreneurs
- Cross-cultural Team Communication
- Navigating the Silicon Valley Ecosystem: A Primer for Business Success

Customer and Sales Excellence

- The Power of Customer Service: Transforming Customers into Advocates
- Driving Sales Excellence: Secrets of Effective Sales Leaders
- Maximizing Trade Show ROI: Tips for Success

Custom Leadership Development

- Custom Topic Leadership Development
- Personalized Executive Coaching
- Strategic Leadership and Decision Making





BENEFITS TO YOUR ORGANIZATION



Enhanced Leadership Skills

Equip leaders with tools to inspire and lead teams effectively.



Increased Employee Engagement

Engaged employees are more productive and committed.



Improved Team Collaboration

Foster open communication and synergistic teamwork.



Boosted Productivity and Efficiency

Leaders will streamline processes and boost productivity.



Reduced Turnover Rates

Increased job satisfaction leads to reduced turnover.



Innovative Problem Solving

Encourage and empower team members to think creatively.



IMPACT OF COACHING

▶ **700+%**

Average ROI for executive corporate coaching clients.

Source: PriceWaterhouseCoopers

▶ **\$7.90**

Average return companies received for every dollar invested in executive coaching.

Source: MetrixGlobal LLC

▶ **86%**

Of companies report a positive ROI on their coaching engagements.

Source: ICF Global Coaching Client Study

▶ **86%**

Individuals increase their productivity by an average of 86% when training is combined with coaching, compared to just 22% with training alone.

Source: The Personnel Management Association

▶ **96%**

Of leaders who had an executive coach said they would repeat the coaching experience.

Source: ICF Global Coaching Client Study





OUR VALUES

Our Mission

To empower individuals and organizations to achieve their full potential and emerge as stronger leaders in today's dynamic and interconnected global business environment, engaging them multiculturally and multilingually.

Our Vision

To be a leading provider of transformative executive coaching and talent development services for individuals and organizations across the globe, enabling global stakeholders to thrive while being seamlessly connected.

Our Values

- **Cultivating Respect:** We foster a culture of dignity, empathy, and fairness, valuing contributions and building trust-based relationships.
- **Empowerment:** We create an environment of self-discovery and confidence-building for effective engagement with global stakeholders.
- **Ethical Responsibility:** We prioritize ethical practices and social responsibility, positively impacting stakeholders and society.
- **Driven by Results:** Our relentless pursuit of results ensures we deliver exceptional value, exceed expectations, and provide tangible, meaningful solutions.

By aligning our mission, vision, and values, we strive to provide exceptional services that empower individuals and organizations to thrive, lead with purpose, and achieve their highest aspirations, honoring their culture and speaking their language.





TESTIMONIALS

"A complete revelation..." ★★★★★

"Undoubtedly, the elements for scaling suggested by Marcia helped me visualize my leadership capacity and identify opportunities for improvement. Above all, the decision to delegate was a complete revelation."

Pilar Arizaga-Ferrari, Founder & CEO, FinCloud



"Outstanding results..." ★★★★★

"I highly recommend ExecBloom to any organization seeking to elevate their leadership through high-quality executive coaching services. Dominican University of California's Institute for Leadership Studies engaged ExecBloom as a contractor to provide executive coaching services to our clients, and the results have been outstanding. Clients report a marked improvement in leadership cohesion, decision-making, and overall performance."

**Dr. Denise Lucy, Executive Director and Professor,
Dominican University of California's Institute for Leadership Studies**



"Extremely valuable..." ★★★★★

"I was able to identify my leadership style, gaps in remote work, how to manage my teams, and guide us towards more opportunities with potential clients. I have great admiration for Marcia and her expertise as an executive coach, as well as her trajectory. Having the opportunity to share and receive her guidance has been extremely valuable for me."

Adriana Gruñeiro, CEO, ProCycla



"A unique gift..." ★★★★★

"I have employed or recommended Marcia as an executive coach for a number of clients. In every case, the client has been highly complimentary about Marcia's process and results. Marcia has a unique gift for helping a coachee identify the most essential work that needs to be done and guiding the client in achieving that desired result."

John Wyek, Executive Director, Strategies Consulting





ARE YOU READY?

Are you ready to unlock your and your team's full potential?

ExecBloom is here to partner with you on your journey to excellence.

Take the First Step

Quiz yourself! The Appendix section, starting on the next page, contains needs assessment questionnaires for organizations and individuals. We encourage you to take a few minutes to complete the most relevant questionnaire, which will provide valuable insights into how our services can meet your needs.

Contact Us for a Consultation

Call +1.415.870.4780 or email us at TD@execbloom.com today to schedule a consultation. We will discuss your specific needs and how our services can help you achieve your goals.

Develop a Customized Plan

Based on our initial discussion, we prepare a customized coaching and development plan tailored to you or your organization.

Begin Your Transformation

Start working with our expert coaches and facilitators to transform your leadership and team dynamics, drive performance, and foster a culture of excellence.



APPENDIX

Needs Assessment Questionnaires for Organizations and Individuals





We invite you to answer the following questions with "Yes" or "No." This assessment will help you identify organizational areas that could benefit from executive coaching and team leadership development.

NEEDS ASSESSMENT FOR YOUR ORGANIZATION

Leadership and Team Dynamics

Yes/No

1. Do you feel that your company's leadership team is currently facing challenges in communication and collaboration? _____
2. Are ongoing conflicts or misunderstandings within the leadership team or departments affecting overall performance? _____
3. Do you observe a need for a clearer vision or direction among your company's leaders? _____
4. Do your leaders need support building a more cohesive and high-performing team? _____
5. Is there a noticeable gap between your leadership team's potential and actual performance? _____

Employee Engagement and Retention

6. Have you noticed a decrease in employee engagement and motivation? _____
7. Is there a higher turnover rate than you would prefer among your management and leadership positions? _____
8. Can you think of any top performers in your organization you would like to reward with individualized executive coaching to expand their capacity and impact? _____

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(CONTINUED) NEEDS ASSESSMENT FOR YOUR ORGANIZATION

Leadership Skills and Development

Yes/No

9. Are there gaps in leadership skills such as decision-making, delegation, strategic thinking, or emotional intelligence?

10. Do you have rising stars who could benefit from executive coaching to grow into their next role or to expand their capacity within their current one?

Strategic Goals and Performance

11. Is your company experiencing difficulties achieving its strategic goals due to leadership gaps?

12. Do you find that your leaders need to manage and develop their teams more effectively?

Professional Development and Support

13. Have your leaders expressed interest in receiving coaching or professional development opportunities?

14. Are any of your employees struggling or on a Performance Improvement Plan (PIP)?

Scoring:

- 0-4 "Yes" answers: Your company might not need executive coaching now, but monitoring these areas is good.
- 5-9 "Yes" answers: Consider exploring executive coaching to address specific challenges and opportunities for your leaders and teams.
- 10-14 "Yes" answers: Hiring an executive coach now could significantly benefit your leadership development and organizational success.



We invite you to answer the following questions with "Yes" or "No." This assessment will help you identify how you could benefit from executive coaching.

NEEDS ASSESSMENT FOR INDIVIDUALS

Yes/No

Personal Development

1. Do you feel you have reached a plateau in your personal or professional growth? _____
2. Are you looking for ways to improve your leadership skills? _____
3. Do you often find it challenging to stay motivated and focused on your goals? _____

Leadership and Management

4. Do you struggle with effectively delegating tasks to your team? _____
5. Are you experiencing difficulty in managing team conflicts or communication issues? _____
6. Do you find it hard to balance strategic thinking and day-to-day management tasks? _____

Performance and Productivity

7. Are you consistently falling short of your performance targets or KPIs? _____
8. Do you feel that your team's productivity could be improved with better leadership? _____

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(CONTINUED) NEEDS ASSESSMENT FOR INDIVIDUALS

Yes/No

Decision Making and Problem Solving

9. Do you find it difficult to make crucial decisions under pressure? _____

10. Are you seeking new perspectives and strategies for solving complex business problems? _____

Organizational Growth

11. Are you looking to foster a culture of continuous improvement within your organization? _____

12. Do you want to enhance employee engagement and retention in your team? _____

Feedback and Accountability

13. Would you benefit from an unbiased, external perspective on your leadership style? _____

14. Are you open to receiving constructive feedback and making changes based on it? _____

Scoring:

- **0-4 "Yes" Answers:** You may not need an executive coach now, but it's worth monitoring these areas.
- **5-9 "Yes" Answers:** Consider exploring executive coaching to address specific challenges and opportunities.
- **10-14 "Yes" Answers:** Hiring an executive coach could significantly benefit your leadership and organizational effectiveness.



We'd love to be your partner in success!
Contact us today

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