

Living Life Loudly!

The latest news and updates



Broaden Horizons

Welcome to the first issue of Living Life Loudly! If you really know me, you know that broadening horizons is just simply part of my DNA. I am an advocate for change. It leads to incredible sparks and fanning the flame, so to speak, is what leads to innovation and transformation.

While I have had my own business now for 10 years in the consulting, facilitation, and coaching arena, it was time to evolve, especially because the blend between my book/author life and my application of skills in the corporate life were beginning to blur together organically. After fighting cancer again, leading a prominent Marriott and Hilton hotel management company through transformation and the pandemic, and writing a 2nd book, I decided to dedicate myself to helping break through boundaries that limit transformation and resilience in individuals and teams. It was time to emerge more loudly. VPStrategies became Victoria Cramer, LLC.

So, let me introduce myself. I have grown up in the executive leadership world working for major Fortune 500 organizations for decades. Most of the shaping, molding, and leading powerhouse teams came from working for Marriott Hotels. The oodles of experience in coaching came from working with the thought leaders at The Summit Group (www.summitvalue.com) and then additional certifications came from The London School of Business and Finance. If you sprinkle in some insane life experiences then you've got an innovator, warrior, leader, speaker, author, and coach.

I'm part fireball, competitor, and boundary breaker and from that the logo was born. Thank you to all who have helped me to level up my brand. At my core you'll find I'm fueled to help you to live life louder; more boldly; and to help you to show up drastically different. - Victoria Cramer

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-Challenge the Thinking - What is Executive Coaching?

-Oil the Machine - What is Upskilling?



Challenge The Thinking - An Executive Coach Impact

For as long as I can remember, I've been "in training". I remember my first day at Marriott at 19 years old. I was asked, "What would you like to do next? We like to see that you are training to take on your next role in 18 months. You are also required to complete 40 hours of formalized training each year and you will be assigned a mentor".

I remember thinking at the time that I had no idea what I wanted to do next and that I just wanted to learn to be a front desk clerk. However, that was the start to a long career of trainers, mentors, life coaches, career coaches, and eventually as I fought cancer, had twins, and struggled in my marriage, I would also experience psychologists and counselors.

Early on I was taught the value of a learner mindset, your personal board of directors, and the outside perspective. I'm discovering that is no longer common and because of that, many have risen into leadership roles without any formalized training or coaching. Covid has created a tsunami of coaching needed due to burnout, a yearning for more, a desire to change careers, and a loss of happiness with complex thoughts on where to start.

Coaches come in types from life coaches, to personality and branding to executive leadership coaches to name a few. Due to the nature of our world today, I'm finding my coaching has to have a blend of being a happiness coach/life coach, and executive coach. Your coach should customize the coaching to you. The typical coaching program lasts anywhere from 3 months to 18 months and has a cadence of conversations every week to every 3 weeks.

The world of coaching, while growing rapidly is still not regulated. There are many coaching schools and certifications to be had. When choosing a coach, it is important to look at hours or years of experience, track record, and success stories, as well as certifications. The very best coaches will come across as being interested rather than interesting. Look for references and overall brand reputation as well as alignment with your overall objectives.

What does coaching cost? Well, that too is not regulated. Typically the more experienced the coach, the more you can expect to pay. Most have very flexible payment schedules. You'll see the best coaching value happens when you purchase coaching programs versus paying on a call by call basis. I've seen hourly rates range from \$200/hr-\$800/hr and I've seen full coaching programs range from \$5K-\$18K for 3-9 month programs. Many companies will reimburse for coaching.

People don't get off a comfy couch! If you're ready to be pushed then you are probably ready for a coach.



Coaching is now part of standard leadership development training for elite executives and talented up-and-comers at IBM, Motorola, JP Morgan, & HP. These companies are discreetly giving their best prospects what star athletes have long had: a trusted advisor too help reach their goals - CNN

What the Best are Doing Differently - A Story of Upskilling

The pandemic created an insane amount of organizations to either force turnover, grow at an exponential pace, train and onboard remotely, or all of the above. This combined with a complete shift in budgets resulted in fewer conferences, fewer dollars invested in training, and a bit of a sink or swim mentality. It is time for a greening of the human spirit. It is time to re-invest in people.

The very best are creating conferences, using guest speakers, and designing learning roadmaps to upskill their leadership organization.

The inquiries and designs that I am working on are incorporating hard skills like improve communication skills, sales specific skills, or how to be an epic leader/coach, AND soft skills like resilience training, unlocking happiness again, or energy training (training on efficiency/productivity models using and creating sustained energy theories. It is refreshing to see the requests for bundle packages that are combining key note speakers, small group coaching, and individual coaching.

What emerged from covid are some innovative organizations that have adapted to produce the most impressive transformational learning and experience platforms. Take Let's Engage, who flipped speakers bureaus of old on their head and created a seamless digital platform for finding key note speakers and coaches based on topics desired. www.letsengage.com

Or, Inspired Vibe Marketing who does event production focused on creating brand loyalty and employee loyalty through the event experience. www.inspiredvibe.com

It was refreshing to be asked to design a two-day sales event that incorporates integrity in sales and inclusion and diversity in the entire experience.

How will you now inspire your work force, reduce turnover, and improve the fatigue or complacency that may exist? If you need ideas or a partner who happens to be a connector of epic human beings, then just ask. I don't do vanilla. I do transformational. I do memorable upskilling and love for really amazing humans.

For ways to connect with Victoria:

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It is time for a
greening of the
human spirit!

-Phil Styrlund, CEO,
The Summit Group