

Building the Best Team of a Leader's Career By Design, Not by Chance

We have all experienced those golden moments when everything clicks with a team – when alignment, excitement and shared vision drive remarkable feats and lasting impact

Was it a fluke? A stroke of luck?

Or can we recreate this synergy and outstanding results with any team?

Mutual Momentum: Leading and Delivering as a Team

Great teams don't happen by accident—they're built through shared intention, consistent coaching, and a deep commitment to growing together. This program empowers leaders and teams to co-create a culture of trust, clarity, and performance.

01

This isn't a top-down initiative—it's a two-way commitment.

02

The leader sets the tone, but every team member is part of the rhythm.

03

Both leader and team are held accountable for showing up, growing together, and delivering consistent excellence.

04

Coaching becomes the connective tissue between vision and execution, trust and performance.

Partnering for Progress: Structured Coaching that Works

Accountability is shared—both leader and team are responsible for driving and sustaining change.

A dedicated third-party coach brings a **science-backed, hands-on approach** when the leader's time and focus are stretched thin.

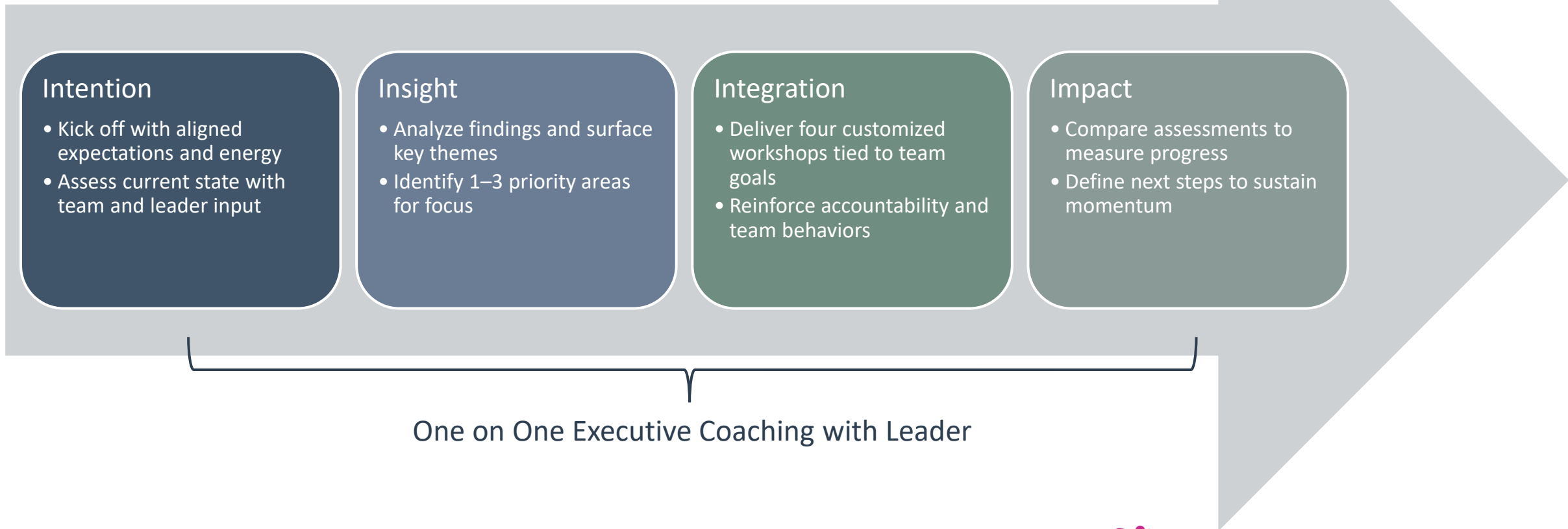
This **isn't a one-and-done**—it's about **embedding new norms, skill-building, and accountability** over time.

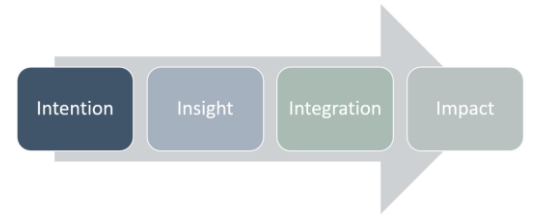
While HR brings valuable perspective, they're often stretched thin—**external support ensures focus, structure, and applied momentum** when it's most needed.

By investing in external guidance, you **signal urgency, intent, and a commitment** to accelerated performance.

Program Overview

Each phase is designed to move insight into action—and action into lasting impact.





Program Detail

Intention

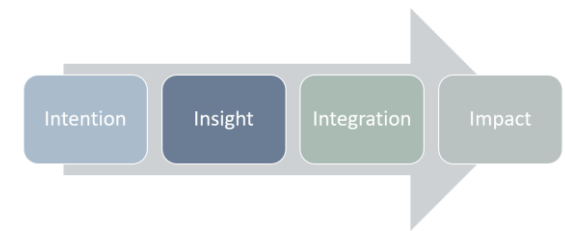
- Kick off with aligned expectations and energy
- Assess current state with team and leader input

Launch with purpose – Align expectations and energy through a focused program kick-off; set positive intent across the team.

Assess what matters – Use existing company tools when possible to maintain continuity and language familiarity.

Offer flexible assessment paths – Where gaps exist, recommend a proven assessment or design a customized tool aligned to the organization's needs.

Capture both sides of the leadership equation – Combine a structured team assessment with targeted leader interviews to build a 360° view of opportunity and alignment.



Program Detail

Insight

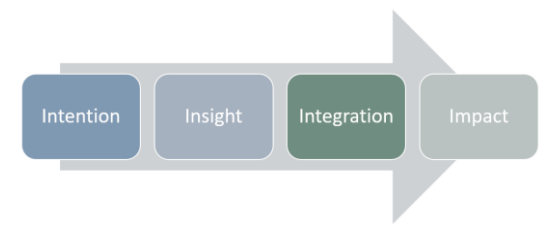
- Analyze findings and surface key themes
- Identify 1–3 priority areas for focus

Collate and synthesize assessment data – Integrate perspectives from leader interviews and team assessments into a cohesive, actionable picture.

Meet with the leader first – Align on key themes, leadership insights, and opportunities before engaging the broader team.

Facilitate a team insight session – Share findings transparently and collaboratively define 1–3 core focus areas.

Co-create a team operating vision – Translate insight into shared intention by defining how the team wants to work, communicate, and grow together.



Program Detail

Integration

- Deliver four customized workshops tied to team goals
- Reinforce accountability team behaviors

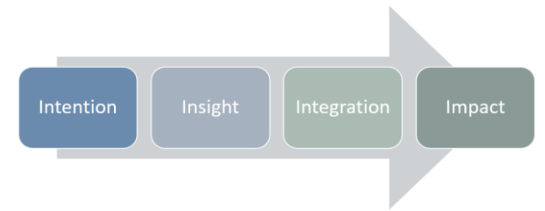
Translate focus into action – Content for each monthly workshop is shaped by the team's 1–3 priority areas, making every session relevant and results-driven.

Reinforce accountability – Regular check-ins encourage the team to ask: *Are we doing what we said we'd do?*

Strengthen team culture – Workshops serve as a space to embed team norms, elevate communication, and reinforce shared values.

Build momentum over time – Structured over four months, this cadence creates space for habit formation, reflection, and progress tracking.

Program Detail



Impact

- Compare assessments to measure progress
- Define next steps to sustain momentum


Measure what matters – Conduct a follow-up assessment to compare against baseline results, evaluating meaningful shifts in behavior, culture, and leadership effectiveness.

Synthesize and share insights – Present collective shifts and emerging themes that reflect how the team has evolved.

Highlight leadership growth – Assess the leader’s development journey and their role in sustaining cultural change.

Issue the momentum challenge – Invite the team to commit to what comes next, reinforcing accountability and long-term performance habits.

Executive Coaching and the Transformative Power of Authentic Leadership



Why Coaching Drives Transformational Team Performance

- **The leader sets the standard** — Coaching ensures you're modeling the mindset, communication, and trust you want mirrored across the team.
- **Growth starts at the top** — Embracing coaching means embracing change, starting with themselves.
- **Connection fuels performance** — Authentic conversations create psychological safety, clarity, and shared purpose.
- **Coaching multiplies impact** — As they sharpen their own leadership, you activate the full potential of your team.

*To lead the best team of your career,
you must become the best version of yourself.*

Authentic Leadership

Confident vulnerability in leadership is the practice of openly embracing both strengths and weaknesses to foster trust and psychological safety.

Leaders who share challenges, admit mistakes, and seek feedback create a ripple effect that encourages authenticity within teams. This approach strengthens connections, enhances resilience, and drives adaptability, ultimately shaping a culture of growth, innovation, and sustained success.

Authentic Leadership Considerations

Vulnerability can be a powerful leadership tool—but only when used with intention. Its effectiveness depends on four key considerations: *motivation*, *impact*, *trust*, and *perceived leadership* because what builds connection in one moment could undermine confidence in another.

Motivation

Understanding whether the motivation is internal, or external helps clarify the intent. Internal motivations can be more about personal catharsis or authenticity, while external motivations focus on strengthening the team and fosters trust.

Impact

Considering the positive or negative impact on the team ensure that vulnerability serves a purpose and fosters growth or cohesion rather than creating discomfort or uncertainty.

Trust

Evaluating the current trust levels within the team is crucial. Vulnerability is more likely to be received positively if there is already a foundation of trust and mutual respect.

Perceived Strength

Assessing how a leader's strength is perceived can guide how much vulnerability to show. The goal is to enhance connection and authenticity without undermining leadership.

Framework for Authentic Leadership

Effective leadership requires a nuanced understanding of confident vulnerability.

Leaders must carefully gauge when and how to exhibit vulnerability, ensuring they are within the optimal **target zone**.

		Target Zone
Internal	Motivation	External
Fosters resentment or distrust		Strengthens team and trust
Negative	Impact	Positive
Creates discomfort or uncertainty		Advances growth and cohesion
Low	Trust	High
Leads to skepticism		Builds authentic connections
Low	Perceived Strength	High
Undermines leadership		Enhances connection and respect

Authentic Leadership

Let's be honest—leadership today isn't what it used to be.

The world moves faster, people demand transparency, and authority alone no longer earns respect.

The leaders who thrive aren't the ones shouting orders from the top. They're the ones who connect, adapt, and inspire movement.

Leadership isn't about hierarchy—it's about influence, resilience, and shaping moments that matter.

Authenticity, trust, and impact—these are the real currencies of leadership in 2025.

Summary

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The Leadership Formula:

What It Really Takes to Build a Career-Defining Team

- **Shared accountability, lasting results** – When both the leader and the team own the outcome, excellence becomes the standard—not the exception.
- **Coaching powers performance** – This isn't about checking boxes—it's about transforming conversations into catalysts for growth.
- **Teamwork becomes your culture** – Through structure, trust, and shared purpose, collaboration stops being an initiative and starts being how you operate.
- **Leadership is your differentiator** – Invest in your own evolution—and unlock a team that's not just good, but career-defining.

Meet your Coach : Ann Stott

Ann Stott is a seasoned leadership coach known for her authentic approach to guiding executives and organizations toward excellence. A former Chief Learning Officer and VP of Talent Management, she brings over two decades of C-suite experience, merging business strategy with personal growth to drive people-centered leadership. She is also a published author of multiple proprietary leadership frameworks that empowers leaders to grow with clarity and intention.

Working with Ann is a dynamic and transformative experience. Her energy, warmth, and humor create a space where leaders feel inspired, supported, and unafraid to take bold steps—or laugh at themselves along the way.

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Deliverables and Investment

Deliverables:

- Team assessment (using existing tools or custom framework)
- 360 leadership assessment via stakeholder interviews
- Program kick-off and team alignment session
- Insight delivery and results-sharing session
- Four customized team workshops based on identified focus areas
- Final integration session with reassessment and impact analysis
- Six months of 1:1 executive coaching for the leader

Timeframe: Six months

Program content and delivery can be tailored to your goals. Pricing may vary based on customization and scope.

Pilot Opportunity

Deliverables:

- Team assessment (using existing tools or custom framework)
- 360 leadership assessment via stakeholder interviews (12)
- Program kick-off and team alignment session
- Insight delivery and results-sharing session
- Two customized team workshops based on identified focus areas
- Final integration session with reassessment and impact analysis
- Three months of 1:1 executive coaching for the leader

Timeframe: Three months

Cost: \$0

- Feedback on program
- If appropriate, endorsement of program

Program content and delivery can be tailored to your goals.