

THE ABOVE AVERAGE SCHOOL

Executive and Leadership Consulting

Private & Group Coaching



CAPABILITIES STATEMENT NACIS CODE:

541990 - All Other Professional,
Scientific, and Technical Services

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ABOUT US

THE ABOVE AVERAGE SCHOOL

We're in the business of empowering people.

Empower Yourself. Empower Others. Empower Your Community.

The Above Average School has been helping Fortune 500 companies uncover their potential in individuals, inspiring them and their organizations to use it to their collective advantage since 2018. As a global leader in Executive and Leadership training, we offer world-class workshops, scalable learning solutions, private coaching and high-impact consulting.

We take great pride in having the privilege of keeping great company. From C-Suite and senior executives to new professionals, we have helped elevate the success of some of the most influential people in the world. We have worked privately with the C-Suite executives of multibillion-dollar organizations and senior elected officials.

Our programs on Executive and Leadership Skills and Daring Leadership are recognized internationally. Our team of expert facilitators provide customized workshops, private coaching and keynotes at conferences to organizations around the world - from Europe to the Gulf Region, Asia, Australia, South Africa and across the Americas—North, Central and South.

Our Mission

1. Systemize the predictable and focus on the exceptional.
2. Help **organizations** develop compelling and lasting leadership skills amongst their leaders using a scalable and aligned approach; and
3. Help **individuals** establish their own personal leadership skills imprint by defining and refining their personal strengths.

Our Values

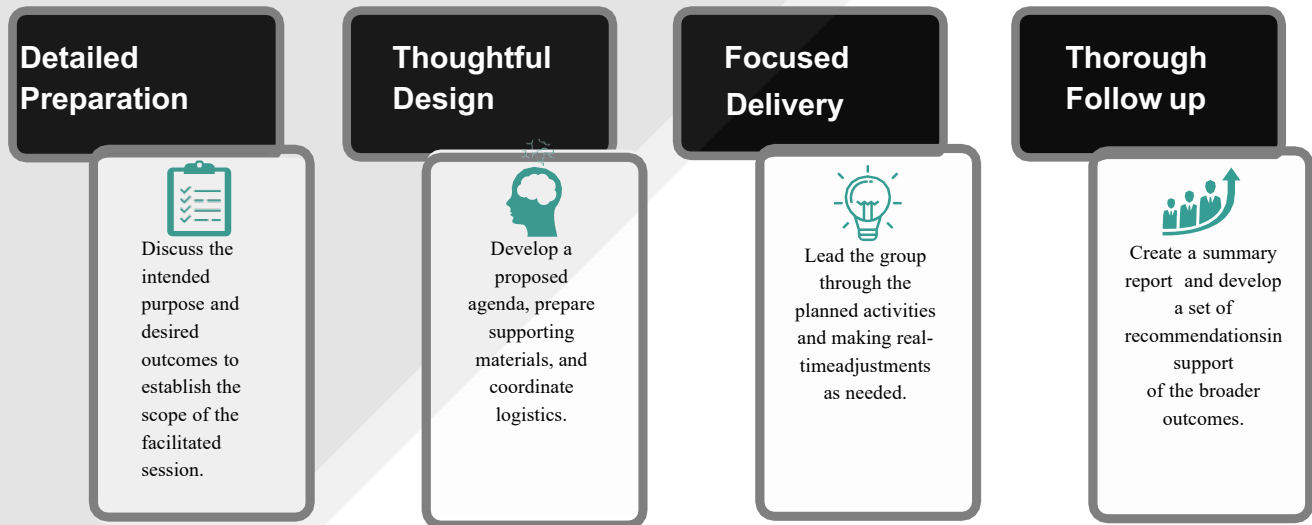
We believe in the power of realizing your own worth!

Authenticity --- Respect --- Collaboration --- Excellence --- Innovation

"Power within is defined by an ability to recognize differences and respect others, grounded in a strong foundation of self-worth and self-knowledge. When we operate from a place of power within, we feel comfortable challenging assumptions and long-held beliefs, pushing back against the status quo and asking if there are other ways to achieve the highest common good."

~Brené Brown, Dare to Lead

METHODOLOGY

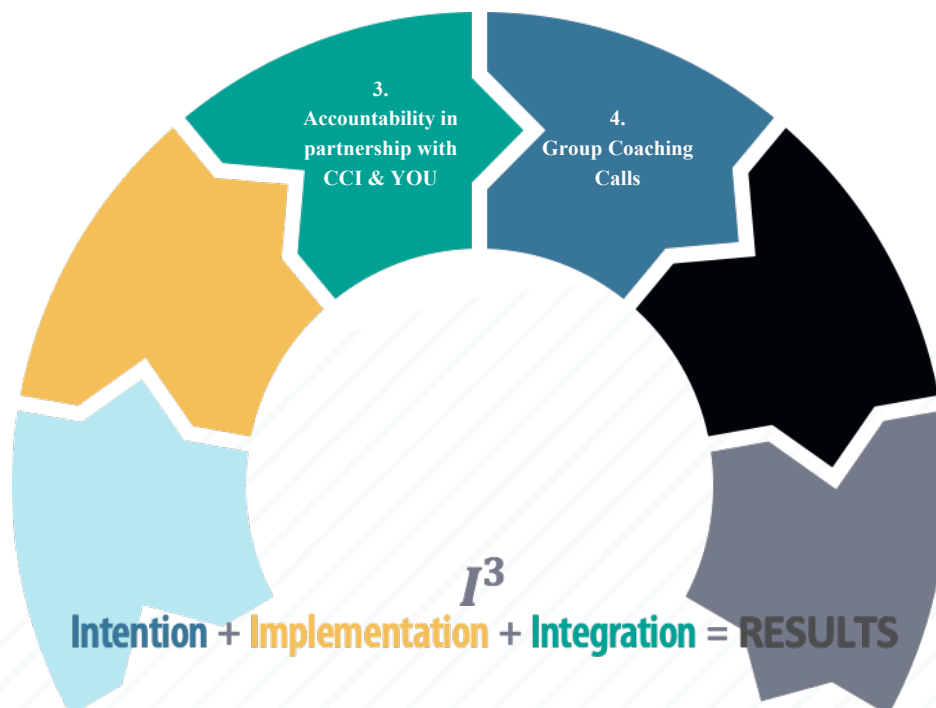


ARC OF CHANGE

Growth and personal development requires an investment of time and commitment to achieve an Arc of Change.

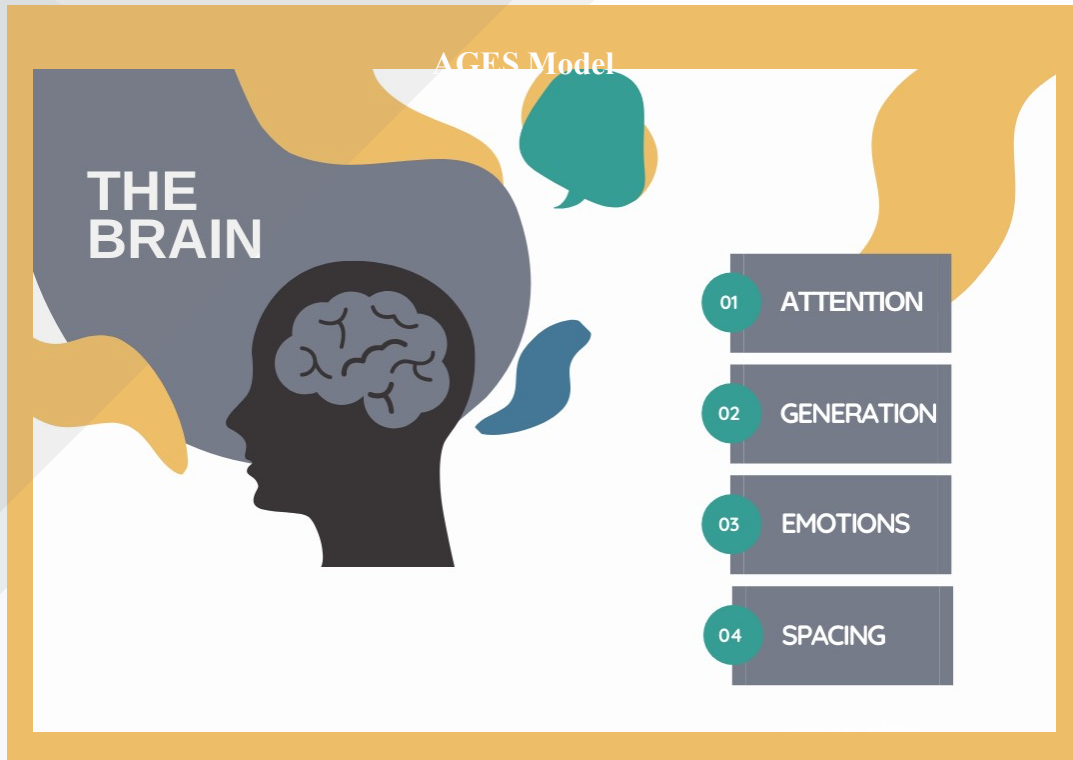
At The Above Average School, we use varied pedagogical methodologies leveraging experiential learning to provide opportunities while recognizing that we all learn and retain information differently. We work to support the individual path to improvement of each participant to ensure mutual accountability and achieve results.

The combination of these building blocks allows individuals and their organizations to take the good intentions, implementation strategy and integration to achieve clear results.



OUR APPROACH

Our approach is to connect, engage and stimulate participant involvement. It is a collaborative communication process that builds a deeper understanding through conversation and dialogue. It is based on our proven, interactive training techniques derived from the hard science of Neuroleadership.



What are the biggest challenges to learning and training for organizations?

1. Getting everyone at the same place at the same time and doing so for more than one day.
2. Participants learn while at the event and then they never use the knowledge, so they forget it.
3. The knowledge is not particularly relevant to their job.
4. The lessons are out of touch with their reality.

We apply the principles of the **AGES** model for best learning and retention.

Attention: What we pay attention to has a powerful impact on our memory.

Generation: The more it applies to yourself, the more you remember.

Emotions: Emotions grab our attention and shift our focus.

Spacing: Our learning is paced and designed to allow time for experimentation, reflection, questions and discussion.

PRIVATE COACHING

CLIMB HIGHER, FASTER

At The Above Average School, we are proud to be recognized as the gold standard in the industry, offering one-on-one leadership skills coaching for executives and leaders. Our sought-after coaches will help you close the gap between where you are and where you know you belong. The Above Average School has coached aspiring professionals, senior leaders and C-Suite executives in developing their leadership skills to advance. We can and will help you to see your results sooner as you take your leadership skills to the next level.

Our Approach to Coaching

Today, effective leadership demands self-awareness. Aspiring leaders at every level and in every corporate environment typically face a diverse span of circumstances daily, often with complex overtones.

The Above Average School is proud to offer a coaching methodology which takes into consideration the needs of business today and uses a model which is a blend of both coaching and consulting to achieve optimal results.

Our approach uses the concept of performance tension to help clients move past their current comfort zones into a zone of peak performance. We will test your new behaviors and move you through challenges, all while being supported in a very present and proactive manner by the coach. At The Above Average School, we work with our clients outside of a traditional coaching model and work closely on their development needs.

The Above Average School's coaching model offers each client the benefit and access to their coach when needed. Aside from regularly scheduled coaching meetings, each coach and coachee will have the benefit of working closely together weekly as well as the ability to support and debrief key activities, meetings and interactions as they happen. Being present throughout the coaching engagement is a key factor to success. Using video calls, phone, emails and texting as forms of communications offer the coachee a direct line to their coach as needed. This helps the coach to be not only present but also supportive in the coachee's activities and debriefs. It also serves to hold everyone accountable while generating sustainable results.

During personal, one-on-one sessions, we coach people through their challenging situations while helping them to deal with the day-to-day demands of leadership and empower them to develop new skills such as:

- Creating great first impressions
- Developing a strong personal brand
- Speaking with impact
- Handling difficult and negative conversations

- Regulating emotions
- Mitigating biases
- Maneuvering office politics
- AND so much more



**LEADERS
ARE MADE,
THEY ARE
NOT BORN**

Our Coaching Services

Our Talent Development Strategy builds, strengthens, motivates, and deepens key leadership skills. It includes pre-work assessments, competency development and coaching sessions. Our service delivery is provided in two (2) options:

1. **Never Stop Leading or Learning®**
2. **Dare to Lead®**

1. **Never Stop Leading or Learning®**

The Above Average School's practical engagement teaches transferable skills that communicate the strategic leadership and executive presence required to achieve organizational impact. Our approach and content helps to provide each coachee with the ability to service their elite clients in a manner superior to all of their competitors. Each coachee will engage in a variety of real-world situations and receive valuable feedback from his/her coach.

- a. C-Suite (two (2) assessments, coaching sessions (60 minutes), and activities)
 - Plan A – 6 months (12 coaching sessions)
 - Plan B – 9 months (18 coaching sessions)
 - Plan C – 12 months (24 coaching sessions)
- b. Leaders at all Levels (LAAL) (one (1) assessment, coaching sessions (60 minutes), and activities)
 - Plan A – 3 months (6 coaching sessions)
 - Plan B – 4 months (8 coaching sessions)
 - Plan C – 5 months (10 coaching sessions)



2. Dare to Lead®

Based on the research of Dr. Brene Brown, Dare to Lead® is a collection of four skill sets that are 100% teachable, observable, and measurable. It's learning and practice that requires brave work, tough conversations, and showing up with our whole hearts.

New leadership demands will require daring leaders who are self-aware, leaders who know how to have hard conversations, who hold themselves and others accountable by giving and receiving feedback centering on the problem, not the people. It will require leaders who build trust, lead with empathy and connection, leaders who take smart risks that lead to innovation, leaders who reset quickly after disappointments and setbacks. This is how we lead, creating organizations that value the unique contribution and voices of those present and those who are not.

This is how we show up human to human.

Join more than **50,000** leaders who have completed Daring Leadership training inclusive of organizations such as *Microsoft, Pixar, Stanford University, Facebook, TedX Houston, Amazon, ATT, Disney, Zappos, Inc., Banana Republic, Cisco, Google, Oprah, US Military Academy at West Point, CIA, NASA, and Adobe*

- a. C-Suite (two assessments, coaching sessions (60 minutes), activities, and reevaluation)
 - Plan A – 6 months (12 coaching sessions)
 - Plan B – 9 months (18 coaching sessions)
 - Plan C – 12 months (24 coaching sessions)
- b. Leaders at all Levels (LAAL) (one (1) assessments, coaching sessions (60 minutes), activities, reevaluation)
 - Plan A – 3 months (6 coaching sessions)
 - Plan B – 4 months (8 coaching sessions)
 - Plan C – 5 months (10 coaching sessions)



Senior Leadership

Terri L. Williams – President

ICF Professional Certified Coach (PCC)

CoachDiversity Professional Certified Coach (PCC)

US Army, Retired



For over 20 years, I have helped leaders become more effective by channeling their best and most authentic selves! As a member of the U.S. military and veteran communities, I served as an officer (soldier) and federal executive civil servant, where I focused on improving leadership skills for civilians, business executives, and senior-level members of the armed forces.

Clients serviced include:

THE EXECUTIVE BRANCH

Federal Government: Department of Defense, Department of Veterans Affairs, Department of Transportation, Federal Aviation Administration, Intelligence Community, US Army, US Air Force, US Navy, US Marine Corps, and US Army National Guard (CA)

PRIVATE SECTOR

Corporate Class Inc., Mattamy Homes (Canada), General Motors (GM), Adobe, Standard & Poor (S&P 500), SHRM, Geico, Chipotle, Facebook, Clockwise, LinkedIn, Salesforce, Sprout Social, Inc, Stripe, and Asurion

FINANCIAL SERVICES

American Express, Ernst & Young (EY), Symetra Financial Services, and the International Monetary Fund (IMF)

HEALTHCARE

Cerner Government Services (CGS), Ann & Robert H. Lurie Children's Hospital of Chicago, Bon Secours Mercy Health, Gilead Sciences Memorial, Sloan Kettering Cancer Center, Homewood Healthcare (Canada), BioMarin Pharmaceutical Inc, Sage Therapeutics

NONPROFIT

Tragedy Assistance Program for Survivors (TAPS) and the Rippel Foundation

CREDENTIALS

My role as a mentor, sponsor, and coach has allowed me to engage with aspiring and organizational leaders and shape my own style and approach. I am an alumnus of many senior-level executive development programs from American University, Georgetown University, the Federal Executive Institute, (FEI) and the Office of Personnel Management (OPM) Senior Executive Service Development Program (SESCDP). I hold an undergraduate and graduate degree from the University of Maryland, Averett University, and National-Louis University, as well as a number of certifications as a facilitator for topics that include: Executive and Leadership Presence®, Dare to Lead® (Dr. Brene Brown), International School of Protocol & Diplomacy, Korn Ferry Leadership Architect®, Arbinger Institute Outward Mindset®, Coach Diversity Institute, International Coaching Federation (ICF), and US Army Professional Military Education (basic, primary, and advanced leadership courses). I enjoy French cooking, bicycling, and yoga.

Our Commitment

We say with confidence that the above services provide unmatched value and will be to your complete satisfaction. We believe that The Above Average School's leadership and extensive experience is an excellent fit for your training objectives.

We believe this comprehensive program will meet and exceed your expectations and provide an unparalleled opportunity to its leaders. We thank you for giving us the opportunity to share our passion for learning with you

Yours in Service,

Terri I. Williams
President