



Authentic leaders are more...

Influential, Inspiring, and Impactful!



"Brad's 'real world' commercial experience is one of his key strengths. He approaches situations with an eye toward improving business results, so he's not naive and overly theoretical. He's also a problem solver and easy to work with. He always seemed to have a good sense of what I was struggling with and how to move forward. I can feel that he is invested in my success as a leader."

- Asfa M.

Brad Shaw

Today's dynamic and rapidly changing landscape requires leadership that is ready to navigate sweeping levels of change and disruption. Authenticity is particularly critical for leadership success during times of challenges, change, and uncertainty, as it establishes trust, inspires others, and fosters a genuine connection that drives exceptional performance and engagement.

Working with a coach to tap the power of your authentic leadership style can bring a range of valuable benefits, including:

- **Enhanced leadership effectiveness:** Lead with greater confidence, influence, and impact.
- **Improved self-awareness:** Deeper understanding your strengths, values, and areas for growth,
- **Strengthened relationships:** Build trust with your team, fostering stronger collaboration and support.
- **Inspire and motivate others:** Empower others, creating a positive and high-performing environment.
- **Increased resilience and adaptability:** Embrace change and effectively navigate today's complexities.
- **Drive better business results:** Improved employee engagement, productivity, and satisfaction, which can positively impact sales, growth, and profitability.

Let's connect and explore how we can accelerate your leadership growth or the development of your direct reports and teams to create lasting success.

BIO

With over 30 years of commercial and consulting experience, I specialize in helping clients navigate business and leadership challenges throughout their growth lifecycle. My expertise lies in identifying opportunities and bridging ideas to execution, offering a holistic perspective on problem-solving and opportunity-vetting for clients and businesses.

As an executive coach, I am passionate about working with leaders and teams who are facing significant change or transformation in their professional journey but are challenged with what's next.

I strongly believe in the transformative power of authenticity in leadership within today's marketplace. Shaw Strategies is designed specifically to help leaders identify, embrace, augment, and amplify their authenticity for greater impact and success.

Tailored Services - Just For You

Together we will partner 1:1 through the customized and proprietary 5-step Coaching I-Plan to align on outcomes, identify your AQ (Authenticity Quotient) and determine the changes you'll need to elevate your leadership impact. My style is always pragmatic and collaborative. I work with both individuals and groups, supporting new & emerging leaders, high performers, and those in need of a tune-up. My services include leadership coaching, facilitated workshops, and advisory consulting focused on development and growth – always with an eye on better business results.

