



# Leadership Coaching Services

Maximize Your People  
Potential

# The Impact of Coaching

## Transform Your Leadership

Leadership coaching provides several benefits:

Individuals	Teams	Organizations
<ul style="list-style-type: none"><li>• Increased awareness of strengths and development opportunities</li><li>• Greater engagement</li><li>• Enhanced performance</li></ul>	<ul style="list-style-type: none"><li>• Improved collaboration</li><li>• Less friction</li><li>• More innovation</li></ul>	<ul style="list-style-type: none"><li>• More robust culture</li><li>• Sustained excellence – short and long-term</li></ul>



# SIGMA's Coaching Model

## Designed to Drive Sustainable Change

Our **strength-based coaching program** is designed to enhance motivation and sustainable change, equipping leaders with the tools to succeed.



# SIGMA's Coaching Philosophy

Based on Principles and Best Practices in I-O Psychology



**Strengths-based:** Many leaders do not fully appreciate their unique strengths or how to leverage them in the workplace. Identifying one's values and key strengths is critical for long-term leadership success a part of SIGMA's coaching process, and as important as understanding one's development areas.



**Individualized:** Our coaches work with clients using an appreciation for leaders' unique ways of thinking, solving problems, and relating to others. This respectful and customized approach reinforces the value each leader brings to their work and relationships and is based on expertise in neuroscience and personality.



**Sustainable:** Using habit change best practices, clients learn to identify shifts in strategy and approaches to workplace issues that are sustainable, fostering long-term meaningful change.

## What to Expect

Leaders work with their SIGMA coach to create and implement sustainable development plans that harness their strengths and enhance their development opportunities

Leaders can expect to:

- ✓ take thoughtfully selected, scientifically validated [leadership assessments](#)
- ✓ build self-awareness around key strengths and potential development gaps
- ✓ learn to prioritize key development areas
- ✓ set strategic and realistic goals for development
- ✓ create actionable plans for achieving goals
- ✓ learn strategies for maintaining momentum over time

## Core Content and Session Outcomes

	Core Content	Outcomes
Session 1	<ul style="list-style-type: none"><li>▪ key strengths and development areas</li><li>▪ goals for coaching</li><li>▪ identify and refine development priorities</li></ul>	<ul style="list-style-type: none"><li>▪ increased awareness of strengths and development priorities</li><li>▪ motivation to achieve goals is enhanced</li></ul>
Session 2	<ul style="list-style-type: none"><li>▪ set short-, medium-, and long-term goals for development</li><li>▪ identify actions to foster skill development</li><li>▪ discuss opportunities to gain and practice new skills</li></ul>	<ul style="list-style-type: none"><li>▪ prepared to begin skill acquisition process for chosen development priorities</li></ul>
Sessions 3 – 5	<ul style="list-style-type: none"><li>▪ progress (“wins and setbacks”)</li><li>▪ identify and proactively approach roadblocks to success</li><li>▪ habit change best practices</li><li>▪ discuss medium and long-term goals</li><li>▪ additional resources</li><li>▪ leadership reflections (“lessons learned”)</li></ul>	<ul style="list-style-type: none"><li>▪ increased accountability and motivation</li><li>▪ prepared to face potential roadblocks with behavioral intentions</li><li>▪ enhanced results through iterating based on intentional practice</li><li>▪ improved self-awareness and intentionality in behavior and decisions</li></ul>

# Our Coaches

## Meet the Team



**Ruby Nadler, Ph.D.**

*Leadership Consultant &  
Executive Coach*

Ruby leverages her expertise in psychology to support leaders in a range of industries in the private and public sectors. She helps leaders develop greater awareness of their natural strengths and development opportunities in a supportive setting. Leaders are empowered to make sustainable shifts in their perspectives and behavior with enhanced self-awareness, strategies, and tools to guide them. Ruby completed her Ph.D. in Cognition and Perception from Western University and has over 10 years of coaching experience.



**Erica Sutherland, Ph.D.**

*Senior Consultant &  
Executive Coach*

Erica completed her Ph.D. in Industrial-Organizational psychology at Western University. She is a Senior Consultant at SIGMA, where she delivers consulting services and Succession Planning solutions to clients. As a member of SIGMA's executive coaching team, Erica works one-on-one with leaders to develop talent. She also brings her expertise in measurement and psychometrics to the R&D team, assisting with the development and validation of SIGMA's many assessments.



**Brittney Anderson, Ph.D.**

*Senior Consultant &  
Executive Coach*

Brittney is a member of our coaching and consulting team. She brings her expertise in evidence-based practice to provide companies with leadership solutions that meet their needs. Primarily, Brittney helps her clients prepare for their future with succession planning and comprehensive leadership development programs. As an executive coach, she helps leaders hone their skills using a process-based approach to development.

# Contact Us

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Speak With a Coach



Ruby Nadler, Ph.D.

Leadership Consultant & Executive Coach

[rnadler@sigmaassessmentsystems.com](mailto:rnadler@sigmaassessmentsystems.com)

800-265-1285 x 223





US: SIGMA Assessment Systems, Inc. ▪ PO Box 610757 ▪ Port Huron MI ▪ 48061-0757 ▪ P: 800-265-1285 ▪ E: support@sigmahr.com  
Canada: SIGMA Assessment Systems, Ltd. ▪ PO Box 3292 Stn. B ▪ London ON ▪ N6A 4K3 ▪ P: 800-401-4480 ▪ E: support@sigmahr.com  
[www.SIGMAAssessmentSystems.com](http://www.SIGMAAssessmentSystems.com)