

What is the
**AWARD-WINNING
SECRET** to
rapidly increasing
you and your
team's success?

NOW
DELIVERED
VIRTUALLY

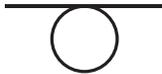


START
2022
WITH
A PLAN
FOR
GROWTH

Winning
Teams
Win!

*Take your team to a new level
of success with our leading edge
Leadership Balance® program.*

THIS PROGRAM INCLUDES
FREE RESOURCES TO IMPROVE YOUR TEAM'S SKILLS!

**LEADERSHIP
BALANCE®**

Mind. Will. Heart.

Meet Cathy Light and Gus Salem



Cathy is a globally recognized Motivational Leader known for growing teams.

Cathy Light's dynamic energy and passion for helping organizations and individuals reach their highest potential have led her to establish Leadership Balance® and three other growing enterprises: Assessment Leaders, Diversity, Equity & Inclusion and Be Well Perform Well.

In recognition of her extraordinary work, Smart Business nominated Cathy Light for the "Ernst & Young Entrepreneur of the Year" award in both 2009 and 2010. Cathy was also recognized as Women of the Year in 2012 and 2017. In addition to being the Idaho Circle of Excellence recipient by the Idaho Business Review.

Before venturing out as an entrepreneur, Cathy worked in the corporate world in a variety of leadership roles, including Vice President and General Manager of Sunrise Technologies, Inc. and Senior Sales and Marketing Executive at Fuji Optical Systems, Ltd. She began her trailblazing career at a start-up company known as Apple Computer.



Gus is a Experienced Fortune 1000 Executive and CEO of early stage companies.

Gustavo "Gus" Salem is Co-Founder and Managing Partner at Eureka Life Science, LLC, a consulting firm focused on creating value in life science tools companies.

Working directly with operating companies, private equity and venture investment firms, Eureka Life Science provides M&A due diligence advisory services as well as assessments of operational and commercialization plans to ensure successful execution of a company's strategy. Gus brings nearly 30 years of industry experience and a strong record of executive leadership driving strategy, commercialization and operational execution required to bring emerging technologies to the life sciences and diagnostics markets.

Gus has been active in leadership development throughout his career. Working closely with Lideranca Group and his internal human resource organizations, he has helped design and execute programs to empower individual leaders and improve team dynamics. He has also been a champion for improvement in Diversity, Equity and Inclusion serving as Chair, D&I Council at IDEX Corporation and is a member of the Analytical, Life Science, and Diagnostics Association's (ALDA) DEI Task Force.

Prior to co-founding Eureka Life Science, Gus was a senior operating executive at a number of multinational life science companies including serving as Group President at IDEX Corporation; VP/GM of Biological Systems Division at Agilent Technologies responsible for mass spectrometry, genomics, and clinical diagnostics; and VP of Protein Separations Division at Bio-Rad Laboratories. He also served as CEO of Assay Designs and SISCAPA Assay Technologies, both venture-stage life science companies.

Our Game Plan

Our WORKFORCE and WORKPLACES are changing quickly.
Do you have a plan for your team?

CHALLENGES

- **Our World of WORK is Changing Rapidly... Are you Ready?**
- **Multi-generational workforce**



Veterans/
Traditionalists



Baby Boomers



Gen X



Gen Y/
Millennials



Gen Z/
Digital Natives

SOLUTION

- **Improve behaviors**
- **Develop leaders**
- **Change workplaces**



ROI

- **Less conflict**
- **Less absenteeism due to stress**
- **Increased productivity & efficiency**
- **Outperform your competition = higher revenues**
- **Greater alignment and cohesiveness**

What you can expect from us

Our holistic, interactive program helps individuals drive decision making through the mind, will, and heart. It results in organizations that produce high performers and measurable results more rapidly.

Our program facilitates individual change and development specific to organizational issues with specialization in leadership effectiveness, job commitment and confidence. As coaches for

organizational change, we help the leader look at the way he or she currently does business and help identify qualities needed to manage more effectively.

In the process, we help the leader set a clear path for effective leadership and motivate him or her to make sustainable change.

Four powerful solutions combined in one unique program delivery for optimal success and efficiency.



**1:1 Coaching
for Leadership
effectiveness**



**Team facilitation
1/2 day to full day**



**On-line micro
learning program
(1 Year license)**



**Assessments that help
create a baseline and
awareness for learning,
development and growth**



"I have worked with Cathy Light year-over-year coaching multiple leadership groups on Managing Up, 360 Business Alignment, Creating and Cascading a Strategic Department Plan, Soft Skills (EI) Improvement, Executive Presence, and Building Team Relationships. Each manager received a 360-feedback report identifying their strengths and development areas for focused improvement, along with a comprehensive leadership team report. Cathy's gift to deliver an unbiased debrief, along with co-creating their post 360, 3-Step Optimal Action Plan, made all the difference in my leader's being open to growth and recognizing their own vulnerability individually and collectively as a team."

**- Gus Salem, Former Executive, IDEX Corporation,
Agilent Life Sciences, and Bio-Rad Laboratories**





Coaching for Leadership Effectiveness

OVERVIEW

THREE KEY DIMENSIONS FOR EXCEPTIONAL LEADERSHIP



MIND TO LEAD

Preparing the MIND with tools that enhance experience, intellect, and mental readiness to face any challenge



WILL TO LEAD

Building a strong WILL that provides the drive and stamina to effectively lead high performing teams



HEART TO LEAD

Nurturing the HEART and soul inherent in all great leaders and organizations

The most profound way for an individual to develop skills and assimilate to a company's culture and values is to learn directly from someone who already possess those qualities and who is compelled to help others achieve.

As a result of our 6 or 12-month coaching program, the client transforms into a better leader. He or she sets better goals, takes more action, makes better decisions, works

more effectively with peers and direct reports, and more fully uses his or her natural strengths.

Our program focuses on where clients are now and what they are willing to do to get where they want to be in the future. Once the direction is established, we will develop a customized step-by-step coaching program.

Our Whole Team Approach



Expectations when we work with the whole **TEAM**:

- ✓ Improved **TRUST**
- ✓ **RESPECTFUL** conflict around ideas and process initiatives
- ✓ **COMMITMENT** to support decisions
- ✓ Hold one another **ACCOUNTABLE** for deliverables
- ✓ Support collective **RESULTS**

A winning team starts with a strong leader.

When a leader's character is balanced, and he/she has the right attitude, emotional health, and moral compass to lead... your team members will go the extra mile to support you!

TRAITS OF A GREAT LEADER

- Authentic
- Compassionate
- Encouraging
- Integrity
- Developing
- Listening
- Optimistic
- Trusting





Our On-Line Microlearning Program

CONTENT ALIGNED TO THE COMPETENCIES THAT ARE MOST RELEVANT TO TODAY'S LEADERS

Our **Winning Teams WIN** Program also provides a collection of training resources designed specifically for leaders. These learning tools were formulated to address the needs of three distinct levels:

- Senior leaders
- Mid-level leaders
- Emerging leaders



LEADING YOUR BUSINESS

- Judgment and Decisiveness
- Leading a Culture of Execution
- Leading Innovation
- Leading Organizational Vision
- Managing Priorities
- Problem Solving and Decision Making
- The Influential Leader
- Thinking Critically
- Thinking Strategically
- The Digital Leader
- The Adaptive Leader
- Customer First Leadership

LEADING YOUR TEAM

- Building and Leading Teams
- Developing People
- Embracing Diversity
- Leader as Coach
- Leading Through Change
- Leading Virtually
- Managing Conflict
- Cross Cultural Leadership
- Leader as Motivator

LEADING YOURSELF

- Leadership Networking
- The Accountable Leader
- The Agile Leader
- The Emotionally Intelligent Leader
- Leader Transitions
- The Mindful Leader
- The Ethical Leader
- Executive Presence
- Women & Leadership

SAMPLE VIDEO AND BOOKS FROM COURSES:

- Decision Making & Problem Solving Strategies*..... Book
- Why Do Leaders Make Flawed Decisions?* By Mike Roberto..... Video
- Left Brain, Right Stuff: How Leaders Make Winning Decisions* Audio Book
- The Five Dysfunctions of a Team: A Leadership Fable*..... Book
- Motivate Your Team*..... Audio Book
- Create a Mastermind Group for Your Career*”, featuring Dorie Clark.... Video
- Relationships That Create Success--And Won't Let You Fail* Audio Book

Features

#1 Content Provider

Using unique learning templates prepared by subject matter experts, participants will gain instant access to three learning tracks, plus books and videos.

Learning is self-paced and 24/7 access will remain open for one year. Coursework includes a blend of short videos, book summaries, and activities to provide focused learning in specific competency area.



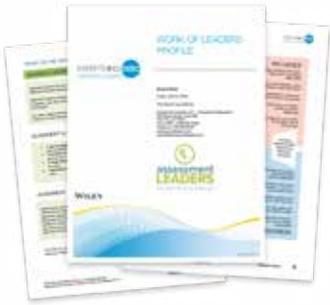
Bonus!

ON-LINE LEARNING PROGRAM INCLUDED WITH ALL TEAM ENGAGEMENTS



Our Winning Teams **Win**

FOUR TOOLS INCLUDED WITH EVERY TEAM ENGAGEMENT!



DiSC Work of Leaders



The Five Behaviors of a Cohesive Team



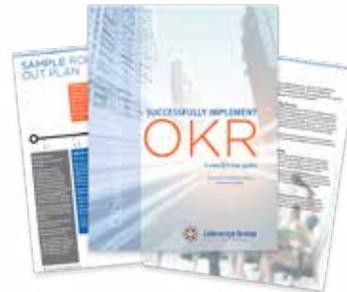
Winning Teams Win! Online Learning Program



Emotional Intelligence



Checkpoint 360°



Objectives & Key Results (OKR's)



Highly recommended for alignment and accountability

Additional **FREE** Resources



Creating an Extraordinary Workforce Workbook



Leadership Strategies E-Book



Learn more about Cathy Light



Lideranca Group Corporate Brochure



Leadership Balance Coaching Program



NOW
DELIVERED
VIRTUALLY

Your Team's Growth Starts Today.

Visit us at winningteamswin.com
or call **866-864-8200** for more information



**assessment
LEADERS**
DISCOVER THE HUMAN POTENTIAL™

assessmentleaders.com



Be Well > Perform Well
Creating Workplace Wellbeing

bewellperformwell.com



Diversity • Equity • Inclusion
Better Companies. Brighter World.™

diversityequityinclusion.com



Liderança Group
Business + Workplace Accelerators™

liderancagroup.com

**LEADERSHIP
BALANCE®**



Mind. Will. Heart.

leadershipbalance.com | 1.866.864.8200 | info@leadershipbalance.com

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Our Whole Team Approach

OVERVIEW

What you can expect from us when we work with the whole **TEAM**:

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- Cathy Light



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