

# CAMBRIA COACHING

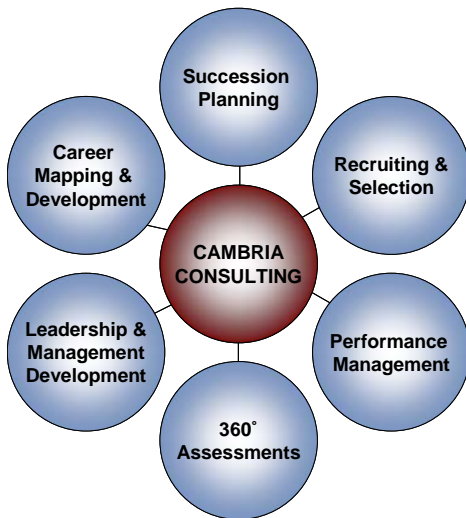
## ENHANCE TALENT DEVELOPMENT

“Coaching is often implemented as one component of talent development initiatives...And, because Cambria’s coaching practice sits within our HR consulting practice, we can help identify how coaching best supports these initiatives; we also know when coaching is not the optimal solution.”

– Ellen Kumata, Partner, Cambria Consulting

### CAMBRIA OVERVIEW: COACHING INTEGRATED WITH CONSULTING

Cambria Coaching evolved out of Cambria Consulting, a human resource and management consulting firm that helps develop and implement integrated HR solutions. Cambria was a pioneer in the field of competency identification, and for over 20 years, has collaborated with clients to implement customized, technology enabled solutions related to:



### HOW IT WORKS

We take a consultative approach to help you determine – based on your company’s vision, strategies, corporate culture, and existing talent development initiatives – which coaching offerings are right for your organization.

### CAMBRIA COACHING OFFERINGS

Cambria Coaching provides a variety of coaching offerings to support our HR solutions:

▪ STRATEGIC COACHING INITIATIVES
▪ EXECUTIVE COACHING
▪ TARGETED COACHING
▪ GROUP AND TEAM COACHING
▪ TRANSITION COACHING
▪ INTERNAL COACH TRAINING
▪ 360° DEBRIEF COACHING

### COACHING RESOURCES AND TOOLS

Cambria also provides resources and tools that enable you to manage the coaching process:

- Select experienced coaches with personal history and expertise directly aligned to your needs using our *Global Coach Network*
- Implement our web-based *Coaching Director* to track and manage coaching initiatives, including individual coaches and engagements
- Evaluate your coaching program by customizing measurement of key performance indicators and/or participating in Cambria’s long-term, cross-industry *Executive Coaching Impact Study*

“Cambria has been a great partner throughout this process. We have worked side by side to create a best-in-class process that fits our company and culture.”

– Senior Vice President

#### CAMBRIA COACHING CLIENTS

AFFILIATED MANAGEMENT GROUP  
ASSURANT  
ATG  
BELO  
BJ'S WHOLESALE  
CHURCH PENSION GROUP  
CREDIT SUISSE FIRST BOSTON  
DELOITTE  
DSS LOUISIANA  
EISAI  
FDIC  
JP MORGAN CHASE  
KEYSPAN ENERGY  
METLIFE  
NASA  
NATIONAL GYPSUM  
NATIONAL SEMICONDUCTOR  
NORTH HIGHLAND  
THOMSON  
UNITED TECHNOLOGIES  
WACHOVIA

## CASE IN POINT

### LEADERSHIP DEVELOPMENT SUPPORTED BY COACHING

#### Challenge:

A national media company recognized leadership as one of their core strategic drivers and wanted to enhance the leadership capabilities of “high-potential” individuals through focused development.

#### Approach:

Cambria's approach was two-pronged; we collaborated with the client to develop and implement a customized executive leadership program that incorporated aspects of both succession planning and career development.

Our first step was to identify the competencies that captured the behaviors required by successful leaders in the firm and develop a 360° feedback tool incorporating these competencies as a means of assessing the strengths and development needs of the high potential individuals.

Cambria then trained internal coaches to provide 360° Debrief Coaching as a way of reinforcing key feedback messages from the 360° process. We also employed our network coaches to offer ongoing executive coaching to successor candidates for key leadership positions.

In addition, throughout the duration of the program, Cambria provided the company's CEO with executive coaching, helping him to serve as a role model for leadership development and coaching within the organization.

#### Outcome:

The executive leadership program has been in place for five years with a new group of high-potentials moving through it each year. The organization has developed a strong leadership focus and culture, fully incorporating the leadership competencies into its succession planning and performance management processes.

### About Cambria Coaching

Cambria Coaching is a division of Cambria Consulting, Inc., a human resource and management consulting firm specializing in developing people solutions that drive business performance. Our organizational development and leadership foundation enables us to approach coaching from both the individual and organizational levels. We focus on bench strength development; key leader development linked to succession planning; high-potential development; and strategically-targeted efforts where behavior-change is critical. We partner with clients to put in place the strategy, process, supporting tools, and coaches – both internal and external – to accomplish this work. For more information about Cambria's range of solutions, visit our website or call (617) 523-7500.