

*The*  
**MIBA**  
*Effect*



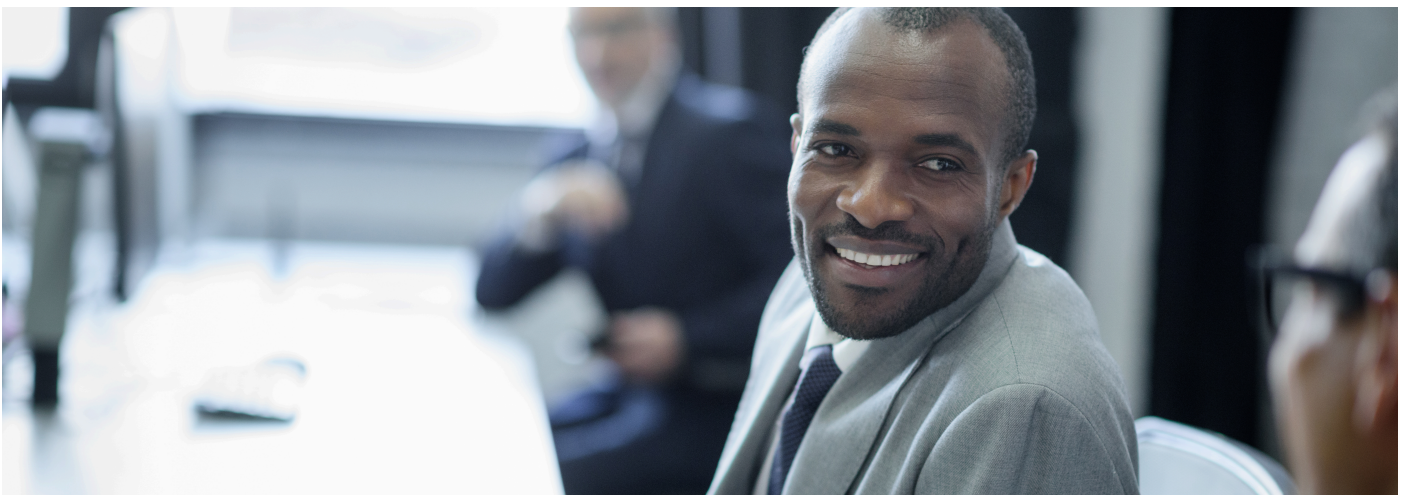
**Enhancing Mid-Level  
Leader Impact**

***Organizations***



A mid-level leader ( typically at the director level and below officer positions), holds significant responsibility and authority within an organization. They oversee teams or departments, playing a crucial role in implementing strategies, managing daily operations, and achieving team goals. As a bridge between executive leaders and frontline managers, they provide direction, guidance, and support. Their role involves making decisions, resolving conflicts, and driving performance to contribute to the organization's overall success.

Mid-level leaders at the director level face unique challenges, including balancing strategic and operational duties and managing communication both upwards to senior executives and downwards to their teams. They also navigate peer relationships, where shared goals often come with competing priorities. Additionally, they must handle resource constraints, drive organizational change, and develop talent while maintaining team motivation and alignment with company goals.



## A Personal Note

Thank you for your interest in bringing coaching internally to your organization. Created2Catapult understands the profound impact that focused coaching can have on leadership development and organizational success.

Due to our current prime and sub-prime commitments, our individual coaching roster is full, and we are not accepting new clients at this time. This strategic choice helps us reach a broader audience, covering different geographies, sectors, and industries. It also allows us to utilize extensive resources and maintain high-quality coaching standards.

We have developed a unique 12-week group coaching experience specifically designed for mid-level leaders. This program leverages a proprietary signature coaching framework, The MBA Effect™, which focuses on mindset, behaviors, and actions. It offers a transformative opportunity to enhance leadership skills, build strong peer networks, and drive personal and professional growth.

- **Mindset:** A strong mindset enables leaders to be resilient, adaptable, and innovative, enhancing decision-making and problem-solving capabilities.
- **Behaviors:** Creating a collaborative and supportive work environment is key to achieving results.
- **Actions:** As a mid-level leader, taking decisive action is crucial.

By consistently practicing the **MBA Effect™**, mid-level leaders can experience significant growth. Focusing on mindset, behaviors, and actions enhances their performance and empowers their teams. With influence across the organization, they create impactful change, foster a positive work culture, and drive organizational success.

Behavioral assessments are integral to our group coaching programs. Unlike static personality assessments, these tools evolve over time and evaluate how leaders adapt to different environments. They provide insights into communication, leadership, decision-making, and emotional intelligence, serving as a baseline and development roadmap for mid-level leaders.



We invite your organization to consider integrating our group coaching program to augment your internal resources. These programs are designed to provide the support, insights, and strategies your mid-level leaders need to excel and drive success within your organization.

Thank you for considering this opportunity. We look forward to the possibility of supporting your leadership development efforts through our group coaching experiences.

Your Talent Advocate,

*Dr. Angela*

Dr. Angela C. Hill | DSL, SPHR, ACC  
Founder & Principal Consultant, Created2Catapult, LLC

# The MBA Effect

The MBA Effect™ is a proprietary signature coaching process grounded in extensive experience and over a decade of coaching mid-level leaders. The process focuses on three key areas: **mindset**, **behaviors**, and **actions**. It is designed to help leaders develop the skills and perspectives necessary to excel in their roles, drive team performance, and contribute significantly to the success of their organizations.

## MINDSET

Mindset encompasses the internal beliefs, attitudes, and perspectives that influence how mid-level leaders approach their roles.

## BEHAVIORS

Behaviors, which are the actions and interactions of mid-level leaders, are crucial for inspiring and motivating team members, creating a collaborative and supportive work environment, and leading by example.

## ACTIONS

Actions involve the specific steps and initiatives that mid-level leaders take to achieve their goals, with decisive actions and commitment to follow-through being essential for driving performance and achieving desired outcomes.

By integrating The MBA Effect™ into your organization, your mid-level leaders can experience a compounding and exponential impact on their performance and the performance of their teams. Focusing on mindset, behaviors, and actions enables these leaders to influence the organization in multiple dimensions—upwards, downwards, and across. This holistic approach fosters a positive work culture, inspires team members, and actively contributes to achieving organizational goals, ensuring the overall success and sustainability of your organization.



## The MBA Effect™ Group Coaching Experience

Navigating the challenges of mid-level leadership can often feel overwhelming, with numerous tasks to juggle and a team to manage, often with limited support. Imagine equipping your leaders with the skills to effortlessly navigate these challenges, make confident decisions, and lead their teams to success. Our skills-based group coaching program bridges the gap between their current capabilities and their potential. Through our coaching, your leaders will develop the tools and strategies needed to excel in their roles and inspire their teams. Partner with us to transform your organization's leadership journey.

### MINDSET

- Mid-level leaders with a **growth mindset** are more adaptable, open to feedback, and resilient in the face of challenges, which enhances their ability to innovate and solve problems effectively.
- **Resilience** helps mid-level leaders navigate the pressures of their roles, maintain team morale, and stay focused on long-term goals, even during tough times.
- **Creativity** enables mid-level leaders to develop unique solutions, drive innovation within their teams, and maintain a competitive edge for their organizations.

### BEHAVIORS

- Strong **communication skills** ensure that mid-level leaders can articulate their vision, align their team's efforts, and foster a culture of transparency and trust.
- Building strong **relationships** helps mid-level leaders create a collaborative work environment, gain support for initiatives, and effectively manage conflicts.
- **Empathy** allows mid-level leaders to connect with their team on a deeper level, improving team cohesion, employee satisfaction, and overall productivity.
- **Active listening** ensures that mid-level leaders understand their team's needs and concerns, fostering an environment of mutual respect and collaboration. Effective goal setting provides direction and motivation, helping mid-level leaders to measure progress and achieve desired outcomes.

### ACTIONS

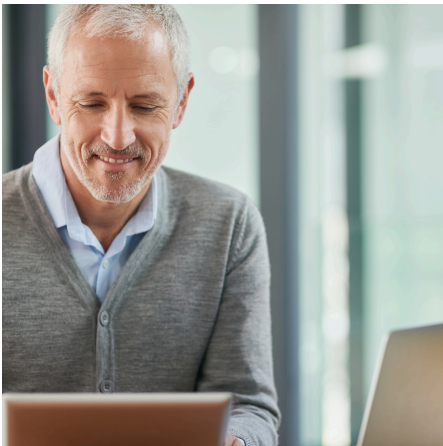
- **Strategic planning** enables mid-level leaders to align their team's efforts with organizational goals, anticipate challenges, and allocate resources effectively.
- Strong **task execution** skills ensure that mid-level leaders can drive their teams to deliver high-quality results on time, enhancing overall performance and productivity.
- **Decisiveness** allows mid-level leaders to act confidently, reduce uncertainty, and maintain momentum toward achieving their goals.
- **Behavioral adaptability** ensures that mid-level leaders can effectively navigate different challenges, lead diverse teams, and implement continuous improvement in their leadership approach.

## Enhancing Group Coaching with Behavioral Assessments

Integrating behavioral assessments into group coaching experiences significantly enhances the value and effectiveness of the coaching process. These assessments provide a common framework and language for leaders to understand their behaviors and how they impact their teams and the organization.

- **Personalized Development:** Behavioral assessments offer personalized insights, helping each leader identify specific areas for improvement. This targeted approach ensures that coaching sessions address individual needs, making the coaching process more relevant and effective.
- **Shared Understanding:** When used in a group coaching setting, behavioral assessments create a shared understanding among participants. Leaders gain insights into their own behaviors as well as those of their peers, fostering mutual respect and collaboration. This shared understanding helps build a cohesive team that works effectively towards common goals.
- **Enhanced Influence:** Behavioral assessments help leaders develop skills that enhance their influence across the organization. By improving their vision, alignment, and execution capabilities, leaders can positively impact their teams and drive organizational success. This influence extends upwards, downwards, and across the organization, amplifying the overall impact of the coaching experience.
- **Leading Change:** Behavioral assessments equip leaders with the skills to manage change effectively. They learn to navigate their own emotions and support their teams during transitions, even when facing disagreements. This capability is crucial for maintaining team morale and advancing the organization through periods of change.

Behavioral assessments provide a robust framework for developing mid-level leaders and enhancing their skills in vision, alignment, and execution. By integrating these assessments into group coaching experiences, organizations can maximize the benefits of coaching, fostering a culture of continuous improvement and high performance. Leaders equipped with these insights are better positioned to drive organizational success, making behavioral assessments an essential component of effective leadership development.



# The MBA Effect

Our 12-week group coaching experience is designed to provide mid-level leaders with a comprehensive and immersive development journey. With a group size limited to 12 participants, each leader receives personalized attention and benefits from effective peer interactions. The structured schedule and supportive environment ensure that participants can focus on their development.

- **Duration and Commitment:** The program spans 12 weeks, with a group size limited to 12 participants, ensuring personalized attention and effective peer interactions. The group meets bi-weekly at a mutually beneficial time for Created2Catapult staff and participating organizations, allowing leaders to concentrate on their development beyond their day-to-day tasks. Participation requires a commitment to this schedule.
- **Assessment Center:** The coaching process begins with an assessment center that includes the VAE (Vision, Alignment, and Execution) framework (focusing on one-to-many leadership), influence, and change.
- **Weekly Teaching Component:** Each week, Dr. Angela delivers a teaching component via video to explain one of the 12 skills related to mindset, behaviors, and actions. This helps leaders understand and integrate the skills into their leadership practice.
- **Bi-Weekly Coaching Sessions:** During bi-weekly live virtual sessions, Dr. Angela coaches the group, and participants coach each other around the skills we focus on for that period. These sessions provide an interactive environment for discussing challenges, sharing insights, and receiving real-time feedback.
- **Practice Opportunities:** During the weeks when the group does not meet, leaders are encouraged to practice what they are learning. This practical application reinforces the skills and concepts taught, ensuring they are effectively integrated into the leaders' daily routines.

By the end of the 12-week program, participants will have a solid understanding of the 12 essential leadership skills and practical experience applying them. This experience not only enhances their individual performance but also empowers them to drive their teams and organizations toward greater success. Joining this group coaching program is a commitment to growth and an investment in your organization's leadership potential.





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