



JORDAN EVANS GROUP

Coaching Information

"I found the coaching process with Sharon to be helpful, easy, and incredibly valuable."

- Howard Tager, GM Ivy West and VP Sylvan Learning

Sharon Jordan-Evans

Sharon coaches the people you can least afford to lose.

How It Begins

A Human Resources exec or department VP calls Sharon about one of their organization's key performers.

The performer is in transition. He's either moving into a new role and the organization wants to make sure he hits the ground running, or his performance is suffering because of some personal or professional issue.

During the call, Sharon learns about the situation. Who's concerned about it? What do they hope to accomplish? What's already been tried? These and other questions establish the parameters of the coaching assignment.

From the beginning, Sharon makes it clear that she works for the company and the coachee. Both must benefit for the assignment to be a success.

After the call, Sharon speaks with both the coachee and the coachee's boss. The "chemistry conversation" with the coachee is free of charge and key to insuring a good fit between the coachee and the coach. The conversation with the boss provides an excellent opportunity for the boss to explain to Sharon what goals the company wants to achieve through coaching.

The Presenting Problem

Once the organization hires Sharon, she meets the coachee face to face, where she learns about her background, the obstacles that hinder her, and the dreams she aspires to. Sharon also describes the coaching process in detail.

At this first in-person meeting, which lasts about three hours, Sharon begins coaching on the "presenting problem" and crafts two or three to-dos based on the problem. This roll-up-the-sleeves-and-get-to-work approach is different from other coaches, who normally begin with an assessment. Sharon's method is more effective, because it leads to immediate improvement in a tangible area.

When the coachee and organization see improvement right away, they're more excited and diligent in supporting the coaching effort. The changes come more quickly and are longer lasting.

Sharon and her client determine which format and focus will work best, given the audience and the organization's goals for this event.

Areas of Coaching Specialty

- Increasing effectiveness in current role
- Preparing for new role or promotion
- Competency development
- Helping derailed executives get back on track
- Conflict management
- Building stronger teams
- Perception and reputation management
- Legacy coaching

Representative Client Companies

- AT&T
- Best Western International
- Boeing
- Disney
- EMI Records
- Ethel M. Chocolates
- First Interstate Bank
- Ford of Mexico
- GTE
- Honeywell
- Hughes Delco Systems Organization
- LSI Logic
- McKesson
- MTV
- PacifiCare
- PG&E
- Philip Morris
- Providence Health System
- Southern California Edison
- Southwest Airlines
- Synopsys
- Universal Studios
- Walt Disney Imagineering
- Xerox

www.jeg.org

Phone 805-927-1432 Fax 805-927-7756

Email: sharon@jeg.org

What Success Looks Like

Once coachees are working on their to-dos, Sharon begins her data-gathering efforts. She interviews peers, bosses, and studies performance reviews. She often conducts a 360 degree feedback survey and meets directly with her coachee to go over the results.

Most importantly, Sharon uses this data to customize a development plan of action, which focuses on the two or three behaviors the coachee most wants to change. The plan is based on a clearly defined set of “success indicators,” and will serve to guide the ongoing coaching relationship for the next six months or year.

Sharon and the coachee then conduct weekly sessions by phone or in person. During these sessions, Sharon helps her coachees focus on the outcomes they want, gets them to consider other perspectives, and gently pushes them to try new behaviors.

In addition to implementing their development plans and building specific competencies, Sharon helps her coachees more effectively deal with the day-to-day challenges they face at work. She calls this aspect of the weekly coaching session the “radar screen.”

During the radar screen portion of the call, Sharon and her coachees discuss what happened in the past week, what can be learned from that, and what are the concerns for next week. Here, she might help a coachee plan for a presentation to the board, or manage a difficult employee situation.

An Important Note

Some coaches have one problem-solving methodology or technique that they teach all their clients. It doesn't matter who the client is or what their situation is.

Doing that rarely works. Human beings and situations are too complex.

A coach has to have an entire toolbox of techniques and perspectives that she can share with clients. It's more a matter of finding the right tool among many, and then coaching people to have the curiosity to try it and the enthusiasm to make it work.

This, then, is Sharon's approach. While working with a coachee, she doesn't force anything on them. Instead, she dips into her vast array of productivity and engagement tools, and comes out with the ones that are right for that coachee.

Maximum Potential Realized

The sessions become something the coachees look forward to. They learn fresh perspectives, try out new behaviors, and start making huge gains – both for themselves and their organizations.

Case Studies

President/CEO of Acquired Company
Assignment was to help a bright, young, entrepreneurial, independent leader assimilate into a large established firm. He also needed to bring his team along, coaching them to become an integrated and critical component of the acquiring organization. Four months into this engagement, his boss is happy with the progress he's making. The coachee claims that this process and his learning will help him in virtually any future setting.

HR Director
Assignment was to help this experienced, knowledgeable female executive get ready for a promotion to the top team. She needed to fully assess her strengths/weaknesses against the competencies required at the next level. She also needed to clearly understand the corporate culture and to make a decision about her willingness to become “politically savvy” in order to be promoted. The decision-makers (including her boss) are thrilled with her progress and see her as a viable candidate for promotion.

Young V.P. in Entertainment Company
Assignment was to provide in-depth feedback and coaching for a dynamic, brash, go-getter who had climbed the corporate ladder quickly and suddenly found he was in career trouble due to characteristics that previously had been overlooked (maybe even rewarded). He had six months to “turn things around”, or he was at risk for losing his job. That was 3 years ago - and he's still there and doing well.

Sharon Jordan-Evans Coaching Bio



“Sharon Jordan-Evans has made an enormous impact on developing and strengthening our internal career coaching processes, tools, and capabilities.”

– Karen Matsueda, LSI Logic

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Phone 805-927-1432 Fax 805-927-7756

Email: sharon@jeg.org

Sharon Jordan-Evans, president of the JORDAN EVANS GROUP, is an executive coach and keynote speaker.

Prior to starting her own leadership consulting firm in 1996, Sharon served as Senior Vice President and Consulting Partner for Drake Beam Morin, a leading transition management consulting firm. During her nine years there, Sharon led their career and change management efforts in the Southwestern United States and Latin America.

Sharon has a Masters Degree in Organization Development (Psychology) with an emphasis on group dynamics, change management, and job satisfaction research. She is a Professional Certified Coach and a member of the International Coach Federation and National Organization Development Network. She has been an executive coach for over 15 years. Areas of coaching specialty and experience include:

- Increasing effectiveness in current role
- Preparing for new role or promotion
- Competency development
- Helping stalled, stopped or derailed executives get back on track
- Conflict management
- Building stronger teams
- Perception and reputation management
- Legacy coaching

Sharon coaches senior leaders and hi-potentials in both large and small organizations representing such diverse industries as health care, high technology, financial services, entertainment, computers, and insurance. Her international experience includes work in Switzerland, Australia, the U.K. and Mexico. She works with both individuals and teams to increase their effectiveness and job satisfaction.

Representative client companies include:

- AT&T
- Best Western International
- Boeing
- Disney
- EMI Records
- Ethel M. Chocolates
- First Interstate Bank
- Ford of Mexico
- GTE
- Honeywell
- Hughes Delco Systems Organization
- LSI Logic
- McKesson
- MTV
- PacifiCare
- PG&E
- Philip Morris
- Providence Health System
- Southern California Edison
- Southwest Airlines
- Synopsys
- Universal Studios
- Walt Disney Imagineering
- Xerox

Sharon co-authored (with Beverly Kaye) the best-sellers *Love ‘Em or Lose ‘Em: Getting Good People to Stay*, Berrett-Koehler 2005 and *Love It, Don’t Leave It: 26 Ways to Get What You Want at Work*, Berrett-Koehler 2003.

Coaching Testimonials

“Incredibly Valuable”

“Although I have to admit that I was initially very skeptical about executive coaching, I quickly found the coaching process with Sharon to be extremely helpful, easy, and |ncredibly valuable.

“People have noticed major improvements in my approachability, communication, and above all, my listening skills. In fact, one of my long-term employees commented to his wife that he has noticed that I have become a much better listener over the past months.

“Coaching was a crucial process and instrumental in salvaging my initial rocky relationship with my boss and corporate peers. Now, I’m viewed by the rest of the management team as a valued, team player.

“Overall, the process has been invaluable in helping me transition from an entrepreneur and the owner of a business, to a corporate executive.”

– *Howard Tager, GM Ivy West and V.P. Sylvan Learning*

“Outstanding”

“The coaching I received from Sharon was outstanding and has been critical to my success in my current position. Her style of coaching challenged me to step outside the box and expand my knowledge in all areas of leadership.

“An added benefit was to take her style and apply it as I develop leaders of the future.”

– *Charlie Simons, Director of Manufacturing, Danone Waters of North America*

“Enormous Impact”

“Sharon Jordan-Evans has made an enormous impact on developing and strengthening our internal career coaching processes, tools, and capabilities. Her knowledge and experience have provided us with a solid framework for career coaching. And her engaging and energetic style has led us to not only understand career coaching, but to skillfully use it and get the results we were looking for.”

– *Karen Matsueda, LSI Logic*

“Immediate, Significant Results”

“We all can and need to improve in many facets of our life. Many of us may not know exactly how, or we may think we don’t have the time. We seek experts for other dimensions in our life, why not our careers?”

“Sharon’s coaching program will improve your career while delivering immediate results in your current position.

“This program, while tailored for your needs and immediate situation, will provide you with a set of tools, techniques and strategies that will last you a lifetime. It will provide you with a mental model and tools that can guide your daily thinking while giving a path towards meeting your long range objectives.

“The results that I achieved have been significant and not just limited to my job but have provided me with benefits in other aspects of my life. It starts with acknowledging that you want and can improve. I challenge you to consider it, you will not regret it.

– *Stan Skelton, VP, Product Management, Strategic Planning and Technology, LSI*