



# BARBARA WICHMAN

BE LEGENDARY

## Benefits and Biography

### Elevate Executive Effectiveness in all areas of Leadership.

Transparent awareness of how the executive is performing is essential for the executive to understand how his/her decisions, actions, and words impact everything in the organization. Self-awareness of how the executives perceived by their leaders, peers, employees, and clients enables the leader to make decisions that drive the business forward, communicate strategically while avoiding the pitfalls of poor communication messaging, and fully engage organization support by earning the respect of the employees, peers, and governing boards.

### Create a winning culture where Success is the Norm.

Attracting, retaining, and engaging talent is a daily battle. With 67% of the workforce disengaged, companies are facing a daily challenge of winning against the competition. Employees leave leaders, not companies. Executives set the tone and experience for the culture but often are misguided by their perceptions of how the work environment impacts employees daily. Learning to identify cultural markers, close productivity gaps, and improve engagement is essential for an executive who desires to win the talent battle in today's complex environment.

### Increase personal productivity, every day.

Executives have a lot on their plate and daily distractions are constant. Business requirements, competitive landscape changes, talent needs, personal lives, and the desire to be accessible to all takes its toll on the leader. Building self-awareness of why, when and how these distractions are most detrimental, source the greatest level of distraction, and develop strategies to mitigate the distraction immediately gives hours back to the executive so they can focus on the highest priority strategies.

### Improve team contributions and effectiveness to reach greater levels of organization success.

Teams are essential to business success. Diverse viewpoints developed from life experiences, work and service exposure, are the cornerstone to making decisions that not only make the company better now, but also have the impact of avoiding potential problems in the future. Organizing as teams. Working as teams, and celebrating together, drives the loyalty and success that makes employees want to contribute greater than their job description – increasing discretionary efforts. Learn to delegate effectively so all employees contribute at the highest levels.

Barbara brings her executive development expertise from 20 years' coaching experience in Fortune 100 companies such as Sears, Motorola, and Sara Lee. She has been the powerful coach behind leaders as they develop their skills during the good times, and when they need to uncover and build strength during divestitures, accelerated integration of acquisitions, exponential growth, and critical events.

Barbara works with executives who strive to build a winning culture while creating an environment where employees flourish, build peer relationships required for cohesive leadership alignment; and who desire the confidence required to succeed in the multiplicity of the world in which businesses must thrive.

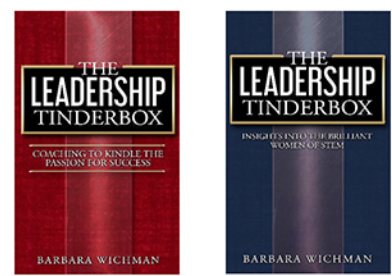
Assessments, 360s, action plan development, one-on-one coaching, and progress checks are the essential elements of the comprehensive executive coaching engagement.

*"The HAND is a thing and not just for the Game of Thrones followers. Barb has been the silent force in my development. I have been pushed and pulled in a process that first examined, and tested, my mindset and true feelings about where I currently am and identifying steps to my future success. Barb, your presence and work are way more than I imagined."*  
— Roy Brown

### COMPANIES I HAVE WORKED WITH



### MY BOOKS



*"Barbara is an amazing coach. She will push you out of your comfort zone and help you discover strengths you were unaware of. Her professionalism, intelligence, and exceptional ability to guide any person to success is the reason I highly recommend her!"*  
— Jodi B

*"Barbara's passion and genuine love for people is evident in her ability to transform each of us into the best versions of ourselves"*  
— Kimberly D