



Leaders search *for opportunities* to change the status quo. They look for innovative ways to improve the organization. In doing so, they *experiment and take risks*. And because leaders know that risk taking involves mistakes and failures they accept the inevitable disappointments as learning opportunities.* Because these learning opportunities are often the best time for leaders to reach outside their organization for help, WCEOhq presents:

Executive Leadership Coaching

WCEOhq and Agility3R has teamed up to offer a world-class coaching model for executives that want to become virtuoso leaders with the support of best-in-class Executive Coaches and a large network of CEOs as a resource for support.

The coaching model includes:

- Six, 2-hour one-to-one sessions with an executive coach over a period of six months
- Between session practice and focus activities with built in accountabilities (books and articles included)
- 360 Exemplary Leadership Assessment- Pre/Post Review
- DISC Behavioral Profile with 30 page detail report
- One Page Business Plan

Key Outcomes:

- Better manage the complexity of the macro-environment
- Become a better and more effective leader
- Get greater understanding of how you make decisions so that you can make wiser choices and use your time more effectively
- Discover what is eternal and internal in your competitive advantage
- Better build and reinforce personal brand identity
- Enhanced scenario and forecasting skills.
- Increased awareness of dynamic business decisions
- Higher levels of ownership, leadership, and passion

Contact Jennifer Sertl at JSertl@executiveforums.com, or call (585) 704-5202 for more information.

* John Wiley & Sons, Inc.

Based on Leadership Challenge by James Kouzes & Barry Z. Posner



Jennifer Sertl



Jennifer Sertl is President of Agility3R an organizational effectiveness company, whose primary objective is aligning strategy and people to create customer value.

Jennifer brings twelve years of management level experience where she has supported significant paradigm shifts in both the telecommunications and healthcare industries.

Her expertise lies in the coordination of executive leadership, shareholder responsibility, and employee engagement.

Her most notable client has been public ally traded Genesee and Wyoming Inc. the fastest growing transportation company in the NYSE. Other clients include Optimax Systems Inc., Zotos International, Global Crossings, Blue Cross Blue Shield, Frontier Communications, Landsman Development Company, Tabtronics, and twenty-seven Rochester based small businesses. In addition, Jennifer has been very involved with economic development by supporting growth strategies of small companies in an international peer-to-peer learning environment. For five years she ran and operated three C-level think tanks.

Jennifer also is a Sr. Facilitator for Executive Forums of Upstate NY where she facilitates CEO groups in peer-to-peer learning.

Jennifer's book *Strategy, Leadership and the Soul* was published in February 2010.

Jennifer is actively involved in her community and serves on several boards.

Jennifer holds two bachelor's degrees from the University of Colorado Boulder.

She lives in Rochester, NY with her husband and three children.

