

CLEARING THE 90-DAY HURDLE™

What is the Clearing the 90-Day Hurdle™ Process?

- A dedicated coaching-plus-consulting service to support an employee (typically at the leadership level) in successfully transitioning to a new organization or new role during the critical first 90 days to 6 months.
- This service is delivered by a professionally-trained leadership coach who has expertise in the transition process and is well-versed in the success factors and derailers for talented leaders joining new organizations.
- The service is also known as “onboarding coaching” and “transition support”.

Why Provide this Service?

- Even the most exceptional and seasoned leaders are challenged during their transition to a new organization or new role within their existing organization. Transitioning is a high risk experience for the individuals and bears a significant cost to the organization.
- Difficult transitions have hidden and soft costs packing an even greater impact that ripples throughout the organization.
- Typical challenges for leaders in their first 90 days:
 - adapting to a new industry or a new culture;
 - identifying and achieving early wins;
 - avoiding becoming disillusioned with the new assignment and leaving without making a fully-informed decision;
 - avoiding overwhelm caused by organizational resistance to their new leadership;
 - developing trusted sources for sounding boards, information, advice, etc.

Supporting a senior leader’s transition within an organization is a sound investment. Organizations typically witness a minimum 20% improvement in ramp up time. Positive ROI is achieved in less than 3 months.

Benefits to Your Organization

- **Positive impact on the bottom line**
 - productivity levels reached faster
 - higher success rate in avoiding “ditches” and “derailments”
 - higher retention with fewer valuable employees leaving for wrong reasons
- **Enhances employer-of-choice positioning**
 - demonstrates tangible investment in your organization’s talent
 - appealing perquisite to include in your organization’s offer to hire
 - opportunity to differentiate your organization in today’s competitive market for top talent
- **Acknowledges the individual as a whole**
 - integrates as a valuable component in a corporate Wellness strategy
 - moves beyond lip service commitment to work & family focus
 - acknowledges that this can be a challenging time at work and outside of work
 - provides a safe place for confidential discussions

Who Becomes a Clearing the 90-Day Hurdle™ Client?

Our clients are executives and leaders who are eager to partner with a professional who is committed to helping them achieve their success in their new role in a more powerful, focused, and often quicker way than they would on their own. Some of the typical questions faced by our clients are “How can I”:

- quickly adapt to a corporate culture/new industry/new role that greatly differs from my previous experiences?
- successfully integrate with my new team/boss/clients and appreciate their unique interpersonal styles?
- address and work through some of the inevitable disappointments that may arise after the “honeymoon” period?
- stretch myself up to this new role effectively and within an efficient timeframe?
- get support for better managing my time/organization skills, etc. without concern for revealing weaknesses?
- leverage my strengths in this new role and pursue my development plans?
- have a “safe place” to address my fears about this new position and , about this transition?
- build my resilience during a stressful time?
- develop a clear action plan for my first three to six months in my new role?

Intensive 90-Day-Plus Transition Support

- a. Meeting with employer (sponsor) to clarify guiding principles of coaching+consulting arrangement.
- b. Matching coachee (leader, employee) with appropriate coach with input from the recruiter and the client organization - boss and Human Resources.
- c. Assessments to determine strengths and preferred communication style: Thomas International™ PPA (DISC) or MBTI®, and Personal Coaching Styles Inventory®. In-depth one-on-one debrief (two hours).
- d. Meeting with coachee and boss to establish expected outcomes (1-1.5 hours)
- e. Pre-scheduled coaching sessions plus consulting on ***Clearing the 90 Day Hurdle™*** process during first 90 days. Coaching sessions are typically one hour per week; up to four hours per month.
- f. “Field work” between the coaching sessions involving forward-focused action and reflection on progress towards goals.
- g. Brief email updates from the client and coaching commentary from the coach.
- h. Two meetings with coachee & sponsor/boss to check against established outcomes.
- i. Monthly follow-up coaching for second 90 days.
- j. Nine-month post-audit on impact of investment.

90-Day Transition Support

Provides all of the components listed in the above package with the following limits:

- a. Pre-scheduled coaching sessions plus consulting on ***Clearing the 90 Day Hurdle™*** process during first 90 days only. Up to three hours per month.
- b. Meeting with coachee and boss to establish expected outcomes, plus one additional meeting to check against outcomes.
- c. Six-month post-audit on impact of investment.

The opportunity is available to renew the coaching agreement at the end of the 90-day package.

Confidentiality

We maintain **absolute confidentiality** with all coaching clients. Information is only conveyed to sponsoring organizations with the direct permission and involvement of our clients to support them with specific goals.

Susan Edwards, B.A., C.H.R.P. , President



Susan Edwards is President of Development by Design. She has over 20 years of experience as a trained, professional business coach, management consultant and human resources manager with a number of leading organizations and has been a successful entrepreneur since 1996.

Over her career, Ms. Edwards has enhanced organization, team and individual performance through initiatives in organization change, design of human resources systems, and coaching leaders and management teams.

She is a graduate of Corporate Coach U, a member of the International Coach Federation (ICF), the ICF-GTA Chapter and the Human Resources Association of Ontario. Ms. Edwards has also achieved her Certified Human Resources Professional (CHRP) designation. Her clients value her integrity, pragmatism, willingness to challenge, complete dedication to their achievements and her sense of fun!

Ms. Edwards has worked with coaching clients throughout North America within various industries including: technology, manufacturing, consumer-packaged goods, advertising & marketing, education, consulting and other services, including not-for-profit. Some of the organizations Ms. Edwards has worked with include: Avotus, Bayer, Campbell Soup Company, Canadian Cardiovascular Society, Imperial Oil, JAN Kelley Marketing, Ontario Power Generation, Ontario Securities Commission, Pillsbury Canada, Rockwell Automation, and Rogers Cablesystems. She has particular expertise in coaching leaders moving into new roles and new organizations.

Ms. Edwards developed the proprietary Clearing the 90-Day Hurdle™ process and created the materials used in this coaching-plus-consulting approach. She is currently authoring a self-coaching workbook to support individuals in successfully transitioning into new organizations.

Contact Susan Edwards at sue@development-by-design.com – www.development-by-design.com.