

executive coaching

aligning leadership...

frank lee associates consulting services



For over 30 years, Frank Lee Associates has been dedicated to helping executives and their organizations succeed and “get to the next level” of performance and mastery. Our clients have come from the largest and smallest of global companies, from start-up to USA Fortune 100, and represent an array of industries including biotech, pharmaceutical, medical device, distribution, retail, financial services, and computer and Internet technology.

Unique among executive coaches, Frank Lee Associates provides a broad range of coaching services that originate from our 30 years of in-the-field consulting. Beyond personal development and interpersonal styles coaching, we have achieved tremendous results with our clients in:

- developing company visions and company direction
- determining executable strategies for success
- building leadership teams and management processes to ensure execution of company priorities and agenda
- engaging middle management to ensure alignment and leadership-by-example
- adapting company culture to new realities
- building individual and collective leadership competency

We bring this depth and breadth of practical experience, the latest research, and proven tools and methodologies to all of our executive coaching engagements. We help clients develop the skills, tools, and processes they need for “robust conversation” and to resolve the tough issues, all while building company cultures that facilitate both personal and organizational success.

We are not directors but facilitators, not touchy-feely counselors but pragmatic, real-time partners and problem solvers. We are structured, disciplined, and factual in our approach, all while being both *humane* and results-oriented.

Frank Lee Associates has directly coached or trained over 3000 managers and executives. As a Frank Lee Associates coaching client, you will have access to the full breadth of our global resources to assist you in addressing your unique issues and opportunities.

The Frank Lee Associates Executive Coaching process will:

- develop a coaching contract with clear goals and success metrics
- ensure a common expectancy set among your key constituents so that the measures of success are universal
- build a coaching relationship based on trust, with clear boundaries, activities, schedules, and milestones
- implement a work plan that integrates on-the-job observation and supervised practice with personal reading, introspection, and experimentation
- build in feedback and reinforcement loops along the way

frank lee
www.franklee.com

 frank lee associates, inc.
李廣利商業高層顧問有限公司

executive coaching

...with organization strategy

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Personal development alone cannot change the direction of a company. Organization development that builds its people around its strategies and goals brings about the most effective, sustainable change and growth.

—Frank Lee, FLA Master Facilitator-Coach



Recent Consulting Successes...

Changing Company Structure and Culture

Assisted the CEO and owner of an entrepreneurial marketing and sales company to reorganize his top-management structure and top-management team in order to position his company for exponential growth. The process involved an assessment of the CEO's leadership strengths and limitations relative to the current and future company needs and included personal coaching to meet the new requirements. Next was the bringing in of new management and facilitating their assimilation into the new fast-execution, company team work culture. We additionally built a plan-do-control management process to ensure execution of the critical elements required for company success.

Building Critical Mass for Rapid Change

Facilitated defining a go-forward culture, a new leadership model, and the cultural shifts required to get a leading technology company prepared for rapid growth and change (requiring a shift from an entrepreneurial and ad-hoc leadership style to one that was customer-centric with more predictable results). We then designed and facilitated middle-management engagement forums to get everyone on the same page, with a common understanding of the new company directions.

Synchronizing Execution of the New Strategy

Assisted the leadership team of a national retail company to shift strategies from being an Internet-specialty retailer to an Internet plus "bricks and mortar" specialty retailer. Three of their key top team members attended our executive leadership program. Using both team dynamics coaching as well as personal coaching, we assisted in building the necessary relationships and skills to synchronize their respective functional organizations into a cohesively functioning company.

Providing Consistent Leadership by Example

Helped a successful consulting firm develop consensus around their leadership requirements (including behavioral style) and establish the firm-wide culture necessary to leverage their best practices (both client and company) when opening new offices across the country.

Driving Accountability in to the Organization Culture

Helped a fast-growing technology company identify the leadership competencies and styles that would best take the company to its next level of success. AND, we provided 360 assessments and personal coaching for each of the company officers and directors to align them successfully with the new accountability-driven culture.

Some of Frank Lee Associates' Clients

Biotech/Pharmaceutical

- Bristol-Myers Squibb Company
- GlaxoSmithKline (Glaxo Wellcome)
- F. Hoffmann-La Roche, Ltd
- The Jackson Laboratory
- Kyphon, Inc.
- SmithKline Beecham (Singapore)
- Wright Medical Technology

Financial/Consultant Services

- Charles Schwab & Co., Inc.
- Cornerstone Research
- Countrywide Financial Corporation
- United Merchants Finance Ltd (Hong Kong)
- United Overseas Bank (Hong Kong)

Consumer Products/Retail/Distribution

- American Stores Company
- CSK Auto, Inc.
- E. & J. Gallo Winery
- GAP, Inc.
- Lucky Stores, Inc.
- Mead Johnson Nutritionals
- Platt Electric Supply
- Quinn Company
- Sam's Club/Wal-Mart
- Specialized Bicycle Components
- Zoom Eyeworks

Transportation/Petrochemical

- American President Lines
- Crowley Maritime Corporation
- Esso Eastern Incorporated
- Port of Oakland

Technology

- FusionStorm
- MarketLive, Inc.
- NEC Electronics Corporation
- Packeteer, Inc.
- Remedy Corporation
- Silicon Image
- Silicon Graphics
- Spectra-Physics
- Sun Microsystems, Inc.
- Tibco Software, Inc.
- Wind River

Defense/Utility/Engineering

- Fluor Corporation
- Northrop Grumman Corporation
- PG&E Corporation
- TRW Systems



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