

# International Leadership Associates

*Leadership Development • Team Development • Executive Coaching*

***Experience.***

***Expertise.***

***Results.***



## **The Challenge**

**P**rofitable growth, customer loyalty, retaining your best performers, doing more with less—today's business climate is intense. Cynicism is on the rise, and organizational trust is wavering. One thing is clear: Good leadership is needed now more than ever. Your bottom line depends on it. At International Leadership Associates, we are dedicated to working with leaders and teams to inspire commitment to the business which can produce extraordinary results.

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## Why ILA?

ILA takes a unique approach to leadership development, and organizational growth and prosperity. We are leadership experts, yet we are senior managers ourselves, with a track record of personal success in business. We know the pressures you are under. With our knowledge and experience, we will help you attack real issues while equipping your managers and teams with proven leadership practices. That's a powerful combination.

## Real Results

Our contributions take many forms, yet we are widely recognized for enabling:

- Increased sales performance
- Improved trust, communication and relationships
- Breakthrough innovations
- Deeper, more qualified bench
- Improved employee retention and customer loyalty
- More passion and accountability for the business

We have worked with a variety of companies in a wide range of industries, in over 20 countries.

## A Sampling of Our Clients

Fifth Third Bank · LexisNexis · The Kroger Company · US Bank · Convergys · Emerson Climate Control · Capital One · The Iams Company · Middletown Regional Hospital · P&G · AT&T · LifeCenter Organ Donor Network · Sandia National Laboratories · Luxottica Retail · Fidelity Investments · Auburn University · New York State Governor's Office

## Some of Our Partners

University of Dayton · Joy Outdoor Education Center · Fine Points Professionals · Eclectic Studios

*There's definitely a return  
on the investment.  
...the sales teams that WIN are  
those who work together,  
are extremely passionate  
about the business, and are  
focused on a shared vision.  
That's why I insist  
that every front line  
sales manager go through  
The Leadership Challenge®  
Workshop, delivered by ILA.*

**—Tom Ogburn  
VP Corporate Sales  
LexisNexis**



## About Us

### *Steve Coats*

As one of the leading authorities on the Five Practices of Exemplary Leadership®, Steve has taught, coached and consulted with executives and managers in several countries around the world. Steve focuses his work on leadership and team development, personal growth, change, and business strategy. He also has extensive development experience with renowned programs such as Steven Covey's Principle Centered Leadership and a number of client-specific customized programs. Steve has published several articles, as well as coauthoring a book, *Insight III*.

Steve understands leadership from the inside out, with experience in both Fortune 1000 companies and small startups. Steve led a National Account Team at telecommunications giant AT&T, and also co-founded The Leadership Dimension, Inc.

Driven by a deep commitment to his clients and their success, Steve helps individuals and teams identify and resolve key issues that impede effectiveness in order to achieve remarkable results.

### *Steve Houchin*

Steve's passion is helping individuals and teams discover the power of leadership. A dynamic, engaging facilitator, he works to develop in senior executives, mid-level managers, and front-line supervisors the leadership skills necessary to foster collaborative environments, encouraging associates to commit their best effort and creativity to the organization's mission. He has delivered experiential-based leadership and team building programs to all size firms throughout the United States and in several foreign countries.

Steve's own management experience gives credibility and practicality to his training and consulting. At The Kroger Company for 18 years, he held various management positions, including the role of divisional human resources director, in which he was a key member of the executive team responsible for the P&L success of 90 retail stores, warehouse and transportation fleet. Steve also served as Kroger's corporate director of management education and development.

His love for teaching and modeling leadership behaviors inspires participants to grow personally and professionally and truly impact the success of their organizations.

*ILA would do anything to  
Support our continued success  
at Fifth Third. They have real  
skin in the game. They play to  
win, right along with us.*

**—Lauris Woolford  
VP of Organization  
Development  
Fifth Third Bank**



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### **Connie Sullivan**

Connie joined International Leadership Associates in March of 2003. She has deep experience in sales, training and development, and is an accomplished program facilitator. Her main focus is running the day-to-day operations of ILA, and she still gets out to facilitate workshops when needed.

Prior to coming to ILA, she was with Coors Brewing Company for a number of years. While with Coors, she held positions in field sales, training and development for sales and marketing, and also served as plant training manager in Memphis. She is credited with the development and delivery of a variety of curriculums. She led the development of an apprenticeship program for the manufacturing group, and a company diversity awareness program. After Coors, she was with PC On Call, an information technology company in Cincinnati, where she developed and delivered a sales training program and a customer service curriculum. She holds a number of facilitator certifications with a variety of companies. Throughout her career, Connie has worked directly with all levels of management, including executive teams.

Connie thoroughly enjoys the opportunity to share the experience of learning and developing leadership skills and abilities with ILA's clients.

### **Valarie D. Willis**

Known for her passion and energy, Valarie has worked with companies in industries including health care, manufacturing, wholesale, retail, technology and finance. Her mission is to guide and provoke organizations to optimize business results through leadership development. Her belief is that each individual can achieve their fullest potential given the tools and opportunity. Throughout her 20 plus year work history, Valarie has assumed critical management, leadership and consulting roles of significant scope. She led a major transition for one of her previous companies, and led a fledging division to profitability.

Valarie is an accomplished speaker, facilitator, consultant and executive coach, focused in the area of leadership, teambuilding and change. She is a Master Facilitator of the Leadership Challenge® Workshop, which is based on the Five Practices of Exemplary Leadership®. Valarie has worked with Fortune 100 companies, small companies as well as non-profit organizations. Her versatility allows her to work from the factory floor to the board room.

Valarie holds an MBA from Xavier University and an B.A. from Wilmington College.

*I won't engage consultants  
who haven't had real  
business experience. I want  
someone who's been there,  
had to manage people, had  
to make money. It's huge  
that ILA Partners have  
real business experience.*

**—Emerson Brumback  
Executive Vice President  
M&T Bank**



## **A True Partnership Approach**

We offer a customized approach. No two programs or recommendations are exactly the same. For several clients, we've even developed customized programs from the ground up to satisfy a very specific business need.

### ***Discovery***

We start by talking. Talking with you, your senior managers, and others. We talk about your business, your external and internal challenges, your relationships, and your results. We learn and understand your business and your culture. We work collaboratively with you to develop a plan for leadership programs, processes, or consulting services that are right for you.

### ***Attacking the Real Issues Together***

Your unique business issues are then woven throughout our work with your managers and team. The learning is relevant and productive. While we promote proven leadership concepts and experiential learning, we do not deliver canned presentations and programs. We concentrate on helping you develop workable options that enable you to accomplish the ambitious goals you are seeking.

### ***Making the Learning Last***

We aren't satisfied unless we make a positive impact on the goals and outcomes you are pursuing. Therefore, we don't stop with the event of a workshop or program. We work with you to ensure that learning sticks, commitments are fulfilled and behaviors change. We accomplish this through a variety of options such as highly personalized, one-on-one coaching, commitment reminders, and group follow-on workshops. Original articles and other continuing education opportunities are always available on our website ([www.i-lead.com](http://www.i-lead.com)).

*ILA worked side-by-side with us to develop a customized program. They live the value of partnering and are very generous—generous with their time, thoughts and creativity.*

—Georgianne Smith  
Sr. Organization  
Development Consultant  
Sandia National Laboratories



## Offerings

Since 1987, we have served our clients through a wide array of powerful leadership workshops, customized team programs, specialized consulting and personal coaching. Combining our solid business experience with proven leadership practices, we serve all levels of the organization, including substantial work with senior executive teams. The impact of our work extends from the board room to the mail room.

### ***The Leadership Challenge® Workshop***

Based on the best selling book, *The Leadership Challenge*, this workshop is a unique and intensive leadership development program for middle and senior level managers. Participants are given feedback on their current leadership practices via the Leadership Practices Inventory and make commitments for growth. We also offer follow-on programs to help participants continue in their leadership skills development.

### ***Leadership Programs—Custom Applications***

For several clients, we have developed from the ground up additional leadership programs specifically dealing with current business concerns such as *Leading Strategic Change*, *Leading Growth* and *The Leadership Advantage*.

### ***Specialized Consulting***

We develop programs and processes for your unique situation. Specialized consulting work is often geared toward helping organizations build a culture of leadership, develop strategic business options and achieve organizational alignment.

### ***Personal Executive Coaching***

Our personal coaching is focused directly on helping individuals face current challenges, improve their current level of performance, or become better prepared to step up to the next level. We primarily focus on improving leadership abilities and relationship skills, rather than technical competency.

*The Leadership Challenge®  
Workshop is a perfect blend  
of classroom material,  
experiential exercises,  
interaction and self-reflection.*

—Kerry Bradley  
Chief Operating Officer  
Luxottica Retail



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**Contact Us**

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