



# SOPHIA ASSOCIATES

*Awakening Leadership Within*

## ***Why Sophia Associates, Inc.***

Executive coaching has become a valued developmental tool in organizations due to its impact on leadership and business results. Although this may be good news to many, consumers are confused as to how to choose executive coaching services. Despite efforts to monitor standards of excellence and training many practitioners are not specifically trained in both the art and science of coaching. Making an informed decision on hiring coaching services could mean navigating a maze of resumes, interviews and internal processes that could be alleviated by partnering with a company such as Sophia Associates, Inc. whose reputation for providing quality and service is well-known.

Sophia Associates, Inc., as a supplier of coaching and learning services, offers the benefits of a larger firm with the personal touch of a smaller firm. Our value to our clients can be summarized as follows:

1. ***One Point of Contact.*** We provide to you a “one stop shopping” experience for your leadership development requirements. Instead of spending countless hours looking for many coaches and facilitators, you make one phone call. We believe that coaching is most effective when you include it as one element of a larger developmental initiative. We help you to leverage the coaching program for maximum benefit to your organization by aligning outcomes to your organizational strategies and objectives.
2. ***The right solution for you.*** Because we do not have on-staff coaches and consultants there is never a need to “sell” the client on someone. We collaboratively assess your needs and are able to call upon the best person for that job. All our associates are successful individuals and many bring specific expertise that we can tap on behalf of clients without the need to maintain a large staff. Because of our regard for our associates, the results show in the quality of their work and the flexibility in working with our clients.
3. ***The best and the brightest.*** All coaches are pre-qualified meeting our requirements regarding coach-specific training, certification, many years of coaching experience and extensive business acumen. Many of our coaches are former executives and entrepreneurs themselves. We offer certified, experienced professional coaches that work with all levels of management and leadership. Many are professional facilitators and trainers as well as coaches and OD consultants.
4. ***Leadership Culture that aligns with strategy.*** As a group we help create alignment in your leadership culture and a common leadership language in the organization that provides additional value in the long term. Clients begin to relate to each other and to their peers through this alignment and the effect is multiplied in the organization as they begin to coach others.
5. ***Experience.*** Our coaches have experience in government, non-profit, private industry, large organizations as well as entrepreneurial small businesses. We work in financial, health-care, real estate, pharmaceutical, utilities and many other industries.
6. ***Customer Service Oriented.*** We coordinate behind the scenes on behalf of our clients. Coaches working in an organization meet regularly to discuss patterns and themes that may emerge. If we discover themes that can best be addressed through another modality such as team coaching, action learning, assessments, training or interactive computer simulations, we give this feedback to the client and often can provide the appropriate resources to address these larger issues.

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7. **Strategic Agility and Personal Service.** As a company we offer the benefits of working with an organization that is larger than one person and with a track record of successful engagements. We have developed resources beyond what a solo practitioner can provide that allow us to access coaches and consultants in a number of specialties, including government work, action learning, cultural diversity, gender in organizations, balanced score card, 360 assessment instruments, and more. Yet as a small firm, we provide you with personal service, the highest level of commitment and the ability to be agile in response to your needs.
8. **Diversity and Innovative Thinking.** We value diversity as a foundation for growth and innovation in our clients and in ourselves. Our business is an 8a, SDB certified business and actively participates in the Minority Business Enterprise Council in Annapolis, MD. Our coaches come from diverse professional and personal backgrounds and bring their extensive personal experiences to their coaching engagements. All of us value life-long-learning that includes personal and spiritual development as well as professional development and formal training. Many of our coaches are faculty at Georgetown University and other institutions. This adds to our diversity in thinking and style and demonstrates that we value each person's individuality as a component of their expertise.
9. **Valued Long Term Relationships.** Clients benefit from our collaborative and partnership approach to co-create programs and collaborate on meeting strategic objectives. Each engagement is another opportunity to serve and to make a difference for our clients.
10. **Entrepreneurial Environment.** Alicia Rodriguez, President and Founder of Sophia Associates, Inc. is a noted writer, presenter and entrepreneur. She has created a highly entrepreneurial environment where each associate can reach their own potential and work in their best environment, consistently challenged to learn and to grow and to serve. As a result, individuals who work with Sophia Associates, Inc. are invited to work with us, and stay by repeatedly demonstrating integrity and passion for their work and generosity in sharing their experiences and learning with one another and with our clients.

**Sophia Associates, Inc.** is a global collaborative of professional coaches, consultants and facilitators known for manifesting excellence in themselves and their clients. Sophia Associates, Inc. partners with organizations to create environments that promote learning and transformation for organizations, teams and individuals. We leverage human touch and high technology to create high impact learning environments that accelerate learning and knowledge acquisition into action and generative practice.

Our mission is to teach, guide and facilitate powerful leadership and learning environments in organizations and for individuals that is transformative and authentic and that positively impacts and contributes to the evolution of people, organizations, communities and the world.