

Future-Proofing an Executive Team with Change Coaches' Leadership Academy

Change Coaches Leadership Academies

Our Change Coaches Leadership Academies provide custom leadership development experiences that prepare teams for long-term success. Using a series of workshops (and embedded coaching) on DEIB, psychological safety, belonging, and/or senior leadership topics, Change Coaches creates a curriculum specifically for each client that we work with, based on the team's needs and goals. Recently, we worked with a mid-sized, full-service digital agency to create a Leadership Academy designed to create leadership team alignment while preparing the group to lead through current and expected organizational challenges including high growth, increased diversity, and recent executive team formation.

The Client's Challenge

A large national digital agency - let's call them "the Digital Agency" - contacted Change Coaches as, aside from basic managerial training, their leadership team had never completed senior leadership development on any topic. Their CEO was looking to upgrade the executive team culture so they could work better together, drive DEIB results throughout the organization, and improve both team and individual leadership approaches. The company had recently increased hiring by 40% (many were diverse hires). The CEO noticed that as the company continued to grow, there was increased conflict, more employees voiced that they felt excluded, and many employees had strained relationships with their managers. These complaints were flowing up to the CEO, impairing their ability to lead on a broader level. The CEO knew the team needed some coaching, but they also wanted to blend assessment and team-based learning into an engagement.

Our Approach

After talking to key players within the company, we suggested a Leadership Academy that consisted of four workshops, a DiSC assessment, some team coaching, and some individual coaching. The four workshops we suggested (DiSC, Leading Below the Surface, Belonging, and Equity, Power, and Privilege) were selected to address the CEO's specific concerns about how their executive team was currently functioning. LaTonya + another Change Coaches facilitator delivered one workshop every six weeks, giving the teams worksheets and tools to help them reflect and apply what they had learned between sessions. LaTonya also engaged the CEO in one-on-one leadership coaching during the in-between time.

How Our Clients Rate Us



of our clients say we understood their organizational needs well or very well.



of our clients say they are likely or very likely to refer us to a friend.



The Results

After the Leadership Academy, the Digital Agency's Executive Team made the collective decision to completely restructure in order to work more effectively and efficiently. Members of the executive team reported feeling that the interactive nature of the Leadership Academy was one of its strengths; that it went far beyond DEIB training and actually helped them all learn to become more effective leaders. The Digital Agency found it so helpful that they decided to get Change Coaches involved with more teams nationwide. They have since continued to increase diversity, rolled out a new career map that promotes gender equity at all levels of the Agency, and promoted three of their leaders to a C-Suite level.

On a more intimate level, we witnessed the Executive Team engage in some really difficult conversations during the workshops we offered. They used those conversations to establish team norms that would help them initiate and navigate hard conversations in the future. They also continue to implement structures and systems to maintain success. The CEO reported that figuring out how to navigate conflict and be accountable as a leadership team was enormously valuable, and something the Executive Team will be able to carry forward and use in the future.

How Can I Bring This to My Company?

Our Leadership Academies are tailored to each individual client. We look forward to getting to know your team, hearing about the challenges you face, and designing a Leadership Academy that is perfect for you. Prospective clients continue to tell us that our focus on leading for the future, which includes an embedded balance of DEIB + traditional leadership development, is what made them partner with us. We also will partner with you to put systems in place to measure success on a longer-term basis.

What Our Clients Have to Say

“ The content struck a nice balance between the need to create a culture of belonging with diverse talent and general leadership development. It was perfect for where we are and what we need. This is our starting point with leaders.

“ I loved how candid the team was with the group. A lot of us that have been in the workforce for 20+ years can sometimes feel overwhelmed with all the changes that are happening but you brought forth an easy way to understand and acknowledge those changes along with how to implement those in smaller areas.

“ Change Coaches' presentation was interactive, personable, yet filled with engaging content. Often, when receiving DEI information, it can stop short of being able to apply the content in everyday work. LaTonya provided strong examples and steps leaders and individual contributors could immediately implement to start or continue the DEI journey.

