



**LEADERSHIP
COACHING
FOR RESULTS**

Leave Your Mark

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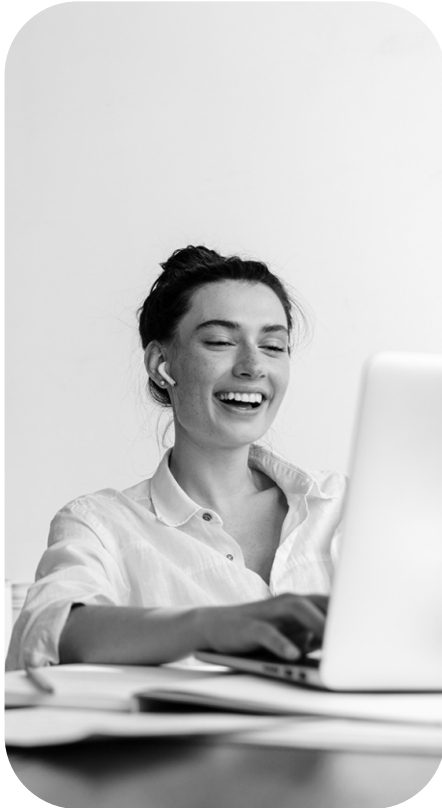
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The Leadership Mastery Program

Become the Leader You Need and Want to Be

What is The Leadership Mastery Program?



The Leadership Mastery Program helps individuals to *Leave Their Mark* on the the people and organizations they influence, and to become the Leaders that they need and want to be.

(We capitalize Leaders when talking about those who seek to motive, inspire, and empower those they are charged with serving. Everyone else is just a “leader.”)

We achieve this by empowering each participant; having them identify their own priorities and action items; hold them accountable to themselves; and learn from the diverse perspectives of the cohort.

In a series of 12 monthly 90-minute Discussions, we explore topics that may be new or familiar, with an engaging approach that makes even veteran managers state that the content is fresh, exciting, and relevant to the realities of today.

This process yields positive, time-phased, behavioral change, and makes the experience ripe for repeat participation as roles, responsibilities, and external variables evolve over time.

“The Leadership Mastery Program has given me this profound transformational experience, and has created this priceless feeling of being excited again to go to work! After only 3 months, I had a new set of goals, an action plan to get there, and started learning new skills that helped a lot! This program is so great and really changed my whole life! I’m so thankful for it!”

Missy, Executive Director, Happendance

Topics We Explore, Outcomes You Get

Discussion 1

Management vs. Leadership

Management is the job we do. Leadership is about the behaviors we demonstrate to motivate, inspire, and empower The Other.

- Understand that Leadership is a behavior, regardless of title
- Apply past success to solve your current *Biggest Professional Challenge*
- Feel empowered, honor your efforts, hold yourself up

Discussion 2

Whole-Life Vision Setting

Vision is to Leaders what a lighthouse is to sailors: It shows you the direction of your desired destination. Before you can grow, we need to know where you want to go. You will create a vision that will serve as the lighthouse for your life.

- Understand the value of a Vision in your life
- Reflect on your whole-life priorities, needs, and personal boundaries
- Identify what you need to be actionable about in order to have the life you want

Discussion 3

Building & Developing Trust

Before The Other trusts you, they evaluate if you trust yourself. Today you will show your peers that you trust yourself enough to create your Leadership Statement.

- Explore balancing and aligning personal & professional priorities
- Be coached through creating your *Leadership Statement*
- Understand and activate the process for getting results through those you serve

Discussion 4

The Leader's Secret Weapon: Recognition

Showing The Other that we "see" them builds the trust that leads to engagement. Today we'll practice applying a powerful new approach to enhance an old skill.

- Explore the neuroscience justification for intentionally recognizing The Other
- Make The Other feel seen and heard
- Commit to applying the tool with the key stakeholders in your work and life

Discussion 5

The Power of Vulnerability

The painful parts of your story have power. Reclaiming that power allows you to serve The Other in their time of need.

- Be able to consistently demonstrate empathy, even when uncomfortable
- Overcome personal ego, and be able to demonstrate humility at will
- Liberate yourself from painful past experiences, and feel empowered to be in control of yourself and your mindset

Discussion 6

The Leader's Power Source: Influence

Influence is to Leaders what The Force is to Star Wars – It's the power source for everything you do to move The Other.

- Learn how to influence The Other to follow your vision for success
- Understand when and how to use the 3 primary types of influence
- Understand the fine line between Manipulation and Motivation

Topics We Explore, Outcomes You Get

Discussion 7

Demonstrating Leadership: The Ember Project

We've all thought, "My company should just do X!" Today you'll stop talking about it and start taking ownership.

- Create, sell, and execute on your Vision for making your organization more profitable
 - Enroll The Other to help you execute on your innovative ideas
 - Take ownership of your ideas and make your organization more profitable

Discussion 8

The ABC's of Conflict Management

Conflict is neither good or bad – It just is. Today you'll learn how to Transform Conflict into Collaboration.

- Learn tools that will help you to positively navigate moveable conflict
- Ability to easily teach those you serve how to also apply this tool in their lives
- Understand why compromise is not an ideal outcome with the Thomas-Kilman Conflict Mode Instrument

Discussion 9

There's No Such Thing as Right and Wrong

We each believe what we believe based on the sum of our lived experiences. In our own minds, we always believe that we are "right." The Other believes they're "right," too.

- Find that you can't help but respect why The Other believes what they believe, even though you likely won't agree with them
- Understand that respecting beliefs contrary to your own is not the same as acceptance

Discussion 10

Appreciating Your Role in DEI Initiatives

This module consistently surprises folks with how easy it is to be successful in DEI work. You will leave feeling positive, empowered, and capable of being successful.

- We start by acknowledging that not everyone values this social cause, and will not try to convince you to change your mind
 - You will be able to appreciate your responsibility in creating and upholding psychological safety regardless of your current beliefs

Discussion 11

Engagement & Accountability in the Hybrid World

"But how do I KNOW they're actually working?" This accountability tool will show you the answer, and will increase self-discipline for both you and The Other.

- It ain't going anywhere... It's time we learn how to deal with our hybrid reality.
 - Learn the single tool that made Matthew 2014's International Business Awards' Sales Manager of the Year

Discussion 12

Leadership: It's All About You Making It Not About You

The end is just the beginning. We'll hold ourselves up, recognize each other, look forward, and we will be committed to making it all about The Other.

- We will explore a series of introspective questions that help solidify our learnings and give us final A-Ha! Moments
 - We'll put everything back into perspective one final time, so that we can continue to be successful serving The Other

Tools You Learn, Ideas You Apply

Discussion 1

Management vs. Leadership

- Leaders REST

Leaders [Give] Respect, [Demonstrate] Empathy, [Are of] Service, & [Build] Trust

- The Leader's Affirmation

Leadership is a choice. We close each Discussion by reminding ourselves of this.

Discussion 2

Whole-Life Vision Setting

- My Obituary

Chart your path to whole-life success by doing what Simon Sinek suggests, and "start with the end in mind."

- Myself as a Leader in 5 Years

Knowing where you want to end, this exercise shows you what you need to prioritize first

Discussion 3

Building & Developing Trust

- My Leadership Statement

The one-sentence affirmation of who you are as Leader

- The Results Equation

The subliminal psychological process we all follow in order to achieve results

Discussion 4

The Leader's Secret Weapon: Recognition

- The Recognition Game

Practicing and experiencing the new approach

- The Neuroscience of Trust

Research that explains why high-trust environments breed the best results

Discussion 5

The Power of Vulnerability

- The Power Reclamation Process

Guided meditation to reclaim control from painful memories. This introspective experience prepares you to walk with The Other in their time of need or crisis.

- Square Breathing

Technique used by Navy SEALs to maintain psychological and physiological control over one's self while enduring high-stress situations.

Discussion 6

The Leader's Power Source: Influence

- Influencing Those Around You

Identify a task that you no longer should or want to be doing, and a person you need to empower to grow in that way. This exercise will make you less busy.

Discussion 7

Demonstrating Leadership: The Ember Project

- My Ember Project

Breakout room exercise to increase persuasive storytelling skills and achieve command of your Ember Project narrative

Discussion 8

The ABC's of Conflict Management

- Transforming Conflict into Collaboration

You already have within you the power to make our world a happier and more fulfilling place for all - This tool is how you use it.

- The ABC's of Conflict Management
It's literally as easy as ABC.

Discussion 9

There's No Such Thing as Right and Wrong

- The Understanding Technique

You will be encouraged to NOT change your opinion on anything unless you choose to. You will also be encouraged to listen and ask questions instead of damning those who think or act differently than you. This tool allows you to collaborate with The Other in spite of your differences.

Discussion 10

Appreciating Your Role in DEI Initiatives

- The 4 Steps for DEI Success

Follow these four human-focused principles and you will be consistently successful. Applying Leaders REST until this point will prove to you how easy it can be.

Discussion 11

Engagement & Accountability in the Hybrid World

- Team Engagement / Accountability Tool
The final tool you learn is the one that has been positively influencing you since the beginning

Discussion 12

Leadership: It's All About You Making It Not About You

- Acknowledge how you positively impact those around you, your organization, and yourself
- Identify the next steps in your ongoing Leadership journey
- Give and receive love from your friends in the cohort who have helped you to learn and grow for the past 12 months

Positively Impact Your Organization

Tangible outcomes from Leadership development work are often difficult to quantify. **That's why we prioritize results.**

All of us have had a burning feeling deep in our chest where we think to ourselves, "Man, someone should really do XYZ, and our organization would be so much better off!" You're someone. Go do it.

In the latter half of the program, you will have the opportunity to demonstrate Leadership using your new skills and abilities in real-time through a participant-led innovation project called, The Ember Project. You will identify and execute on a project that you are passionate about for your organization (and have the ability to influence), and will find that your efforts will cause a financial impact that relates to new monies or savings for your organization.

To date, our clients' projects have had over \$30M in financial impact on their organizations! Even with removing extreme outliers, **the average client finds over \$100,000 in financial benefit for their organization!**



Client Success Examples

Figures represent outcomes reported at program completion or end of Year 1

- A cultural initiative focused on talent retention: **\$30,000+**
- Succession planning for ownership of a 15-year project, where the client's potential retirement was deemed a SWOT threat to outcomes: **\$75,000+**
- Created an inventory tracking system that saved production downtime and shrinkage for an arm of a global manufacturing firm: **\$400,000**
- 10% revenue push by GM required breaking the project down into chunks and empowering each unit leader to own a segment: **\$750,000**
- Modifying an existing product to serve a field-demand that led to developing a new product and sales channel: **\$3 Million**
- A new batching process for legal disputes at a national insurer that dramatically increased efficiency and case wins: **\$16 Million to date!**

The Ember Project is a 6-month initiative that develops a Leader's vision-setting, team-building, collaboration, delegation, and critical thinking skills. It often requires engaging with colleagues in departments throughout the organization; intentional outside research to understand implications, challenges, and competitive practices; and creates an environment that necessitates using influence to move direct report, peers, supervisors, and other stakeholders to support your Vision.

Hear From Our Graduates

“Matthew has a unique ability to get you to trust not only him, but yourself as well, all the while holding you accountable to what you need and want to achieve success. My belief is that it is because he really does care and is truly invested in helping people.”

Chris, IT Director, Delta Dental Insurance

“This isn't your typical business development program. It's more like a psych class where you look at your own actions and behaviors, consider how they impact your peers, and then look to make meaningful changes. Very unique content that I didn't expect. The growth experienced was surprising and amazing.”

Jeff, Demand Planner, True Value Company

“Matthew helps his clients reach their fullest potential and beyond. He has brought out more in me than I knew I had, allowing me to achieve greater accomplishments in both my professional life and my personal life. He has immensely impacted my life story and has been one of the most influential people I've ever met. The world would benefit from having more Matthews in it.”

Katie, Advocacy Programming Lead, Bacardi / TEAM Enterprises

“Matthew has a contagious sort of energy for building people up. He is courageous in his vulnerability, and passionate about helping others to succeed. He's just the type of person you want to champion your professional growth.”

Bret, Senior Quality Engineer, Whirlpool

“Matthew has the very rare and unique skill set to listen, raise awareness, and motivate, all within just a few words. His ability to uncover those passions, hopes, and leadership qualities that may be hidden below the surface for others is superb. Not only has he been able to get those who were already good leaders to reach the next level - Those who do not directly interact with him have also received benefits. That is value that cannot be measured.”

Jeff, General Manager, Ford's Garage – Prime Burgers | Craft Beer

The Details



12 monthly 90-minute virtual Discussions

Highly engaging and interactive environment

Focus on topics important to today's realities

Cohorts limited to 12 people for maximum growth

Build relationships with peers all over North America

Increase personal accountability and ownership

Access to 1-on-1 Executive Coaching

(Limited availability)

\$500 / month

(Volume & pre-pay discounts available)

Average financial impact is over \$100,000!

(Outcomes based on your unique variables)



Executive Coaching

Helping You to Leave Your Mark

What is Executive Coaching?

In Executive Coaching, we work with the whole you, 1-on-1. We explore exactly what's going on with you, both professionally and personally, to help you navigate through your challenges so that you can consistently demonstrate Leadership with yourself and those around you. Here are three examples of the successes our clients have found:

An individual was passed over for a promotion and hired Matthew to help him get promoted. A professional context to coaching seemed logical, until Matthew realized that professionally-speaking, the client had his act together. Stumped, he asked about the client's home life.

Notably darker in tone, the client replied that he and his wife were contemplating a divorce that he did not desire.

Matthew's response was, "Great, then we need to focus on your marriage. We'll talk about work again once we solve this."

With intentional actions, the client was able to shift his behavior so much that his wife started to reciprocate. Healthier as a couple, they started counseling and saved their marriage. With the crisis in resolution and mental baggage gone, the client was immediately promoted.

Two owners were struggling to pay themselves consistently, even with austere salaries. The one said to the other in front of Matthew, "If we don't figure this out in 6 months, I'm quitting and getting a job at Costco so my wife knows that we can pay our bills."

6 months later, the year closed with record sales. They increased their salaries 30% and never missed another payroll. 6 months after that, they broke their annual sales record again.

Matthew coached their relationship back to the health it had when they opened 13 years earlier; showed them how to fix their pricing, which required coaching to overcome concerns of ethics and self-worth; and their successes have led to growing their team from 4-7 employees.

A client from a multi-state organization referred an HR friend at another large organization to call Matthew about a problem employee who was entering a termination track. The individual was surprisingly high-ranking, and extremely toxic – So toxic, that he remains as the only client Matthew has ever refused to allow to interact with other clients.

Invigorated by the challenge, Matthew met the potential client and reported back to HR that the individual was in fact redeemable, but in order to earn his trust it would require connecting with the him at his level, and in ways that most folks would otherwise find inappropriate.

5 months later, the client's progress was so dramatic, the CEO offered him a promotion.

What Do You Actually Do for Me?

Every single client is different in terms of their needs, preferences, and desires. You definitely would not want what we do with some of our clients, and similarly, they wouldn't want what you need.

This is a retainer-style luxury service that is intentionally designed to fit you, and meet you where you are.

How can we do something so open-ended for so many people, and still be so successful? Because this is the challenge that Matthew enjoys solving the most.

When you become a client, he will help you to get what you want. That'll be his commitment to you.

Matthew's Approach to Executive Coaching

I don't see Leadership Coaching as staying within the four walls of your business – We are Leaders for our families, our friends, and ourselves, too! That means this experience will look and feel different than what you've previously experienced.

It could look like giving you a hug, or a swift kick in the ass, based on what you need that day; texting or talking through immediate challenges late into the night; visiting at a client's home, bare feet in the grass, telling him that his idea makes him unintentionally sound like an "entitled asshole"; or sitting quietly and being present, as a friend, when it's all just too much.

If you experience a critical moment, there's no place I would rather be than by your side.

The clients who use this service know that this is true, because virtually all of them have experienced it at some point.

In a formal sense, I meet with my Executive Coaching clients for an hour twice per month. We do that so that you can keep running your business while applying the new ideas we discuss. After two weeks of trying something, you'll know if it's working or not, and I'll help you tweak the application if something isn't working the way you'd like (or I'll kindly remind you if you forgot).

In addition to those 2 meetings, I help support you the ways you need me. I typically end up engaging with each client via the phone, text, or email, multiple times throughout the week. There will typically be 6-15 hours per month invested into your success between direct, indirect, and behind-the-scenes work. The clients who get the most value from this service are the ones who reach out the most. I encourage that, and welcome it.

Is there stuff you may want me to do for your organization that's out of the scope of this work? Certainly. You and I will both know if it's in or out of scope, and we'll deal with it accordingly. Otherwise, it's all part of the service. I give you what you want, and things you didn't know you needed.

Unique Ways Others Have Been Served

“They asked me to give the speech in two days.”

I personally know the nerves of speaking before more than 5,000 people. There are lots of tools and tips I share that make giving your speech far easier and more impactful.

Help here looks like drop-in coaching for your important opportunities. I’m not offering and I’m not charging extra – I’m coming because it’s important to you, and that’s important to me.

“I’m thinking I should just get a divorce.”

I love it when clients bring up divorce. I always encourage them to do it. I’ll encourage you to get divorced, too.

You’re probably starting to have a reaction to what you’re reading right now – That’s my goal. That reaction is what I use to help you see more clearly.

If your relationship is rocky, it’s because there are two personalities in conflict. Conflict is one of my specialties. We can’t change your partner, but we can change you so that you can fix your relationship.

100% of the clients who have come to me contemplating divorce have resolved their issues. It almost seems unreal to me, too, but that’s the reality.

“You know, everyone around here calls me ‘sir,’ and thinks I walk on water. Then I go home and four people think I’m an absolute moron.”

A former CEO of Auto-Owners Insurance once said this to me. If this type of frustration is true for a Fortune 500 CEO, it’s true for lots of other people, too.

You are more than the job title you wear at work. So are your employees. This is one of the most frequent reminders clients need.

If things aren’t what you want at home, we’ll explore that. I won’t push you to talk about things you don’t want to discuss, but I also will put no limits on the types of conversations we’re allowed to have. If you make me blush, I’ll truly be impressed.

It’s surprising how much our personal lives have positive and negative impacts on our professional outcomes. We’ll explore it all together.

“The Mayor just called and wants to appoint me to the vacancy on City Council. You’re the first person I thought to call.”

I’ve coached State and local level politicians, have been appointed and professionally endorsed by a Governor, am in on-going collaboration with a Michigan Supreme Court Justice, and regularly advise a former Lt. Governor in his current role. I also continue to participate as a student in “How to Run” trainings to be more valuable for my clients who are running for political office.

This looks like providing media training, identifying and improving messaging, door knocking, working behind the scenes with the client’s political consultant, being present when they personally need it.

“How much do we still owe you? \$40,000?! I’ll pay you \$40,000 to get out of my office!”

Yes, that actually happened. And while I contemplated it, I didn’t take the money and run. I took that individual to breakfast the next morning, calmed his insecurities over this consistent behavior, and successfully completed the prescriptive solution 6 months later.

I can help you deal with intense conflict.

This looks like scheduling separate 1-on-1 meetings with key stakeholders to buff their rough edges, teach needed tools, and influence their buy-in toward the client’s objective; special meetings to mediate conflict between various stakeholder groups; and intentional quiet counsel if you aren’t ready to hear what you need to hear.

Ways Your Life Will Be Easier

Here are a few examples of the complimentary “value-adds” our clients have appreciated about the Executive Coaching service:

Scheduling separate meetings with key stakeholders to buff down their rough edges, teach them needed tools, and influence their buy-in toward the client’s objective

Modifying internal assessment tools to additionally inform the mindset behind the answer being given

Copy editing (and occasionally drafting) of important communications, and coaching for their most impactful delivery

Having a special daily phone alarm for the one client who needs coaching on the value of expressing daily gratitude

Attending your important events, celebrations, speeches

Drafting after-meeting reports to the supervisors that prefer them

Something interesting that we’ve never done before, but you’re going to need

The Details

What outcomes do you want?
That's what you'll get.



Biweekly 1-on-1 sessions with Matthew
1-hour sessions offered in ways that meet your preferences (and geography)
Unlimited access to Matthew for on-the-fly coaching to challenges that present themselves

Very Limited Availability!

Due to the high volume of behind-the-scenes time invested into supporting your success, this service is only provided to a limited number of clients per year.

If you are seriously interested but questioning the value, let's have you talk with Matthew and have him show you what happens in the first 3 hours together. Everyone signs up after that.

"Matthew exemplifies quality and human decency. His unique talents come not in solving his clients' issues, but in acting as a true partner as they personally evolve to solve their own problems. I leave every interaction with Matthew craving more, knowing he has actionable solutions for obstacles I don't even know exist yet."

Ben, President, Rathbun Agency



Leadership Seminars

Development for Groups and Specific Issues

The Solution Your Team is Demanding

A [2022 workplace report](#) by SHRM showed that 76% of employees said they are more likely to stay with a company that invests in their continuous development. 78% said they desire training in life skills that were identified as Emotional, Social, and Cognitive skills, and include topics like self-awareness, coping with stress, empathy, interpersonal relationships, problem solving, and critical thinking. Basically, it's all the stuff that Matthew saw causing confusion in clients of traditional leadership development programs, and prioritized correcting while building our modules.

[Research from Ernst & Young](#) has shown that most people who quit during The Great Resignation reported that they would have stayed if their manager had displayed more empathy – An ability all humans temporarily lose while subjected to stress. That means our content will make you that much more likely to retain your critical team members by developing them directly, and by re-activating empathy in their supervisors.

Our Leadership Seminars are designed to increase awareness of an issue, teach tools to change outcomes, and can be stacked to create customized cultural solutions unique to your organization.

“Matthew is an outstanding addition to our team’s development. The insights he brings and the impact he has had on the mode of our team’s operations is immeasurable. Teaching interpersonal skills that work in harmony with an organization’s ecosystem is not an easy task, but it’s one that Matthew makes *look* easy!”

Julie, Operations Director, Güd Marketing



The Details



Our Leadership Seminars are designed to meet your team where they're at, and help them to move to where you need them to go.

Content, length, size, location, cost, outcomes...
The options are pretty limitless.

We have canned solutions for common problems, but customized deliveries provide the best outcomes for you.

Let's talk about your needs, and we'll create a solution that gives you what you want.

That's true for other Keynote-type needs, too.

For Those Who Like Credentials

Matthew D. Anderson is the Chief Executive Officer of Leadership Coaching for Results. Here is a selection of experiences that demonstrate why he is so effective at serving our clients:

- Recognized by Manage HR as the Top Executive Coaching Company of 2022
- Recognized by Dale Carnegie & Associates as 2019's #1 Corporate Trainer in the World**
- Has coached and worked with thousands of individuals while delivering content over 800 times
- Holds an MS in Conflict Management; an MBA; and is a member of Mensa, the international high IQ society**
- Formed multi-year talent development partnerships with numerous Chambers of Commerce and business associations, providing new member benefits to nearly 50,000 organizations
- 4 years as an in-residence corporate trainer for a national Fortune 400 company**
- Executive coach for the entire C-suite of a statewide insurance firm
- Keynote speaker for conventions and university commencements ranging from 700 to over 5000 attendees**
- Member of the Small Business Association of Michigan's Leadership Council since 2017 – The advisory committee to Michigan's largest small business advocacy and lobbying association
- Author or co-author of nearly 20 articles featured in association and national trade publications**
- His first book, [*There's No Such Thing as Right and Wrong*](#), explores instances of perpetually topical dyadic conflict, and shows the reader how to transform conflict into collaboration
- Appointed by the Governor of Michigan and served a 2-year term on the State's Board of Respiratory Care**
- Board member & endowment founder at Michigan State University since 2012
- Recognized by the International Business Awards as 2014's Sales Manager of the Year**
- In every single time-phased program he's delivered, at least one individual has been promoted *during* the program, and over 80% of those seeking advancement have been promoted within a year of completion
- The Ember Project's cumulative financial impact on client organizations totals over \$30M to date**

Breaking the Fourth Wall

I've created enough sterile corporate decks and RPFs to know that they all look and sound similar.
Here's a brief personal note about why I do this work:

"I am a Leader who develops other Leaders."

Each of our clients creates their own Leadership Statement. It's a self-affirmation of who they are as a Leader, and serves to hold the individual accountable not to me, but to themselves. That one is mine.

This work is personal to me because it is my calling and responsibility to be of service, and to help others to do the same.

The Great Resignation has upended our world as managers. We now know from research that the driver is an empathy deficit in managers. There's a neuroscience-based reason for this that can be corrected, transforming managers into Leaders who motivate, inspire, and empower those they are charged with serving.

When enough people choose these behaviors – The behaviors of Leaders - our world will be a happier and more fulfilling place for all.

We each already have this power inside of us.
I'll show you how to use it.

~Matthew



Additional Resources

- [LeadershipCoachingForResults.com](https://www.leadershipcoachingforresults.com) features over 30 testimonial videos from real clients sharing their experiences working with Matthew
- [*Moments with Matthew*](#) is a Leadership series featuring over 100 short videos, each with actionable take-aways
- [*There's No Such Thing as Right and Wrong*](#) shows the reader how to transform conflict into collaboration, and serves as the long-form version of the namesake module from The Leadership Mastery Program



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