

# HANDEL GROUP

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EXECUTIVE COACHING - THE HANDEL METHOD®

CONTACT:  
Beth Weissenberger  
646-326-5293 cell  
[beth@handelgroup.com](mailto:beth@handelgroup.com)

[handelgroup.com](http://handelgroup.com)



## Executive Coaching

The overall goal of executive coaching is to develop and enhance the desirable abilities and traits of an individual while identifying and mitigating the less desirable ones. Our senior Consultants work one-on-one with executives, managers and personnel on developing exceptional leadership skills, solving issues and creating a culture of integrity and accountability within themselves and the company.

## The Method

Our executive coaching is based on the Handel Method®, our proven proprietary methodology that is also the foundation of the classes we teach at MIT, Stanford Business School, and NYU.

The method revolves around several key concepts. Perhaps most importantly, we deal with a person's personality traits. Every single last human has some negative traits; usually these traits go unnoticed or ignored and wreak havoc in the workplace. If you want to impact the culture of a company, you have to get people to tell the truth about themselves and others. We allow people to look at themselves honestly and without judgment, emphasizing the universal nature of this concept and the personal rewards for facing it. Our coaching allows people to tell the truth and discover which personality traits they need to adjust in order to be an extraordinary leader. These conversations are extremely freeing for people and are necessary for creating a culture of creativity and productivity in an organization. We recommend starting at the top, as people tell the truth when they hear the truth.

Another key concept is Personal Integrity®. In its simplest form, people who have Personal Integrity® keep the promises they make to themselves and to others and act in ways that are consistent with their own highest values. We have people look at where their integrity is lacking, why it is that way and design rules and actions to reach a higher level.

Other concepts that make up the Handel Method® include techniques for defining goals and creating actions to achieve them, developing highly effective communication skills, having the hard conversations, designing an inspiring future and controlling your inner dialogue.

## Coaching Topics Also Include:

*The Language of Accountability and the Nature of Excuses*

*Powerful and Effective Communication*

*Understanding Your Personality*

*Personal Integrity®*

*Listening and Your Inner Dialogue*

*Author vs Weather Reporter*

## How Are We Different?

Yes, we improve productivity. Yes, our work affects the bottom line. Yes, we get people working together smoothly. But it is how we accomplish all those things and much more that makes us a very different kind of company. We are not afraid to go deep. In fact, we have the conversations that other consultants do not know how to have, or are unwilling to have, and the proven methodology to enact lasting change.

As we mentioned; executives are people and all people have issues. Most people also have a deep desire to be great, but the path to being an extraordinary human is often elusive and the dream falls victim to habits, fear, inertia, ignorance, distraction, and/or disillusionment. This is where Handel Group excels and what differentiates us from other consulting companies; we are experts at getting to the heart of the matter. We get people dreaming again and behaving in ways that are extraordinary.

We clean out the factors deadening or limiting people in the first place; whether it's being unable to have the difficult conversations, past disappointments still haunting them, or even problems that seem more personal than work related such as one's physical health or an imminent divorce. We know: you can't go there with people in a company. Well, we also know that sometimes you HAVE to go there, and we are successful at it consistently and reliably in companies both public and private. Without addressing what is really going on in a person's life, you are not getting to the real issues from which their difficulties stem.

## Outcomes: Lasting Change

Through our coaching, we finish issues. Our clients use our tools to take deliberate action for lasting change in their leadership and their approach to life and business. They are left in a powerful place; proud of themselves, excited about the future and taking consistent action toward achieving their goals, professional and otherwise. Our coaching is handled in a respectful and professional manner and leads to an unusually high level of client satisfaction.

### What clients say:

*"In a remarkably short period of time Handel Group has transformed our Marketing team by instilling high levels of personal integrity and accountability into the DNA of our organization. Their results-driven process has had an immediate ROI in both productivity and personal satisfaction."*

--**Lisa Judson**, Senior Vice President, Audience Marketing, AOL

*"Through exhaustive ethnographies and observation, Handel Group provided a platform to allow the management team to give up bad habits and replace them with positive high-performance behavior. We are going into 2008 with extreme momentum and self-awareness, which comes from the enabling sense that one gets from speaking and dealing in truth. A lesson well learned from our association with Handel Group."*

-- **Tom Florio**, Publisher, Vogue