



OUTRAGEOUSLY INSPIRATIONAL LEADERSHIP™

GROUP + 1:1 COACHING PROGRAM

by VerticalReach Consulting Group, LLC



Elevate Your Leadership Beyond Natural Traits and Default Styles to Become Outrageously Inspirational

What OIL is

- A practical and personalized framework for effectively leading people, teams, and organizations drawn on decades of empirical research and applied practice in leadership, personality, motivation, and team dynamics
- Defining your values, ideal self, and a personally inspiring vision for your future as a leader
- Understanding and owning your natural leadership strengths and leadership diminishers
- Understanding what your team, stakeholders, and systemic organization need from you and each other to thrive and succeed
- Integrating the Seven Inspirational Leadership Styles and Five Inspirational Team Behaviors into yours and your team's authentic leadership agility
- Finding your distinct OIL voice in any given situation
- Becoming the inspiring and transformational leader you've always wanted to be

What OIL is not

- Being inauthentic or manipulative
- Changing your core personality
- Being blindly optimistic
- Becoming grandiosely charismatic

Who OIL is for

- C-level to mid-level leaders in any functional role or industry
- Recommended to be currently managing a team of at least 3 direct reports for at least one year
- Eager to grow as a leader and willing to experiment with new ways of connecting, leading, and influencing

Why OIL is needed

- Low employee engagement is costing the global economy \$8.9 Trillion annually (Gallup, 2024)
- Only 30% of managers and 18% of individual contributors report being fully engaged (Gallup, 2024)
- As much as 70% of managers are experiencing burnout, with mid-level leaders being the most affected (Gallup, 2024; LinkedIn, 2024; Glassdoor, 2024)
- Inspirational motivation helps improve engagement and mitigate burnout (NIH, 2024)
- Because organizations are outrageously great at fostering toxic cultures (MIT Sloan Management Review, 2022)

How to sign up for the inaugural OIL Group + 1:1 Coaching Program

- Schedule a meeting with Corey [here](#) to discuss your goals and ensure that this program is right for you
- Read and sign the coaching agreement and pay the refundable registration fee to secure your seat

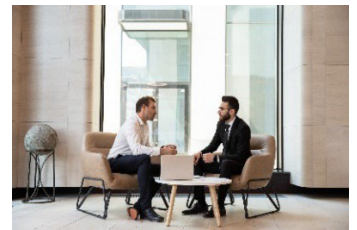
“Good leaders inspire people to have confidence in their leader. Great leaders inspire people to have confidence in themselves.”

Eleanor Roosevelt

The OIL Group + 1:1 Coaching Program Format

- Maximum cohort size of twelve; initial assessments and kick-off meeting in November-December 2024 with twice monthly group and scheduled 1:1 coaching sessions resuming in mid-January 2025
- Thirteen 90-minute group coaching sessions using Zoom spread over six months
- Six 60-minute 1:1 debriefing and coaching sessions over Zoom framed around your OIL development path (Standard Package)
- 360° assessment of your natural and inspirational leadership styles using our proprietary Four Ships Survey of Leadership, Team Culture, and Wellbeing
- Understand Myself 5-factor Personality Assessment
- Group sessions include a presentation and group discussion on one of the seven inspirational leadership styles and five inspirational team behaviors, breakout homework-partner check-ins, mastermind hot seat where one participant receives help with a business challenge from the group, weekly OIL exercise planning, and wrap-up
- Weekly mindfulness exercises using the Becoming a Resonant Leader workbook (McKee, Boyatzis & Johnston)
- Other assigned books and resources
- Online portal for accessing documents and interacting with the coach

**Learning • Applying • Connecting • Influencing • Supporting
• Growing • Transforming • Leading**



Inaugural OIL Cohort Pricing Packages

(Discounted pricing for the inaugural OIL cohort is limited to the first 12 registrations)

Standard Package **\$2,350**

- Thirteen group coaching sessions and six 1:1 coaching and debriefing sessions
- Four Ships Leadership 360° survey, Understand Myself Personality assessment, and Becoming a Resonant Leader workbook
- Single payment of \$2,350 or three consecutive monthly payments totaling \$2,850

Additional Packages

OIL Learner **\$1,650**

- Single payment for group coaching, plus three 1:1 coaching sessions; additional 1:1 coaching sessions \$250 ea.; assessments and workbook included (this package subject to availability)

OIL Leader **\$3,550**

- Single payment for group coaching, plus nine 1:1 coaching sessions, assessments and workbook
- Reassessment for leader and their initial 360° raters at end of program
- Unlimited email / messaging support between 1:1 coaching sessions

Advanced OIL Leader **\$4,550**

- Single payment for group coaching, plus twelve 1:1 coaching sessions, assessments and workbook
- Reassessment for leader and their initial 360° raters at end of program
- Unlimited email / messaging support between 1:1 coaching sessions

Your OIL Coach and Facilitator



Corey Matthews, PCC
Founder and Executive Coach
corey@verticalreachcg.com

Schedule a meeting with me [here](#)



- 28+ years of human capital management consulting in executive search, recruitment process outsourcing, career transition coaching
- 4,000+ hours of executive coaching, consulting, and mentoring
- 100+ hours of team and group coaching, facilitating, and training
- 150 hours of graduate-level education and training in executive coaching and organizational leadership
- Professional Certified Coach designation by the International Coaching Federation (ICF)
- Certified Understand Myself 5-factor personality practitioner
- Certified EQi-2.0 Leadership 360 Emotional Intelligence assessment facilitator

Resolve to Becoming an Outrageously Inspirational Leader in 2025!