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*A GUIDE FOR COACHING BENEFITS FOR LEADERS*

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**ELEVATE YOUR  
LEADERSHIP: A  
HEARTFELT GUIDE TO  
EXECUTIVE COACHING**

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*Learn the art and science of  
how to show up and  
execute powerfully*

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**Rebecca Eckstein, MA, PCC**

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## Welcome and Introduction

Welcome to "Elevate Your Leadership," a guide crafted by Rebecca Eckstein, a distinguished executive coach with certifications by the ICF, MIT, and IOC

## Meet Your Coach

Get to know Rebecca Eckstein, an accomplished executive coach with a diverse background in education, healthcare, finance, IT, and transportation. Explore her educational journey and certifications, showcasing her commitment to excellence in coaching. Unlock a case study of early coaching for life-long goals.



## 02 Understanding the Need for Coaching

Delve into the world of leadership coaching and business coaching, as Rebecca empathetically explains the challenges faced by executives and the transformative power of coaching in overcoming obstacles and achieving success.

## The Coaching Process: Unveiled



Embark on a journey through the coaching process, expertly outlined by Rebecca. From the initial assessment as a certified partner, using the PXT Select™ to validate strengths and weaknesses to training in neuroscience for business performance; gain insights into the structured approach that ensures personalized and impactful coaching experiences.



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Experience the tangible outcomes of investing in Eckstein's coaching program. Through compelling anecdotes and success stories, understand how coaching has empowered executives to lead with confidence, enhance team dynamics, and achieve remarkable results.

ECKSTEIN  
  
EXECUTIVE  
COACHING

## A Holistic Approach

Rebecca's approach extends beyond coaching sessions. Learn about her involvement in educational journals, television appearances, and national speaking engagements. Explore her commitment to fostering positive change through community service and scholarship initiatives.

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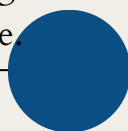
## Partnering for Success

Unlock a seamless trajectory of success by partnering with Rebecca Eckstein for coaching, beginning in college and extending through executive leadership. Rebecca's accolades, including the executive coaching award from CEO Today magazine, exemplify her impact in guiding individuals towards excellence.

## Wrap Up Your Journey

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Wrap up your journey embracing the transformative power of coaching. Feel inspired to invest in your growth, knowing that a dedicated coach like Rebecca Eckstein is ready to guide you toward leadership excellence. Receive coaching resources and case studies with FAQ's and a link to discover more.



I'm Rebecca Eckstein

# Welcome

Embark on a journey with Rebecca Eckstein, a beacon of leadership expertise and compassion. Holding a Bachelor's degree in Business Administration/Accounting and Computer Science, alongside a Master's degree in Liberal Studies from Hollins University, Rebecca is a Professional Certified Coach (PCC) by the International Coaching Federation. She also has earned certifications in Neuroscience in Business from MIT and Coaching in Leadership and Healthcare from Harvard Medical School. A published author and acclaimed speaker, and recognized coach in CEO Today, Rebecca's international coaching acclaim is complemented by her roles on prestigious scholarship committees and community foundations. Get ready to be guided by a compassionate expert dedicated to your growth.

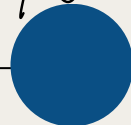
## How I can Help You?

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I help leaders and aspiring leaders develop their executive presence, increase their confidence, create influence, manage their emotions, set goals, plan, execute and create success. Outcomes are bonuses, elevated roles, salary increases, work-life-balance, happiness and increased productivity.

*Stay Happy!*

*Rebecca Eckstein*



# Meet Your Coach



As a seasoned professional specializing in leadership and performance coaching, Rebecca brings a wealth of experience and expertise to help you unlock your growth potential. Early coaching for students lays the foundation for a successful trajectory towards executive potential by fostering essential skills and mindsets. It cultivates self-awareness, goal-setting, and resilience, providing students with the tools needed for continuous growth. In addition to resilience many clients need to enhance their confidence and brain science comes into play. Clients learn the importance of managing their emotions to gain confidence through 5 easy habits to increase cognition and grow neurons for current and future neuroplasticity and performance.

In her spare time, your coach is an avid reader enjoying water sports, golf and acrylic painting. She and her husband have two adult sons flourishing as business executives. She works everywhere coast to coast and in selective international markets. She grew up in Virginia Beach, and has moved 17 times, working everywhere from Boston, New York, Houston, San Francisco, Tampa Bay, Metro Atlanta, Ohio, and of course many locations in Virginia. She speaks and consults for colleges, community groups and judges for scholarship foundations in addition to coaching executives and students.



# Case Study from a Student



## **Case Study for a student engaged in career coaching for leadership potential:**

Emily, a high school student, engaged in coaching with Rebecca Eckstein. Through personalized guidance, Emily developed effective study habits, honed her leadership skills, and gained clarity on her career aspirations. As she transitioned to college, the early coaching equipped her to navigate challenges confidently. Post-graduation, Emily's resilience and strategic decision-making led to rapid career advancement. By investing in early coaching, Emily's trajectory from a high school student to a successful executive showcases the long-term impact of foundational coaching on leadership potential and career outcomes. Early coaching establishes a robust framework, ensuring students are well-prepared for the complexities of executive roles in the future, and it helps parents navigate the daunting process of letting-go and allowing their young adults to become successful community leaders. The earlier you begin, the more time you have for growth and development.



## Understanding the Need for Coaching



In this section, Rebecca Eckstein compassionately explores the challenges that often weigh on the shoulders of executives seeking growth. With empathetic expertise, she unveils the common obstacles faced in leadership roles, from navigating complex team dynamics to handling high-stakes decision-making. Rebecca's insight into the emotional toll of leadership provides a poignant understanding of the need for coaching. Through her guidance, discover how coaching becomes the transformative tool to conquer challenges, fostering resilience, and empowering executives to overcome obstacles with newfound confidence and strategic clarity. Elevate your awareness as you prepare to embark on a coaching journey tailored to your unique leadership challenges. And in some instances, let us be honest, the position is not a good fit which requires coaching for a career pivot.

## The Coaching Process: Unveiled

Dive into the intricacies of Rebecca Eckstein's coaching process, a structured pathway to unlocking your leadership potential. Rebecca expertly utilizes the PXT Select™ assessment tool, offering a personalized starting point for your coaching journey. With precision and empathy, she guides executives through a comprehensive approach, also integrating neuroscience principles from her MIT certification.

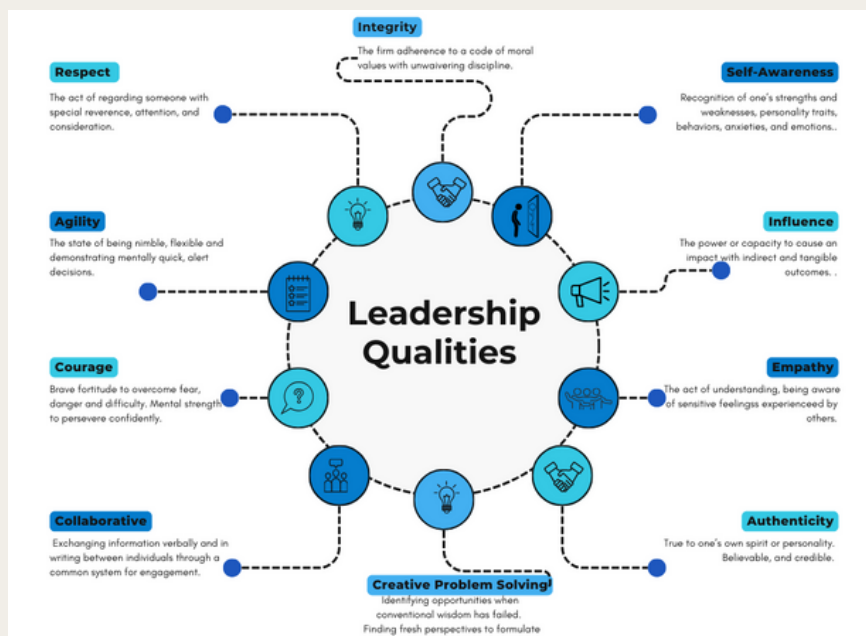
The marriage of coaching and neuroscience becomes a powerful catalyst for change. Understanding how the brain functions in leadership scenarios allows business leaders to enhance decision-making, emotional intelligence, and team collaboration. Rebecca's coaching sessions leverage these insights, fostering self-awareness and equipping executives with the tools to navigate the complexities of the corporate landscape.



# Impactful Outcomes

Embark on a compelling exploration of success stories and tangible outcomes achieved through Rebecca Eckstein's coaching prowess. Through heartfelt narratives and real-world examples, witness how executives, once grappling with challenges, emerged as empowered leaders. Rebecca's coaching program has catalyzed transformative shifts, fostering increased confidence, enhanced team dynamics, and notable business achievements.

Executives guided by Rebecca not only overcome obstacles but also exceed their own expectations. These success stories underscore the profound impact of personalized coaching, illustrating how individuals, armed with newfound insights, lead with authenticity and purpose. Whether it's navigating complex negotiations, establishing team trust or fostering innovation within teams, the outcomes speak volumes about the efficacy of Rebecca's approach. Prepare to be inspired as you discover the transformative power of coaching, propelling you towards leadership excellence and sustainable success.





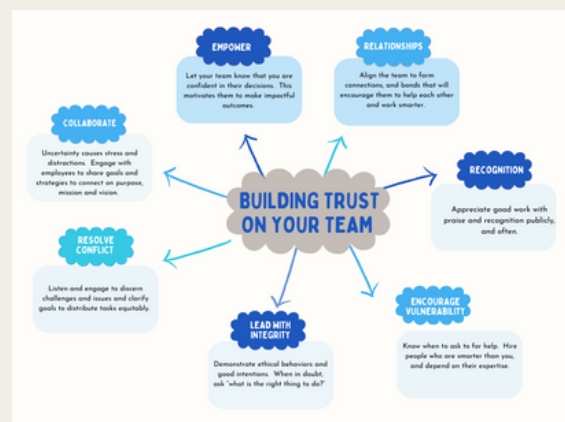
# A Holistic Approach



Beyond the coaching sessions, Rebecca Eckstein's commitment extends to holistic change. She contributes significantly to community development and education as a sponsor and speaker. She has published insightful articles in educational journals, impacting the discourse on success and team dynamics.

Rebecca's dedication extends to television appearances and national speaking engagements. Notably, she starred in the reality TV show "The College Hunt, USA," airing in India in 2013. In 2015, her creative educational video earned her a Telly award, showcasing her commitment to innovative educational approaches. She enjoys elevating her clients' performance with speaking engagements on topics such as "What YOU don't know about YOUR Brain and Performance."

Moreover, Rebecca actively participates in scholarship initiatives, serving on committees such as the U.S. Presidential Scholarship Review Committee, 2017 & 2018. Her role as a scholarship judge (2018 - present) on the "No Place for Hate" initiative reflects her commitment to fostering inclusivity and positive change. And her selection of scholarship recipients for the Community Foundation for the Virgin Islands (2019 - present) continues her passion to assist diverse communities. Rebecca's holistic approach goes beyond coaching, leaving an indelible mark on communities, education, and scholarship initiatives, embodying a commitment to creating positive change beyond the boardroom



## Partnering for Success



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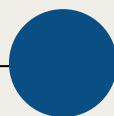
Unlock a seamless trajectory of success by partnering with Rebecca Eckstein for coaching, beginning in college and extending through executive leadership. Rebecca's accolades, including the executive coaching award from CEO Today magazine in 2022, exemplify her impact in guiding individuals towards excellence. Her recognition on Business Talk Radio further underscores her proficiency in coaching for success.

By aligning with Rebecca early in your career, you benefit from a mentor who has not only excelled in executive coaching but has also served on the U.S. Presidential Scholarship Review Committee. This unique blend of experience positions her as the ideal guide, ensuring your journey from college to executive leadership is marked by achievement, growth, and recognition. Choose Rebecca for a coaching partnership that transcends boundaries, propelling you towards sustained success across every stage of your professional journey and into mid-life and retirement. Every new transition creates opportunities for growth.

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## Wrap Up Your Journey

As you conclude this transformative guide, consider the profound impact coaching with Rebecca Eckstein can have on your student, yourself, or your team. Investing in coaching isn't just a professional decision; it's a commitment to fulfilling your hierarchy of needs—achieving self-actualization, growth, and authentic leadership. To embark on this journey, reach out to Rebecca directly through her website [insert website]. With a coaching approach that spans coast to coast, Rebecca ensures accessibility and tailored guidance regardless of your location. Elevate your leadership, invest in your growth, and witness the positive ripple effects that coaching can have on your personal and professional life. Take the next step towards realizing your full potential – contact Rebecca today. Execution is Everything!





**Testimonial 1: Sarah L., CEO in Finance**

"Rebecca's coaching has been a transformative journey. Her keen insights and strategic guidance helped me navigate complex leadership challenges. Through our collaboration, I not only achieved my professional goals but also developed a resilient leadership style. Her expertise and empathetic approach make her an exceptional coach. I highly recommend Rebecca to any executive seeking impactful and sustainable growth."

**Testimonial 2: Alex M., Director of Marketing**

"Working with Rebecca has been a game-changer for me. Her coaching not only improved my leadership skills but also enhanced my team's dynamics. The personalized strategies she provided were instrumental in achieving our marketing objectives. Rebecca's coaching goes beyond the professional realm – it's a holistic approach that fosters growth and balance. I am truly grateful for the positive impact she has had on my career and personal development."

**Testimonial 3: Dr. Emily R., Academic Administrator**

"Rebecca's coaching is a beacon of guidance in the academic landscape. Her insights into higher education, combined with her coaching expertise, empowered me to navigate complex administrative roles. The results speak for themselves – successful initiatives, improved team morale, and personal growth. Rebecca's commitment to her clients is unparalleled. If you're seeking a coach who understands the intricacies of academia, look no further."

**Testimonial 4: Mark T., IT Executive Team**

"Rebecca's coaching brought clarity and purpose to my leadership role and the team's success in the IT implementation. Her strategic advice and practical tools were invaluable in steering my team through technological challenges. The impact extended beyond the workplace, fostering a positive work-life balance. Rebecca's genuine investment in her clients' success sets her apart. I wholeheartedly recommend her coaching to any IT executive aiming for professional excellence and personal fulfillment."

**Testimonial 5: Dr. Karen S., Healthcare Administrator**

"Rebecca's coaching has been instrumental in elevating my leadership in healthcare. Her deep understanding of the industry, combined with her coaching finesse, guided me through complex healthcare dynamics. I witnessed tangible improvements in team collaboration and patient outcomes. Rebecca's commitment to healthcare excellence shines through in her coaching. If you're seeking a coach who can navigate the unique challenges of the healthcare sector, Rebecca is the ideal choice."



# Coaching Curriculum Resources

## TED Talks for Executive Coaching Clients:

- "How to Make Stress Your Friend" by Kelly McGonigal: Explores the positive aspects of stress and how changing one's mindset can impact health.
- "The Power of Vulnerability" by Brené Brown: Discusses the importance of vulnerability in leadership and building meaningful connections.
- "Your Brain Hallucinates Your Conscious Reality" by Anil Seth: Explores how the brain constructs our perception of reality and its implications for decision-making.
- "The Happy Secret to Better Work" by Shawn Achor: Discusses the connection between happiness and productivity in the workplace.
- "How to Build Your Confidence—and Spark It in Others" by Brittany Packnett: Explores strategies for building confidence in oneself and inspiring it in others.
- "The Art of Stress-Free Productivity" by David Allen: Introduces principles of stress-free productivity and effective time management.
- "The Power of Believing That You Can Improve" by Carol S. Dweck: Discusses the impact of a growth mindset on personal and professional development.
- "The Surprising Science of Happiness" by Dan Gilbert: Explores the science behind happiness and its implications for decision-making.
- "The Neuroscience of Emotions" by Lisa Feldman Barrett: Delves into the science behind emotions and their role in decision-making.
- "The Puzzle of Motivation" by Dan Pink: Discusses the science of motivation and the factors that drive performance in the workplace.

**"The ability to learn faster than your competitor is the only sustainable competitive advantage." -- Arie De Geus**



# Curriculum Resources



## My Bookshelf for Executive Coaching Clients:

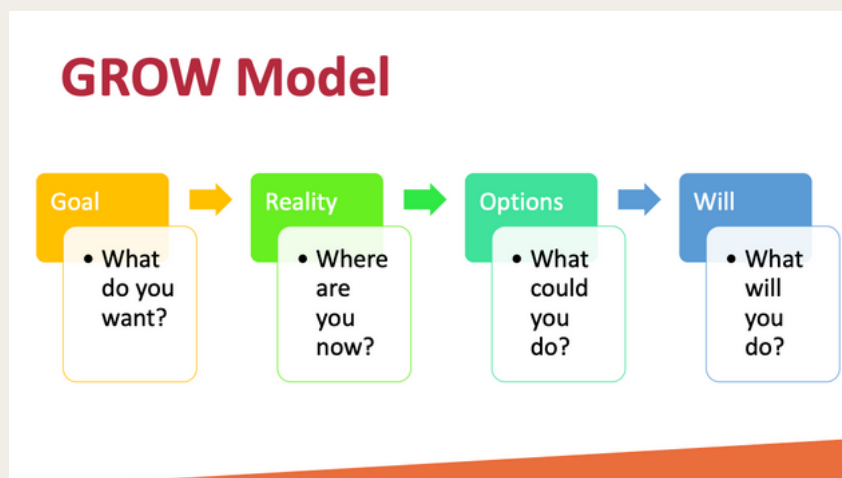
- "Atomic Habits" by James Clear: Explores the science of habit formation and how small changes can lead to remarkable results.
- "The 5 Second Rule" by Mel Robbins: Offers a simple technique to overcome hesitation and make decisions that align with goals.
- "Mindset: The New Psychology of Success" by Carol S. Dweck: Explores the impact of mindset on success and achievement, emphasizing the power of a growth mindset.
- "Thinking, Fast and Slow" by Daniel Kahneman: Delves into the two systems of thought that drive decision-making and their impact on leadership.
- "The Power of Full Engagement" by Jim Loehr and Tony Schwartz: Examines the correlation between energy management and sustained high performance.
- "Measure What Matters" by John Doerr: Introduces the concept of Objectives and Key Results (OKRs) for setting and achieving goals.
- "The Culture Code" by Daniel Coyle: Explores the dynamics of successful teams and the role of culture in fostering collaboration.
- "The Infinite Game" by Simon Sinek: Discusses the mindset needed for sustainable success in leadership and business.
- "Radical Candor" by Kim Scott: Provides insights on effective communication and feedback in leadership.
- "Crucial Conversations" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler: Offers tools for navigating difficult conversations and achieving positive outcomes.

**CONTACT FOR BOOKING COMPLIMENTARY  
DISCOVERY CALL  
[WWW.CALENDLY.COM/URCOACH](http://WWW.CALENDLY.COM/URCOACH)**



# Frequently Asked Questions (FAQs)

- What is the typical duration of a coaching session?
  - Sessions typically last 60 minutes, providing ample time for in-depth discussions and goal setting.
- How many sessions are recommended for optimal results?
  - The number of sessions varie based on individual needs. On average, clients experience significant benefits within 6 - 12 sessions. Coaching is unique based on you and can last 6 months or years. I have a number of repeat clients that return to coaching after months or years.
- How often are coaching sessions scheduled?
  - Sessions are usually scheduled bi-weekly or monthly, allowing time for reflection and progress between sessions.
- Is coaching only for executives, or can it benefit individuals at different career stages?
  - Coaching is tailored for students and professionals at all stages, from early-career preparation for high school students and seasoned executives and teams; basically anyone who wants growth.
- What is the confidentiality policy during coaching sessions?
  - Confidentiality is a cornerstone of our coaching relationship. All discussion details within coaching sessions are strictly confidential.
- What and How do you help people grow, and do you have a model?
  - Yes, a one simple example is below. The GROW Model helps clients realize their current state, where they could be and what are they willing to do. Willingness and commitment are key.





## Contact Information to Connect:

Admission Network, LLC  
&  
Eckstein Executive Coaching

website: [www.AdmissionNetwork.org](http://www.AdmissionNetwork.org)  
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