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LEADERSHIP  
DEVELOPMENT™

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Creatively Leveraging Authenticity™



# TAO LEADERSHIP DEVELOPMENT

is an Executive Coaching & Training Firm that helps leaders identify, communicate, and leverage their **authentic personal brand** in ways that **drive** business **success**.

## WHO WE SERVE

High-potential, on-the-rise Executives who are ready to step up to the next level of leadership.

## PROBLEMS WE SOLVE

### NEWLY PROMOTED

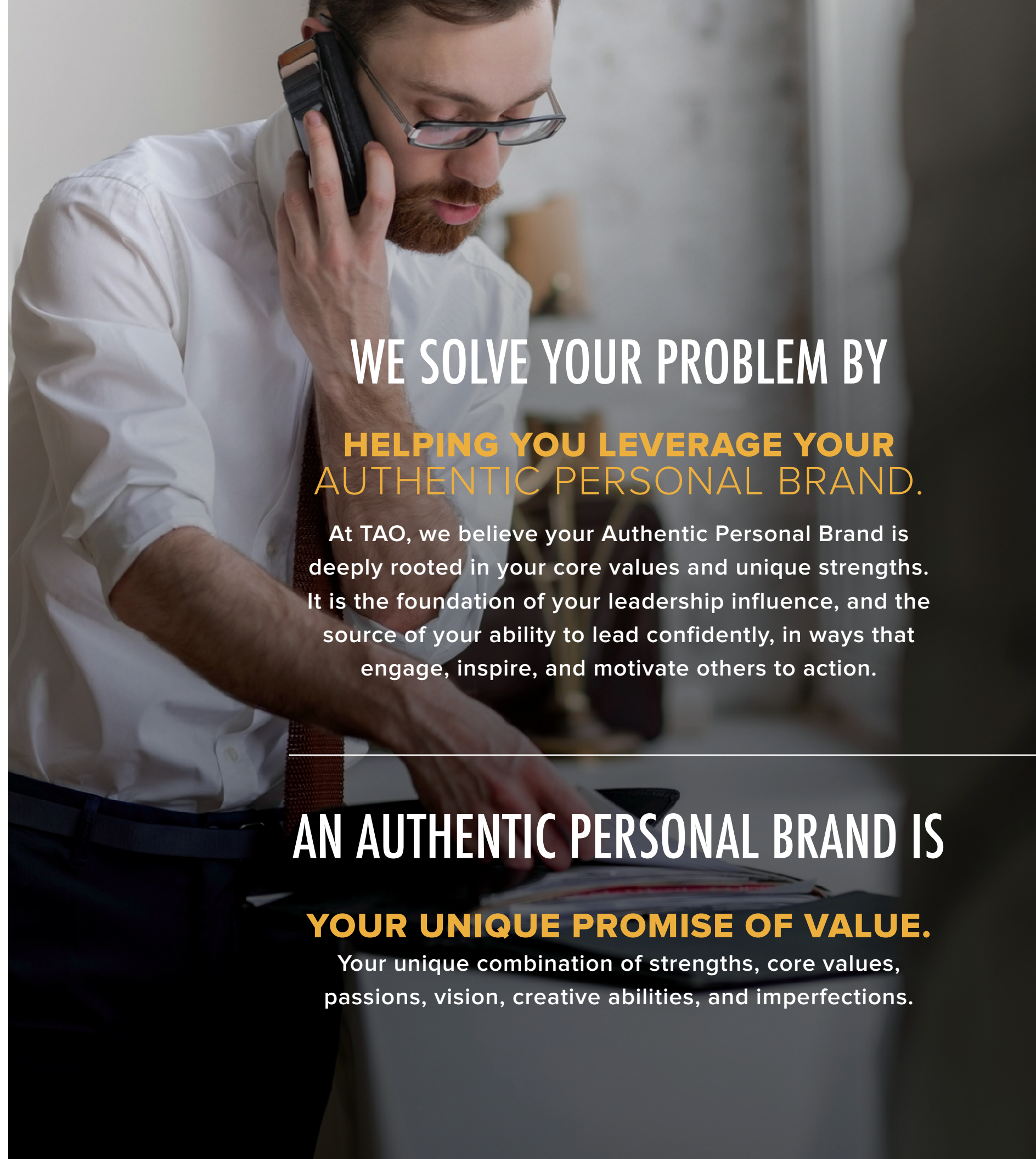
Challenged to “fill the shoes” of their new, higher-profile role/position.

### PREPPING FOR PROMOTION

Challenged to quickly develop the skills, behaviors, and expertise for the next level of leadership.

### EVOLVE IN ROLE

Challenged to develop the leadership agility, adaptability, and resilience to navigate through a changing environment.



WE SOLVE YOUR PROBLEM BY

**HELPING YOU LEVERAGE YOUR  
AUTHENTIC PERSONAL BRAND.**

At TAO, we believe your Authentic Personal Brand is deeply rooted in your core values and unique strengths. It is the foundation of your leadership influence, and the source of your ability to lead confidently, in ways that engage, inspire, and motivate others to action.

AN AUTHENTIC PERSONAL BRAND IS

**YOUR UNIQUE PROMISE OF VALUE.**

Your unique combination of strengths, core values, passions, vision, creative abilities, and imperfections.





HOW DO YOU LEVERAGE YOUR AUTHENTIC PERSONAL BRAND?

# THE BRAND Y.O.U.™ EXECUTIVE COACHING PROCESS



## STEP 1 • EXCAVATE

We use a **360 Assessment** to gather comprehensive data and assess the **unique qualities** that make **up your authentic personal brand**.



## STEP 3 • ELEVATE

We **elevate your communication skills and leadership presence** (and sometimes tweak your image and environment) to **increase your visibility** within your organization.



## STEP 2 • CLARIFY

We hone in on your **distinctive skills, strengths, vision, core values, passions, and creative abilities**, and explore how they weave together into **your authentic personal brand**.



## STEP 4 • LEVERAGE

We launch a **step-by-step, easy-to-execute plan** to leverage your **authentic personal brand** across **multiple platforms** within and outside your organization.

# BENEFITS OF THE BRAND Y.O.U.™ EXECUTIVE COACHING PROCESS

### EMOTIONAL INTELLIGENCE

- Self-Awareness
- Emotional Mastery/Appropriateness
- Social Intelligence
- Resilience

### EXECUTIVE PRESENCE

- Authentic Connection/Communication
- Projecting Confidence/Credibility
- Professional Gravitas/Polish
- Influencing With/Out Authority

### LEADERSHIP INFLUENCE

- Leadership Vision/Values/Strategy
- Inspiring/Motivating Others
- Nurturing/Leading High-Performing Teams/Individuals
- Agility/Adaptability
- Identifying/Building Key Relationships



# RASHERYL McCREARY

CEO  
EXECUTIVE COACH  
TAO LEADERSHIP  
DEVELOPMENT

*Rasheryl is a certified Leadership Coach (Georgetown University) and the CEO of TAO Leadership Development, Inc.*

Over 1,000 leaders, on three continents, have trusted Rasheryl to coach/train them in developing their Leadership Presence and Personal Brands in order to drive extraordinary personal and business success. She has been honored to coach leaders in the following organizations: American Express, Cisco, Ferrero USA, General Electric, HBO, PayPal, Booz Allen Hamilton, The Central Intelligence Agency, and Harvard Business School (see List below).



## TAO STRATEGIC PARTNERS



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## ASSESSMENTS WE CAN OFFER

- STRENGTHSFINDER®
- 360° REACH™ PERSONAL BRAND ASSESSMENT
- FASCINATION ADVANTAGE® ASSESSMENT & REPORT
- EQ-I 2.0
- HAY GROUP: EMOTIONAL/SOCIAL COMPETENCY INVENTORY (ESCI)
- LEADERSHIP CIRCLE PROFILE™
- OPM LEADERSHIP 360™
- DISC
- MYERS-BRIGGS TYPE INDICATOR (MBTI)
- HOGANLEAD /HOGAN PERSONALITY INVENTORY (HPI)
- THE PERSONALYSIS PROFILE





NOTES



WHAT MAKES YOU  
**UNIQUE**  
MAKES YOU  
**SUCCESSFUL**

- WILLIAM ARRUDA -



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**CONTACT US:**

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