

Greg Brodsky
Executive Coach

Office: 831-427-1467

Mobile: 831-325-3312
204 Frederick Street
Santa Cruz, California 95062-3440

Fax: 831-427-3857

gregbrodsky@comcast.net

www.brodskygroup.com

Greg Brodsky has coached, trained, and guided people in their self-development since the early 1960s. An executive coach since 1978, he counsels Silicon Valley company founders and senior executives regarding their personal growth, professional performance, human relations, and organizational development.

Greg offers coaching, consulting, and facilitation services that enhance:

Professional Performance
Working Relations
Personal Growth

Coaching involves one-to-one or team counsel. Greg has in-depth experience advising mid-level and senior executives in a broad range of industries, cultures, and organizational sizes.

Consulting addresses organizational issues, situational problem solving, and the implementation of operating plans. Greg is a process specialist with a focus on performance management.

Facilitation provides assurance that executive teams will achieve their goals in key meetings. Greg's presence at critical junctures helps keep client teams on track.

Greg provides executives with insightful feedback, support, confidential reflection, and unique ways to accelerate their learning on terms that suit their roles, responsibilities, and schedules. His ability to bridge clients' personal and professional lives enables them to reconcile their inner and outer drives.

Clients have included AgraQuest: coaching the executive team; Amdahl: nine years training, consulting, and coaching senior executives; Brio Technology: coaching the founders and senior executives; Fenwick & West: coaching key executives; Financial Engines: coaching the CSO; inSilica: consulting to the CEO; Intel: five years conducting training programs; Merador: coaching the founding partner; Neoforma: coaching the founding partners through their IPO; Orrick, Herrington & Sutcliffe: coaching 24 partners in business development and partner candidates in professional development; Portal Software: consulting on culture development and coaching senior executives; Quovera: coaching the executive team; Sendmail: coaching the executive team; Sun Microsystems: consulting to the customer councils team; Xtime: coaching the founder and executive team; State and County Governments: developing and leading training programs and coaching senior officials; Family Businesses: consulting on management systems development and coaching through generational transitions; and a variety of Professionals in Private Practice: coaching on personal and professional balance, partnership issues, communication, and interpersonal relations.

Clients describe Greg's style as skillful, insightful, gentle, and warm. He engenders humor and candor among his clients in ways that make it easier to address and resolve difficult issues.

Client Comments

"Greg Brodsky can understand you in both your own personal context and the context of your job as only an external coach can. He is an expert in maturing leadership from the inside out. "

"Greg Brodsky is an Executive Renaissance Catalyst."

"We achieved our growth plan with net revenues and margins exceeding our previous year by 90% while developing two additional business units. Greg was highly instrumental in enabling us to achieve our goals."

"Greg Brodsky is a true master."

For more on Greg's background and extended client comments, please go to www.brodskygroup.com

Coaching engagements come in three forms:

Short Term Interventions: An individual or team wants facilitation to ensure the success of a meeting, or needs to resolve a specific issue that lends itself to one or a few coaching sessions.

Individual Coaching Projects: An executive wants to upgrade his or her performance with the help of a coach. Candid, confidential feedback from a variety of sources about specific work issues is considered more useful than measurements from an off-the-shelf assessment instrument. Putting live feedback to use and making substantive, sustainable changes in real time is the priority.

Teambuilding or Organizational Development Projects: A team or organization wants to raise their level of performance, or address specific issues as a group. Individual coaching might be included.

Typical projects have three phases.

Discovery: Through interviews, company literature, and research, Greg gathers relevant data, articulates goals and requirements for a successful outcome, and proposes an approach to addressing the project. Once the client assimilates the data and verifies the relevance of the approach, goals are set and delivery proceeds.

Delivery: Coaching, training, and group communications occur for an agreed upon time or until targeted results are attained. Success is measured by criteria set with the client.

Follow Up: Clients periodically evaluate results and compare them to baseline data. As desired results are attained and become stable, the coaching schedule trails off.

Fees are hourly during discovery. During delivery and follow up, fees can be by results, project, retainer, or hourly.