

# EXECUTIVE COACHING AND LEADERSHIP ADVISORY SERVICES



from Giuliano Associates

# INCREASE YOUR IMPACT. EXPAND YOUR INFLUENCE.

You know that leadership is the differentiator between success and failure. So do we. Building a culture of strong leadership gives you a competitive advantage and is the surest way to accelerate the path to success.

## LEADERSHIP ADVISORY SERVICES



A primary role of leaders is to create the conditions that enable others to engage and contribute to the work of organizational transformation. Leading an organization, business unit, function, or team through change takes focus, discipline, time, and a commitment to change one's way of leading.

Giuliano Associates offers customized support for senior leadership. Whether you're onboarding into a new role or crafting a new strategic direction for your organization, function area or geography, we help you succeed in your first 90 days and beyond. We help you evaluate your starting point, identify key stakeholders and constituencies, assess and reshape your leadership team, and develop your POV on where you need to take your organization and why.

## EXECUTIVE COACHING

As a leader, you are called to challenge the status quo and enable positive transformation for your organization, your team, every person on the team, and yourself. Leading an organization, business unit, function, or team through change takes focus, discipline, and time. That work begins with and depends on the leader's personal commitment to continuous improvement. Coaching focuses and accelerates the process.

Executive Coaching is a personalized 1:1 experience of leadership development. Coaching incorporates assessment, using a variety of tools, including 360-feedback interviews of the foundational skills of transformative leadership and the behaviors and practices that make leaders successful.

Executive Coaching focuses on matters of personal and professional development which may include but not be limited to: strategy, operations, culture, leadership, executive presence, communications, talent and team building.

Working with Giuliano Associates coaches, successful leaders focus and accelerate their development—finding their edge, transcending their limitations, expanding their thinking, and building their capacity to lead and achieve the best possible results.

## COACHING PACKAGES MAY INCLUDE:

- Initial 360 Assessment to pinpoint the leader's starting point (interview or online)
- One-day intensive Coaching Deep Dive session
- Enrollment of key stakeholders in the coaching process
- Defined measurable outcomes regarding changes in behaviors and leadership practices
- Pragmatic approach that doesn't waste the leader's time
- Midpoint and concluding review with manager and key stakeholders

For information reach out at  
[hello@ultraleadership.com](mailto:hello@ultraleadership.com)



# EXECUTIVE COACHING WITH GIULIANO ASSOCIATES

We see coaching leaders as a privilege. We join leaders on their journey of personal and professional development in order to increase their leadership effectiveness.

The typical coaching engagement may include a 360, Teamwork GPS team survey, a coaching deep dive session to kick-off the process, six months of 1:1 coaching, and two check-in conversations with the coachee's manager and any other key stakeholders.

Each coaching engagement is designed with the leader in consultation with their manager, talent partner, and any other key stakeholder.

## HERE ARE THE STEPS WE TAKE WHEN COACHING LEADERS.

1. Invite the leader to complete a Coaching Starting Point questionnaire and a Leadership Impact exercise.
2. Conduct an initial interview with the leader
3. Conduct a 360 (Interviews using 360 Question Set or our online Ultra Leadership 360 tool)
4. Conduct a Teamwork GPS team survey (Our online team readiness survey)
5. Schedule a Coaching Deep Dive session (one day, in-person) with the leader to review 360 and team survey results and generate a coaching plan using our tactical Action Plan (TAP) tool.
6. Begin regular coaching sessions according to an agreed cadence (typically 2x per month with availability in-between sessions)
7. Mid-point progress check with coachee, manager, and any other identified stakeholder
8. Concluding check-in with coachee and manager



# OUR COACHES





# DENNIS ADSIT

*"I will help you envision a preferred future and build the momentum and stakeholder trust to get there."*

Dennis has been helping leaders achieve breakthrough results for over 30 years. He integrates his Operations, HR, Psychology, and Behavioral Economics background and experience to help individuals, teams, and organizations execute more effectively.

Like a sports coach, his objective is to give his clients a competitive edge in every situation they are in... not win-lose vs. someone else, but an edge that allows them to be as effective as possible. He listens deeply, supports with field-tested solutions, and has the courage to tell his clients the truth.

Dennis was previously SVP of Call Centers at Intuit. Prior to Intuit, he was the Six Sigma practice leader for Aon Consulting. He started his career working in OD & HR for the French-owned computer company, Groupe Bull.

Dennis is an avid hockey player and jazz musician. He lives in Denver, Colorado.

## CREDENTIALS

PhD, University of Minnesota

Executive MBA, Stanford University

BS, Bowling Green State University

Coaching Training, New Ventures West

## CONTACT DENNIS

Hello@ultraleadership.com



*"Dennis can grasp the most complex topics in statistics or business, then go to the next level without missing a beat."*

**TOM PYZDEK, CEO  
THE PYZDEK INSTITUTE**

*"Dennis is a relatable expert who quickly digests issues, calls out what is really happening, and drives towards action. He's an honest, empathetic partner, with the ability to make difficult conversations and difficult situations clear and, dare I say, fun."*

**SANDY SWIDER, PRESIDENT  
SWIDER & COMPANY**

*Leaders shape the future.*

## REPRESENTATIVE CLIENTS:

Amazon  
BigPanda  
Bill.com  
BlackRock  
Burning Man

Cisco  
Cloudera  
HSBC  
Kaiser Permanente  
Lincoln Financial

Group MobileIron  
Nutanix  
Oracle  
THINKSurgical  
Translarity

Twilio  
Unity



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# DUNCAN DRECHSEL

## CONTACT DUNCAN

[Hello@ultraleadership.com](mailto>Hello@ultraleadership.com)



Duncan Drechsel brings a significant depth of operating expertise with high-growth and emerging businesses as context to his work with clients including general management, marketing, strategy and product management. He has held leadership roles at organizations including Walmart, Pacific Telesis (now AT&T), BabyCenter (now Johnson & Johnson) and caused-based work at Common Sense Media.

Duncan helps individuals and teams embrace and utilize their unique strengths, identify and overcome their limitations, and develop new leadership skills. He serves as a catalyst for change working to develop highly engaged, high-performance cultures built on a foundation of authentic leadership. His work with clients focuses on building awareness, connection to purpose, and clarity of intention.

Duncan holds an MBA from Cornell, and a BA in Economics from University of California, Irvine. His coach training is with the Coaches Training Institute. Duncan lives in Marin County with his wife and two sons. He can often be found riding and running on trail or road and competes in triathlons as a celebration of fitness.

### REPRESENTATIVE CLIENTS:

AAA	Eventbrite
Bank of the West	The Hewlett Foundation
BMC Software	Intersect Power
Cisco	LinkedIn
Clorox	Recurrent Energy

### INSPIRATION:

Authentic connections, being on Mt. Tamalpais, being outdoors

### EDUCATION:

University of California, Irvine  
Cornell, Johnson Graduate School of Management

### CERTIFICATIONS AND TRAINING:

The Coaches Training Institute  
Immunity to Change  
Enneagram  
Leadership Versatility Index  
Thomas Kilman

*Leaders shape the future.*

*“Leadership challenges are best met with a strong team and a great coach. Duncan takes the time to learn the business and the people on the team. With his coaching and leadership development work with the staff, we were able to turn around a failing division, improving employee engagement and creating a fluid set of working agreements that changed slow policy with fast moving teamwork.”*

**– TODD BURGER CEO, AAA Mountain West**



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# DAVE DRESDEN

## CONTACT DAVE

Hello@ultraleadership.com



Dave Dresden partners with leaders and teams across industry verticals to build leadership capacity and drive transformation. He works with senior executives, high potential mid career leaders and intact business units, bringing a unique; in-the-trenches perspective honed through 25 years of first-hand experience in corporate leadership roles.

To maximize personal and team performance he's a stickler for development steeped in day-to-day business context. Dave's clients value his direct, results-oriented focus paired with his compassionate, good-humored support. Leveraging his passion and proven track-record of developing and motivating others, he challenges them to go beyond limits – to great rewards and lasting change.

Prior to his coaching career, Dave was an accomplished brand marketing expert, holding senior positions at Warner Bros., Lucas Film, ESPN, and Mattel.

Dave has a BA and MS from Northern Illinois University, is a certified Professional Integral Coach with New Ventures West.

Dave enjoys life in sunny Los Angeles, CA. He's raised over \$200,000 for causes he supports by running ten marathons and riding his bike from San Francisco to LA – eight times!

*“Dave is an exceptional mentor and executive coach. He pushes his clients to take new perspectives on the situation at hand, forces them to think in ways they haven't thought before, and challenges them to act and approach the problem from multiple fronts. I would highly recommend Dave to any senior executive who is looking for a true mentor and a partner to take on the new challenges.”*

**PARAMINDER KOCHER,  
HEAD OF ENGINEERING  
IDENTITY NOW, SAILPOINT**

*Leaders shape the future.*

## REPRESENTATIVE CLIENTS:

AAA  
Aid for AIDS  
Apollo Group  
BMC Software

Cisco  
Energy Recovery, Inc.  
Goodwill  
Goldrich Kest

Google  
Home Run Inn  
Mattel  
Moffat & Nichol

Recurrent Energy  
Sony Entertainment  
Stanford University



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# ELISA FRENCH

*“Aligning heart, mind, and hands to lead and achieve positive change.”*

Elisa French brings the learning and wisdom of over two decades working in the domains of Executive Coaching, Strategic Management, Organizational- and Learning Development.

Elisa is highly skilled in designing, delivering and managing a wide range of interventions from small project teams to large World Café interventions. Previous projects include: Strategy & Leadership interventions for executives to align purpose, strategy and vision; Coaching Programs for Fortune 500 company managers; ICF certified Executive Coaching programs for directors and middle managers; Team retreats for project teams around the world, including e-learning; Global Neuro-Leadership; a Relocation Professionals Coaching Program in cooperation with Oxford Brookes University; Sales & Coaching interventions for partners at Management Consultancies; and Keynotes on the brain and changing habits at various annual association conferences.

Fluent in English and German, Elisa is an ICF PCC certified coach currently being reviewed for MCC. Elisa maintains a balance of human empathy and integrity while keeping bottom-line business results in mind.

When not outdoors (her favorite place), she can be found working on interior design projects, singing & dancing and exploring cultural events nearby. As a way of saying thanks, Elisa provides voluntary coaching to BIPOC artist, underserved youth communities, and veterans for the US based organization ‘Stand Beside Them’.

## REPRESENTATIVE CLIENTS:

Autodesk  
Deloitte  
EY  
Henkel  
Initial

Johnson & Johnson  
KMPG  
Marriott  
Metro Group  
Nokia

SAP  
Vorwek  
WSP

## CONTACT ELISA

Hello@ultraleadership.com



*“Elisa fostered a community of openness and trust that allowed us to break down barriers and recognize our strengths and weaknesses as a team. We couldn’t have asked for a better outcome, Elisa was uniquely qualified and allowed us to discover our respective strengths and styles and define common goals and actions.”*

**CHRIS HAUCA, CEO EA, CX SAP**

*Leaders shape the future.*



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# GREG GIULIANO

*“My mission is to help good leaders and teams become better leaders and teams.”*

Dr. Greg Giuliano is an advisor and executive coach to senior executives and teams all over the world, designing change leadership and team development strategies to lead organizational transformation. His mission is to help leaders and teams grow their capacity to enable positive disruption for markets, organizations, teams, and individuals.

Greg is the author of two #1 Amazon Bestsellers—*The Next Normal: Transform Your Leadership, Your Team, and Your Organization*, and *Ultra Leadership: Go Beyond Usual and Ordinary to Engage Others and Lead Real Change* as well as *The Hero’s Journey: Toward a More Authentic Leadership*.

Greg holds the doctorate in Psychology from Alliant International University. He received his B.A. and M.A. degrees from the University of San Diego.

Married with two grown children, when not out on a trail running or hiking, he can be found singing with jazz trios in Portland, Oregon.

Greg is available for keynotes, executive coaching and team development, and organizational change consultation, and high-potential leadership development.

For information about speaking, coaching, workshops, or to book Greg as a guest on your podcast, reach out at [Hello@ultraleadership.com](mailto:Hello@ultraleadership.com)

## CONTACT GREG

[Hello@ultraleadership.com](mailto:Hello@ultraleadership.com)



*“Greg’s coaching and work with our leaders and teams helped us design and deliver significant transformation and results again and again.”*

**–JOHN MCKENNY, SENIOR VP & GM BMC  
Intelligent Z Optimization and Transformation**

*“My life changed when Greg became my executive coach, a feeling that I know is shared among the people he works with. Greg’s approach delivers exceptional results. He quickly and intuitively identifies the talents of each person, and then develops a bespoke plan. The approach works for a busy executive while keeping you accountable! .”*

**–MARY KATE LOFTUS, PRESIDENT,  
IMPRESSIA BANK**

*Leaders shape the future.*

## REPRESENTATIVE CLIENTS:

- |                           |                   |                         |                     |
|---------------------------|-------------------|-------------------------|---------------------|
| AAA                       | Cisco             | Marvell                 | Red Lion Hotels     |
| AbbVie                    | EY                | M&T Bank                | Riverbed Technology |
| Blue Shield of California | Humana            | NW Farm Credit Services | Veritas             |
| BMC Software              | Kaiser Permanente | Pharmacyclics           |                     |



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# SINA JOHNSON

*“Helping leaders embrace their curiosity in order to envision, define, and enact change.”*

Sina Johnson works with professionals who want to identify and activate the path for change. Sina’s 20 years of operations experience in human resources, accounting, marketing, sales and project management provides her a deep understanding of her clients’ world. Leading with empathy, she has an intense curiosity to understand her client’s goals and objectives and a keen ability to get them to stay the course, follow through, and achieve what they set out to do. Translating vision into tactical actions for measurable results is her passion and area of expertise.

In addition to her work as a coach, Sina is Learning and Development Lead for Giuliano Associates, engaging leaders and groups with workshops and experiences that build individual and collective capacity to increase engagement and productivity.

Sina has a commitment to continue doing work that makes the best use of her talents and creates a positive difference for those around her. As a continuous learner, outside of work she spends her time supporting a local non-profit providing medical care and equipment to the underserved, and teaching meditation.

As an avid fan of all the San Francisco Bay Area has to offer, Sina and her family can often be found hiking, skiing, scuba-diving, dining, and exploring.

## CONTACT SINA

Hello@ultraleadership.com



*“We have been extremely fortunate to partner with Sina Johnson. She effortlessly and calmly creates solutions and delivers exceptional results. Sina’s easy-going and calm demeanor bring strength to our team and her positivity brings fun to our organization.”*

**OWNER, LEADERSHIP CONSULTING FIRM**

*“Sina’s ability to help me envision and define change and most importantly take decided action have been critical to embracing and experiencing successful change.”*

**OWNER, DESIGN & MARKETING FIRM**

*Leaders shape the future.*

## REPRESENTATIVE CLIENTS:

AAA  
American Chemet  
Blue Shield of California

Energy Recovery  
Idaho Forest Group  
iSpecimen

M&T Bank  
Recurrent Energy



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# MEG LEVIE

*“Helping leaders develop the foundation for personal thriving and organizational impact.”*

Meg Levie supports leaders to increase their clarity, focus, and impact through owning their vision and cultivating greater awareness and insight. She draws on extensive training in mindfulness and emotional intelligence to give her clients science-based tools to move from distraction and overwhelm to focus and flow, develop authentic and powerful leadership presence, and rewrite the story of who they are and what’s possible.

She has worked with leaders and teams from companies ranging from growth to Fortune 500, including Alphabet, Amplitude, Bain & Company, Genentech, Google, Inside Track, Mazda, The Packard Foundation, SAP, San Francisco Giants, and UCSF. She serves as the senior teacher trainer for the Search Inside Yourself Leadership Institute (SIYLI), a leadership program created at Google that combines mindfulness, emotional intelligence, and neuroscience, and has taught hundreds of teachers globally.

She holds a BA with honors from Stanford University and an MA from the University of Texas at Austin. She loves exploring the hills and coastline of Sonoma County, California, where she lives.

## CONTACT MEG

Hello@ultraleadership.com



*“We worked together for about nine months during a period of rapid changes at the organization. Meg coached me to bring mindfulness to many aspects of my work and to internalize the interconnectedness of actions and events. I learned a lot from her coaching and continue to practice the skills regularly.”*

**VP, ENGINEERING, GOOGLE**

*Leaders shape the future.*

## REPRESENTATIVE CLIENTS:

Alphabet  
Amplitude  
Apple TV  
Bain & Company

Genentech  
Google  
Inside Track  
Mazda

The Packard  
Foundation  
SAP  
San Francisco Giants

UCSF  
Whil



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