

Leader as a Performance Coach

Bringing out the Best in Every Employee

Equip Leaders to Build High-Performing, Highly Engaged Teams from Day One

When leaders step into new roles, the stakes are high. They need to quickly establish trust, engage their teams, and deliver results.

Our evidence-based **Leader as a Performance Coach** program accelerates this transition—helping leaders master the skills to:

- **Build psychological safety and team trust**
- **Deliver feedback that drives real behavior change**
- **Create a culture of accountability and engagement**
- **Motivate and retain top performers while addressing underperformance**
- **Tailor coaching to different employee personalities and readiness levels**



Who Should Attend

- ✓ New or newly promoted leaders who need to ramp up quickly and avoid missteps.
- ✓ Managers struggling to balance accountability with engagement.
- ✓ Leaders unsure how to maximize both underperformers and high performers without losing talent.

Program Format

- Available as a 2-day intensive workshop or 6–10 group sessions (virtual or in-person).
- Includes assessments, 1:1 coaching, and practical tools.
- Shorter, customized versions available to meet organizational needs.



Grounded in the ATD-published book *Performance Feedback Strategies* co-authored by Dr. Mashiki.



Why Companies Choose this Program

Perfect for onboarding new leaders – Shortens ramp-up time and equips leaders with practical tools to lead effectively from day one.

Scales across the organization – Cohort model ensures consistent leadership behaviors and language.

Evidence-based & proven – Grounded in neuroscience and the ATD-published book *Performance Feedback Strategies*.

Delivers measurable impact – Increases engagement, retention, and performance with an 80% success rate in shifting leader behaviors within 90 days.

What Makes This Program Different

Most programs stop at theory. This one equips leaders to improve day-to-day team performance with practical tools, frameworks, and ongoing support:

Immediate application – leaders practice tools in real conversations and meetings.

Tailored, evidence-based system – grounded in neuroscience and 20+ years of leadership coaching.

Chatbot companion – a 24/7 digital coach that reinforces learning, answers questions, and guides leaders through tough conversations between sessions.

Measurable impact – faster ramp-up, higher engagement, lower turnover, and stronger performance.



Start Your Leadership Journey

Dr. Sandra Mashih, Ph.D., PCC

Organizational Psychologist

20+ Years Experience

Author of *Performance Feedback Strategies*



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