



LEAD WITH PURPOSE, INSPIRE WITH PASSION: TRANSFORMING THE LEADERSHIP JOURNEY



WHO WE ARE

Certifications:

- Woman Owned Small Business (WOSB), Small Business Association
- We provide comprehensive leadership programs to leaders, executives, mid-level managers, entrepreneurs, and small business owners.
- Our distinctive Operational Style Assessment and Leadership Language framework offer transformative insights for leadership development and strategic decision-making, which is evident by our 82% Customer Referral Rate.



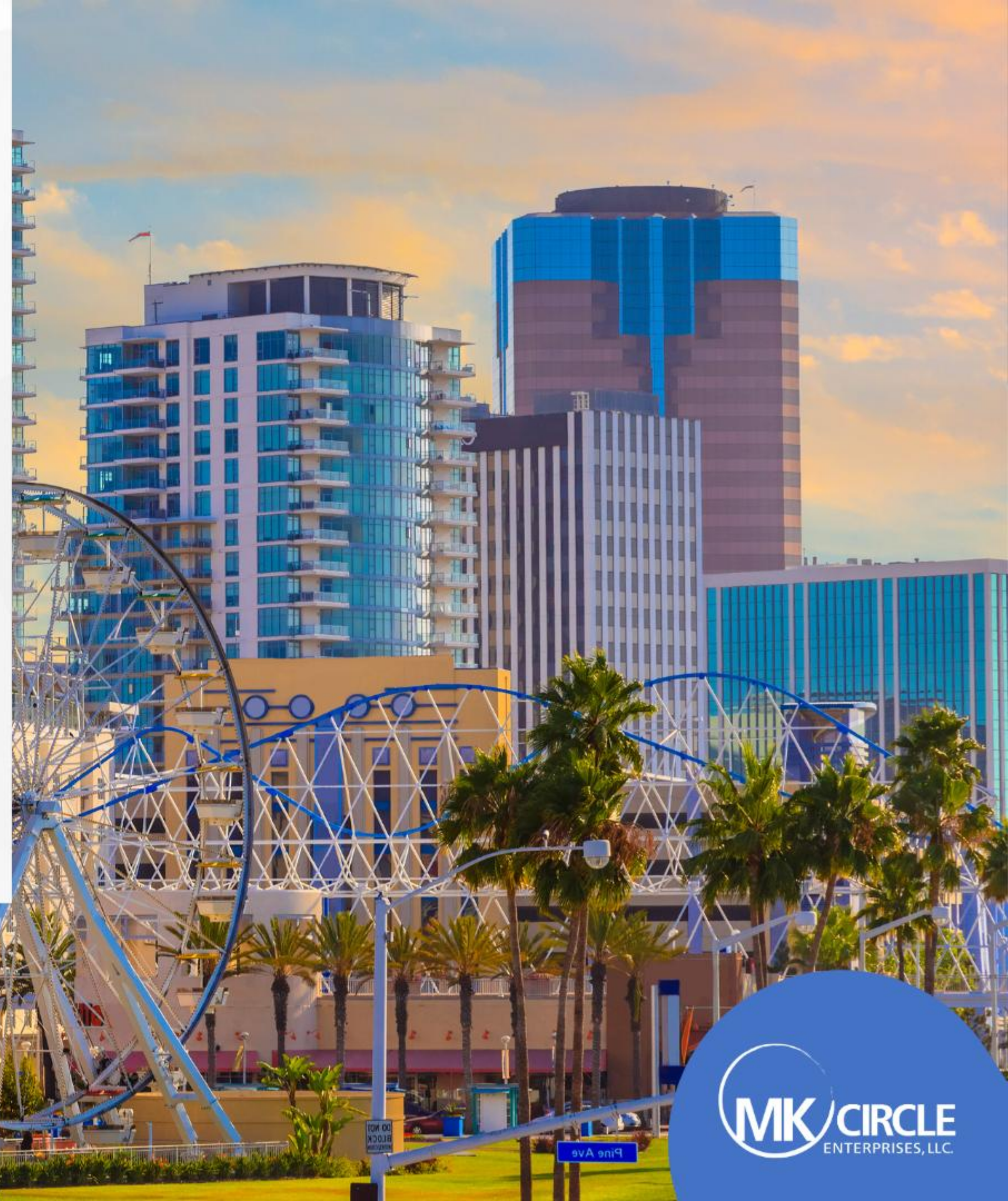
WHAT WE DO

- We specialize in Leadership Training & Development, Executive Coaching, Organizational Change Management, Team Building, Organizational Review, and more.
- Our programs focus on fostering positive, professional and effective communication strategies through mastering leadership language. We specialize in identifying the operational styles that facilitate powerful strategic planning, impactful decision-making and strong organizational culture change.
- We enhance the leadership bench to cultivate a successful integrated succession planning model.



OUR CLIENTELE

MKCircle Enterprises, LLC proudly serves a diverse range of clients, from Fortune 500 corporations to grassroots non-profits, across the United States and Canada. We deliver transformative solutions tailored to drive growth, innovation, and resilience for every unique organization.





THE PROBLEM: THE LEADERSHIP TRAINING DILEMMA

KEY ORGANIZATIONAL CHALLENGES

Organizations face challenges such as:

Leadership Gaps: No clear succession plans, lack of leadership development programs, unsound decision making, and lack of clarity in organizational direction.

Executive Capacity: Underdeveloped executive potential lack necessary development/skills to lead effectively, ineffective communication, insufficient coaching, lack of feedback, inadequate preparation for the demands of role.

Team Building: Ineffective team dynamics poor communication, organizational culture shifts, communication gaps, lack of trust, or misaligned goals, no clarity of roles, insufficient collaboration tools, or absence of strong leadership.

High Level Planning & Strategy: A key challenge organizations face in leadership and training is the absence of high-level planning and strategy, leading to misaligned goals. Studies show 67% of well formulated strategies fail due to poor execution.

CHALLENGES: ORGANIZATIONAL IMPACT

Organizations face challenges such as:

- Without strong leadership, organizations lose momentum, innovation slows, and employees may feel disconnected from their work, leading to emotional distress and organizational anxiety. A leadership gap also increases the likelihood of misalignment between departments and teams, creating silos and resulting in inefficiencies.
- Inconsistent leadership training leads to poor retention and ineffective application of skills, causing organizational misalignment. Studies show that 84% of leaders fail to apply training due to lack of reinforcement, impacting performance.
- Ineffective teams lead to low morale, high turnover, decreased productivity, delayed projects, and further emotional distress.
- When executives are not fully developed, it can result in poor strategic decision-making, lack of vision, and difficulty inspiring and leading teams. This stagnation trickles down through the organization, exacerbating organizational anxiety and deepening silos.



THE MKCIRCLE SOLUTION

THE MKCIRCLE DELIVERY METHOD

We offer uniquely tailored programs that blend change management and psychology-based coaching, specifically designed to address the complexities of leadership transitions. Our solution integrates ongoing support and tailored reinforcement strategies, ensuring leaders not only retain information but effectively apply it, driving long-term organizational success. 92% of leaders demonstrating improved skill retention and practical application within the first six to eight months.

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THE MKCIRCLE DIFFERENCE

What sets MKCircle apart is our foundation in Dr. Karen Semien-McBride's Operational Style Theory, which offers profound insights into decision-making and communication. Through our Operational Style Assessment, we help leaders understand the critical factors that drive positive professional and cultural transformation. Our programs provide a deep understanding of organizational psychology and leadership development, backed by doctoral and master's-level expertise, giving our clients a distinct advantage that goes far beyond standard certifications like ACC, PCC, or MCC.



THE MKCIRCLE DIFFERENCE

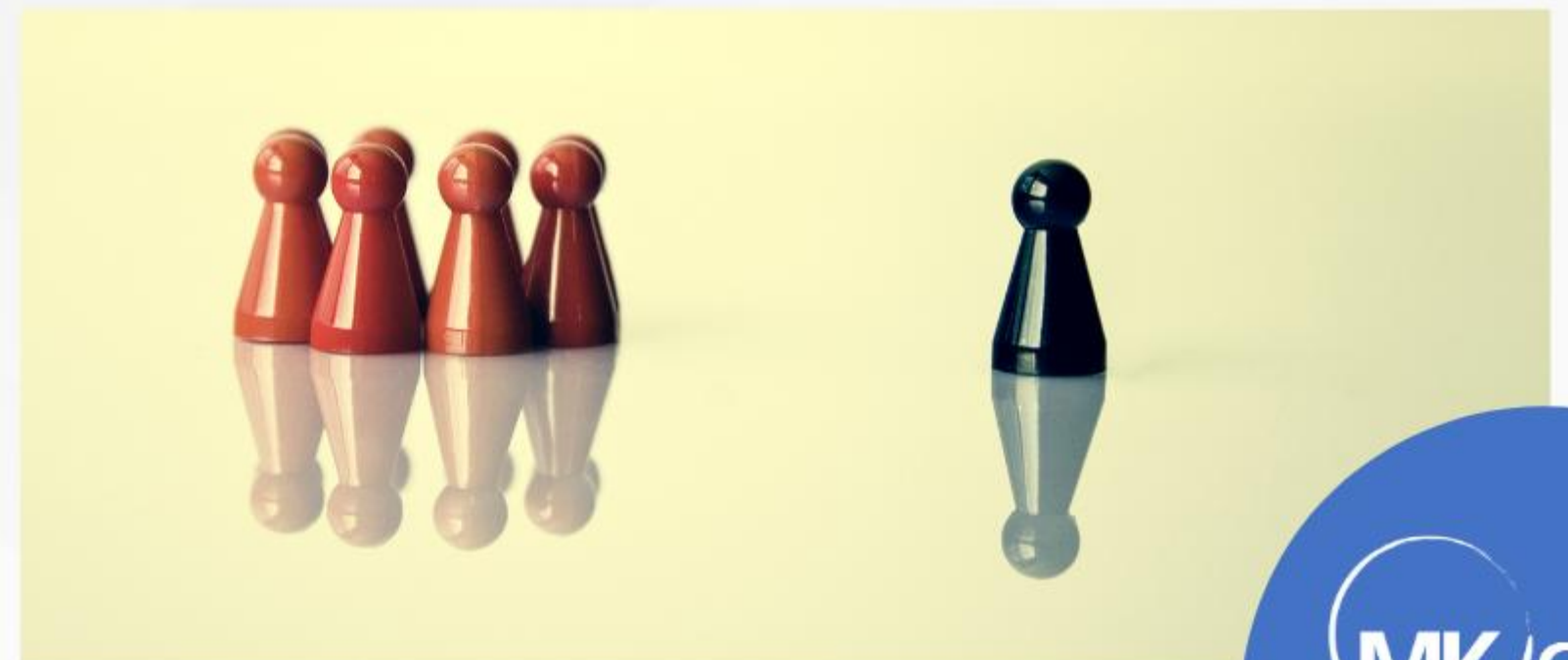
Clients Reported ROI:

- **Targeted Leadership Insights:** Understand the leadership styles within your team and identify opportunities for growth and development.
- **Enhanced Decision-Making:** Equip your leaders with the ability to make strategic decisions that align with your organizational goals.
- **Effective Communication:** Improve communication dynamics across your leadership team, ensuring that everyone is on the same page.
- **Talent Optimization:** Identify the right leaders for the right roles, optimizing your team's performance and engagement.
- **Higher Placement Rates:** Ensure your leadership are the best fit for their roles, leading to improved team performance.
- **Increased Staff Retention:** Cultivate a work environment where leaders thrive, resulting in higher staff retention and satisfaction.



THE MKCIRCLE IMPACT

- **Enhanced Leadership Effectiveness:** Leaders gain a deeper understanding of themselves and others, improving their decision-making abilities and fostering more inclusive, supportive work environments. Emotional Intelligence helps leaders manage stress, communicate more effectively, and inspire teams to achieve collective goals.
- **Improved Team Dynamics:** By fostering self-awareness and emotional intelligence among team members, the program promotes stronger interpersonal relationships, leading to better collaboration, reduced conflicts, and a more cohesive workforce.
- **Greater Adaptability to Change:** A focus on change management equips leaders and teams with tools to navigate transitions smoothly. Employees become more resilient, adaptable, and open to new processes or strategies, reducing resistance and improving the overall success of change initiatives.





RESEARCH RESULTS: CLIENT ROI

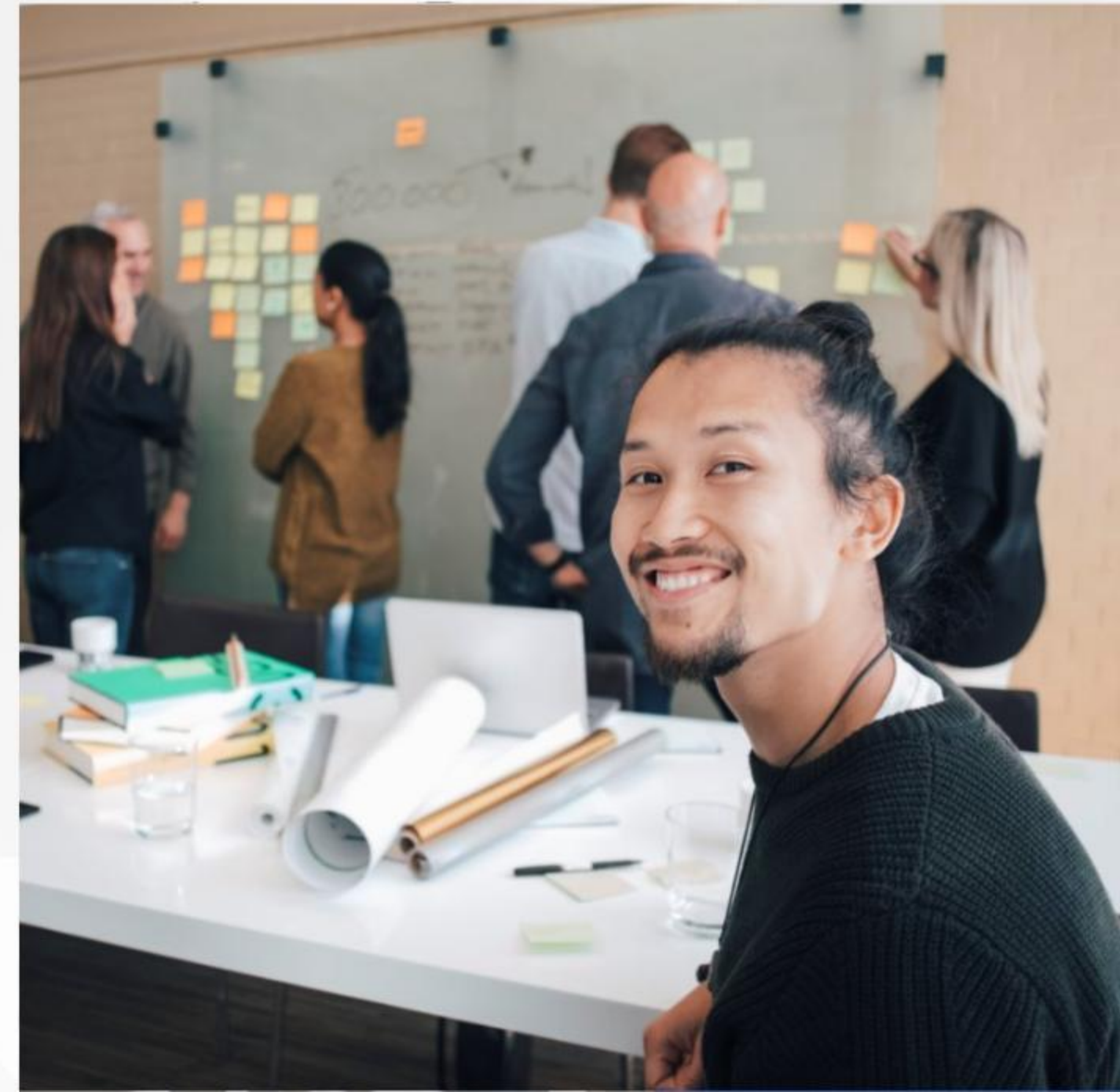
COACHING & COUNSELING PROCESS

Central to our approach are three foundational theories:

- Operational Style Language: Decode your unique operational style to optimize interactions and outcomes.
- Emotional Intelligence: Develop profound self-awareness and empathy, key components of effective leadership.
- Mindset Mastery: Cultivate a growth-oriented mindset, igniting the sparks of innovation and resilience.

Customizable leadership coaching

- Quarterly, bi-monthly, and monthly sessions
- 1:1 Executive Coaching
- Virtual / in-person



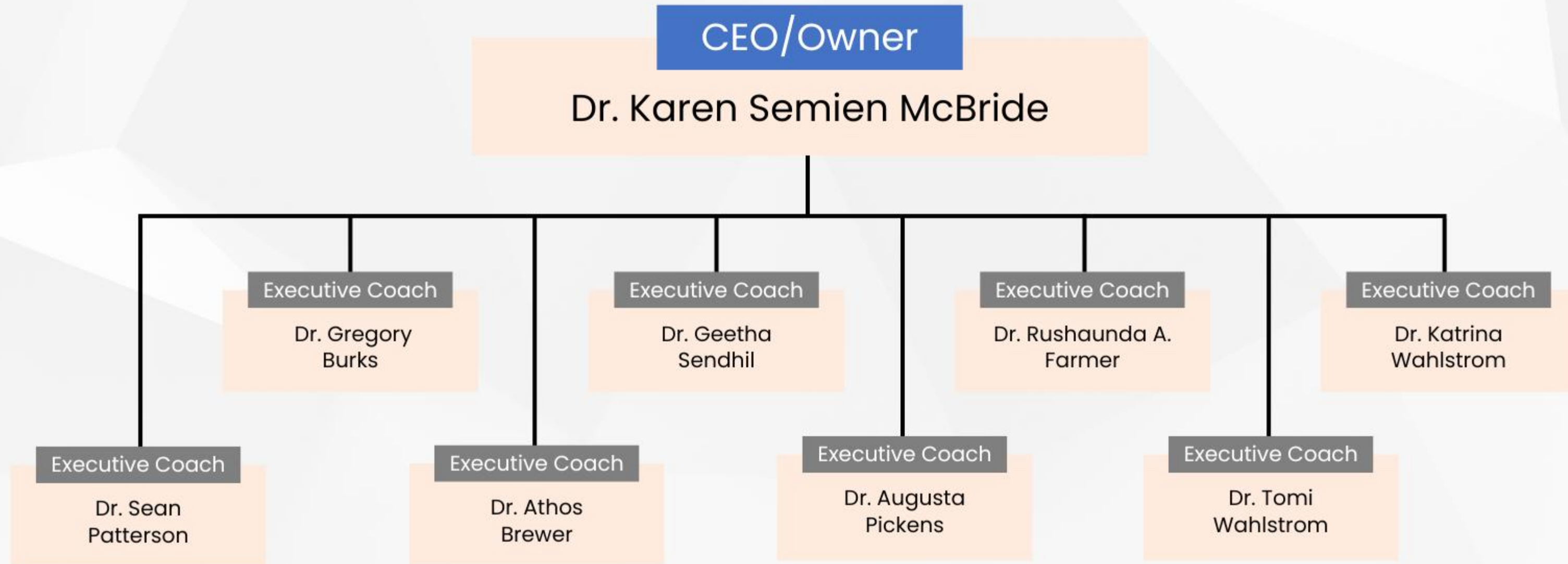
WHY MKCIRCLE?

- **Certified WBE and MBE, operating since 2017.**
- **MKCircle Pedagogy:** Our proprietary Operational Style Leadership Language assessment tool shifts mindsets and induces emotional intelligence and individual growth.
- **MKCircle Shift Dynamics:** Embracing the essence of Operational Style, we redefine change as a deliberate shift, recognizing that transformation is not automatic. Our approach navigates the intricacies of change management, emphasizing strategic transitions that empower organizations through purposeful, intentional shifts.

- **MKCircle Research:** We did extensive research on leadership attributes, human behavior, and social psychology to form a leadership language that leaders can use to enhance strategic decision-making, effective communication, narrative setting, social engagement, and so much more.
- **Highly Skilled Real-World Experts:** All of our Coaches must hold a terminal Degree in the field. Our team delivers superior executive coaching and organizational counseling, offering a distinct advantage in understanding the nuances of human behavior, organizational psychology, and leadership development that surpasses the standards set by coaching certifications.



TEAM & EXPERTISE



TIMELINE / DELIVERABLES

Visual timeline for the 6 – 12-month program

Phase 1: Initial Assessment and Planning



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graph TD; P1[Phase 1: Initial Assessment and Planning] --> P2[Phase 2: Skill Development and Progress Tracking]; P2 --> P3[Phase 3: Strategic Implementation and Continuous Review];
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Phase 2: Skill Development and Progress Tracking

Phase 3: Strategic Implementation and Continuous Review

PRICING & INVESTMENT

Our pricing reflects high-quality coaching services, customized to your organization's specific needs. For example, our executive coaching program for 6-10 leaders provides both individual and group sessions at competitive rates.



NEXT STEPS

We look forward to partnering with you to elevate leadership capabilities, improve communication, and foster emotional intelligence in leadership teams.



QUESTIONS



**THANK YOU FOR YOUR TIME
AND CONSIDERATION**