

## WE MEAN BUSINESS! IGNITING LEADERSHIP AND GROWTH FOR OUR CLIENTS

*The Dayen Group ignites the leadership development and growth of your company's talent.*

**WE ELEVATE EMPLOYEE ENGAGEMENT**

**WE INCREASE SELF-AWARENESS**

**WE STRENGTHEN TEAM COLLABORATION**

**WE HELP YOUR LEADERS AND HIGH POTENTIALS NAVIGATE CHANGE**

## THREE AREAS OF EXPERTISE:

Executive  
Coaching

Leadership &  
Development  
Workshops

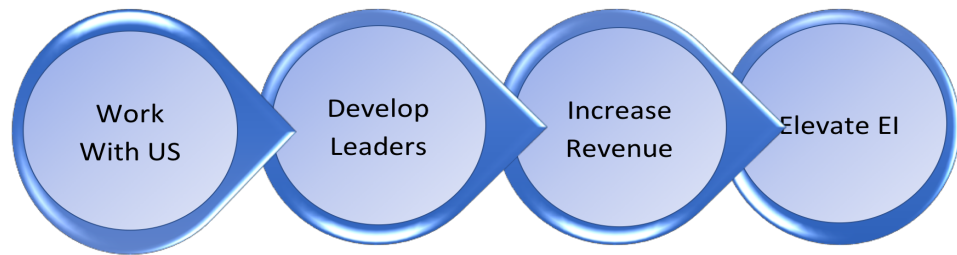
Diversity Coaching  
& Training

## EXECUTIVE COACHING (ONE-ON-ONE COACHING)

We partner with executives to enhance their effectiveness as leaders. Through our coaching partnership, our clients achieve success in **elevating their emotional intelligence, retaining talent, fostering stronger relationships, elevating their productivity, and driving revenue.**

Our process includes:

- Stakeholder engagement
- 360 Assessment and Goal setting
- Transformative coaching and ongoing support



## LEADERSHIP & DEVELOPMENT WORKSHOPS:

*We facilitate successful training programs that are highly personalized, unique and interactive. We use an approach meant to disrupt your thinking. Our workshops establish actionable and measurable behavioral changes unique to each of our attendees.*

(See appendix for a detailed description of each workshop)

### MENU OF LEADERSHIP WORKSHOPS:

- “Elevating your Executive Presence”
- “Managing for Success: Leading Your Team to Drive Results”
- “Become a Master at Effective Delegation”

### MENU OF COMMUNICATION WORKSHOPS:

- “Persuasive and Influential Communication”
- “Strengthening Client Relationships in a Highly Digital World”
- “How to Build Trust and Credibility”

### MENU OF WORKING PARENT WORKSHOPS:

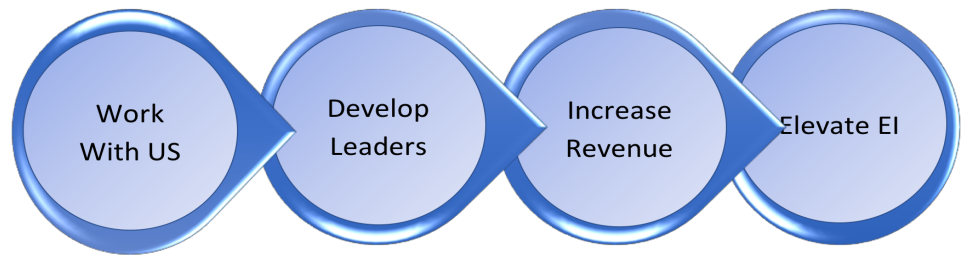
- “Preparing Successfully for Parental Leave”
- “Thriving after Parental Leaving”
- “Working Parents Guide to a sane life and a successful career”
- “Effectively Managing through a Parental Leave”

## DIVERSITY COACHING AND WORKSHOPS:

### DEVELOPING FEMALE TALENT:

We create custom programs that include training and coaching on:

- Executive Presence and Building a Personal Brand
- Political Savvy
- Building strong relationships as the only woman in the room
- Effective and Authentic Self-promotion
- Networking and Sponsorships



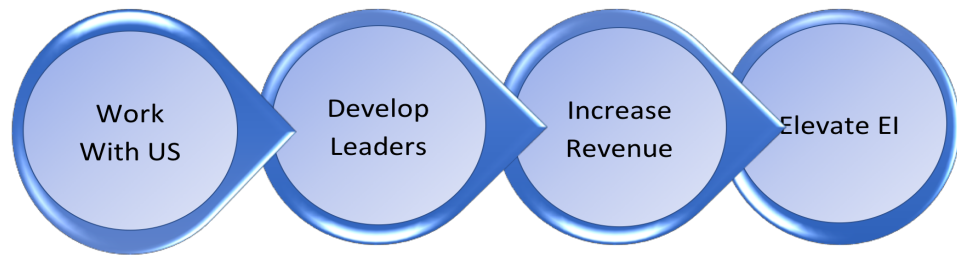
## ABOUT HELEN DAYEN: CEO AND SENIOR EXECUTIVE COACH

Helen Dayen is an executive coach specializing in fast pace and high-stress industries such as finance, law, healthcare, professional services, and technology. She partners with her clients in driving revenue, retaining talent and fostering stronger relationships. Helen enhances the effectiveness of mid to high-level executives by coaching them to become more powerful communicators and leaders.

Helen has worked with leaders from companies such as Bank of America, L'Oréal, Boehringer Ingelheim, Blackrock, Macquarie, and White & Case. She has supported her clients in:

- Transforming how they interact with teams and stakeholders
- Making a move within an organization into a leadership or client facing role
- Having greater influence and impact over people they work with
- Growing their business to produce record-breaking revenue numbers
- Increasing and restoring confidence

Prior to becoming an executive coach, Helen spent over a decade on Wall Street responsible for relationship management and sales at several investment banks including Lehman Brothers and Royal Bank of Scotland. She was responsible for building out and strengthening relationships with over one hundred institutional/banking clients as well as executing multi-million dollar corporate bond transactions. Helen has a track record of empowering her clients to reach professional success.



## APPENDIX:

### LEADERSHIP & DEVELOPMENT WORKSHOPS EXPLAINED

#### "ELEVATING YOUR EXECUTIVE PRESENCE"

##### PURPOSE OF TRAINING

Executive presence is the ability to inspire confidence in those around you. Your direct report will believe in your vision as a leader, your peers will believe in your ability to produce results and be a credible partner, and senior leaders will see your potential to take on more responsibility and to drive results. Executive presence can be honed, can be improved and can elevate leaders to a superior level.

##### IMPACT ON YOUR FIRM

- Developing inspiring and confident leaders
- Employees will be more engaged in their work will be led by vision, confidence and positivity.

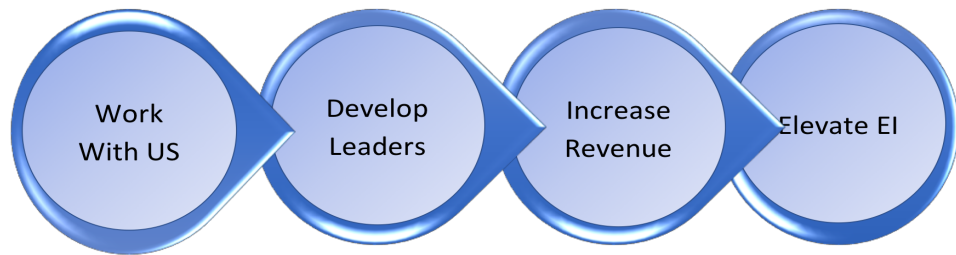
#### "MANAGING FOR SUCCESS: LEADING YOUR TEAM TO DRIVE RESULTS"

##### PURPOSE OF TRAINING

- To provide the skills needed to help managers get the best from themselves and others
- Provide a structure for being an effective manager through emotional intelligence
- Establish what executive presence is and how to develop it
- Managers will strengthen their executive presence and have an awareness of their strengths and weaknesses

##### IMPACT ON YOUR FIRM

- Managers will leave with specific and actionable tools they can use to increase productivity
- An Emotional Intelligence assessment report will be provided to each participant
- Engagement from team members will be increased
- Direct reports will feel that they have a better understanding of what is expected of them and how they are performing



## “BECOME A MASTER AT EFFECTIVE DELEGATION”

### PURPOSE OF TRAINING

This training helps managers assess how well they are currently delegating and provides them with the tools to effectively delegate by establishing work style boundaries and communication strategies. This training will also help managers identify who and what tasks to delegate, who is ready for more responsibilities and what are the best ways to create accountability.

### IMPACT ON THE FIRM

- Greater engagement as more people feel accountable, valued, and have an opportunity to develop
- Increased retention – it has been proven that increased delegation improves retention
- Management will have more time to focus on strategic direction

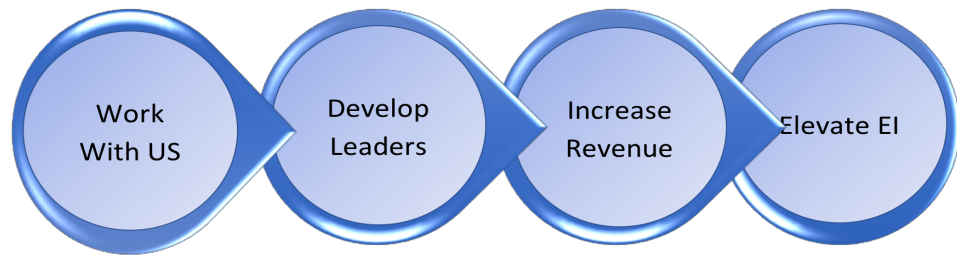
## “PERSUASIVE AND INFLUENTIAL COMMUNICATION”

### PURPOSE OF TRAINING

This workshop will help participants strengthen and understand their communication skills. Participants will learn to present ideas in a persuasive manner, ask powerful questions and actively listen to others. This workshop arms participants with the tools to handle disagreement, manage expectations and internal communication.

### IMPACT ON YOUR FIRM

- Greater self and social awareness for the participants
- Improved communication
- Effective questioning and listening skills
- Align individual motivations with organizational goals
- Completely customizable to your organization at no extra charge
- High level of involvement and accountability built throughout the session



## “STRENGTHENING CLIENT RELATIONSHIPS IN A HIGHLY DIGITAL WORLD”

### PURPOSE OF TRAINING

Clients turn to those they trust and with whom they have a genuine relationship. Is that you? This workshop helps participants hone their ability to develop profound and authentic relationships. We discuss:

- How to break through the digital world clutter to be heard by your clients
- How to effectively follow up
- Develop active listening skills to uncover customer needs and head off challenges.
- Find out how to establish credibility and communicate your value by focusing on customer-centric solutions.

### IMPACT ON YOUR FIRM

- Increase revenue through repeat business from clients
- Employees who are lacking confidence interacting with clients will start to strengthen their communication skills, listening skills and become more comfortable in a client facing situations
- The firm will be positioned for long-term partnerships that bring positive outcomes for all parties.

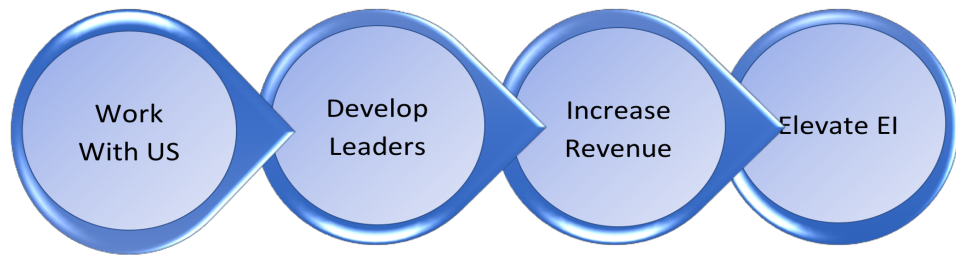
## “HOW TO BUILD TRUST AND CREDIBILITY”

### PURPOSE OF TRAINING

A lack of trust and credibility can be catastrophic to the goals and strategies of your organization. This training will teach managers and leaders how to build and restore trust amongst team members and across teams. This training also explores how credibility is gained and lost and provided tools to regain credibility.

### IMPACT ON YOUR FIRM

- Reduce and remove trust barriers
- Allow for more collaboration and openness amongst teams
- Empower talented managers to establish credibility to more effectively get things done
- Strengthen company culture



## “PREPARING SUCCESSFULLY FOR PARENTAL LEAVE”

### PURPOSE OF TRAINING

The workshop is for men and women who are planning a parental or adoption leave. The topics that will be covered include:

- Techniques to gain confidence for a positive and smooth transition before leave
- How to develop a powerful checklist of must do's to transitioning the work
- How to effectively communicate with stakeholders
- Tips and tools to increase impact upon return to work with less stress
- Build confidence to handle balancing work and taking care of your family

### THIS WORKSHOP IS BEST SUITED FOR:

- Expecting parents who will be taking parental leave
- Parents who are currently on leave

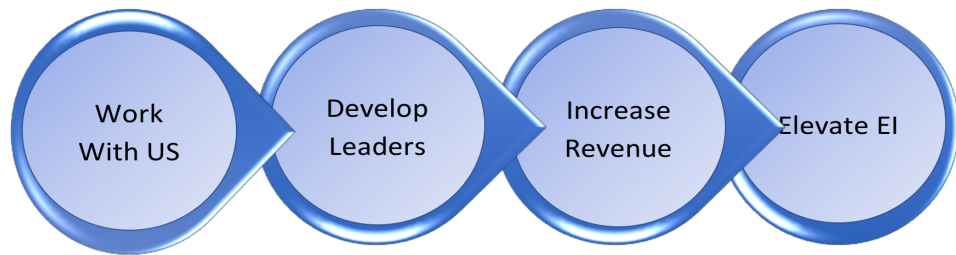
## “THRIVING AFTER PARENTAL LEAVE”

### PURPOSE OF TRAINING

Returning from a parental leave (maternity or paternity leave) can feel overwhelming and stressful. This workshop helps new parents identify how to successfully return to work with positivity, empowerment, and clarity. Participants will gain clarity on how to set reasonable boundaries, re-integrate into the work pattern, reconnect with key contacts and rebuild professional and personal confidence.

### IMPACT ON THE FIRM

- Parents who feel supported by their firms are more loyal and engaged in their work
- Retention and promotion rates increase when employees who return from leave have a positive experience
- Productivity of departments is preserved and/or elevated with smooth transitions



## “WORKING PARENTS GUIDE TO A SANE LIFE AND A SUCCESSFUL CAREER”

### PURPOSE OF TRAINING

Success as a parent and a professional is tricky business and can often feel overwhelming and impossible. How do you manage to put the kids to sleep, check all the homework, while also attending a late night client event or responding to your manager’s urgent request all at the same time? When your life is packed with millions of responsibilities from diaper changes to board presentations, how do you stay sane, strategic and happy? Believe it or not – it is possible.

### IMPACT TO YOUR FIRM

Participants will:

- Gain the highly effective tools that help working parents manage boundaries
- Begin to understand their career goals
- Learn to reduce your mommy/daddy/work guilt
- Become more visible at work and elevate relationships.

## “EFFECTIVELY MANAGING THROUGH A PARENTAL LEAVE”

### PURPOSE OF TRAINING

This workshop is for managers with direct reports that are expecting to take or return from a parental leave. Participants will achieve greater confidence to positively & pro-actively manage the preparation for a leave and the return to work. This workshop also covers the emotional cycle of a parent making this transition, and how to provide support.

### IMPACT ON YOUR FIRM

- Increased self and social awareness with regards to managing through leave
- Managers will build more confidence and clarity on what great management through leave looks like
- Managers will have a safe and confidential space to ask questions and voice concerns.