

# LEADERSHIP INC.

THE MAGAZINE FOR LEADERS BY  
LEADING CORPORATE EXECUTIVE COACHES

## COMPASSION: THE “WONDER” APPROACH FOR LEADERS AND COACHES

By Dr. Mary Key



## CULTURE EATS STRATEGY FOR BREAKFAST

By Gregg Ward,  
MCEC



## EMBRACING THE CREATOR ECONOMY IN THE AGE OF EXPONENTIAL DISRUPTION

By Dr. Elie Daher,  
MCEC

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## Editorial from the CEO of the Association of Corporate Executive Coaches



Welcome to the second volume of Leadership Inc., a premier magazine produced by the Association of Corporate Executive Coaches (ACEC). In this issue, we bring you a unique perspective on the critical aspects of modern leadership reshaping the corporate landscape in an era of unprecedented change. Our goal is to equip you, as leaders, OD professionals, and HR experts, with invaluable insights to enhance your leadership skills and organizational effectiveness in today's rapidly evolving business environment.

As you delve into these pages, you'll discover how compassion can be a powerful tool for leaders and coaches, learn about the critical importance of organizational culture, and gain practical strategies for implementing respectful leadership. Additionally, we're excited to present a groundbreaking article on 'Embracing the Creator Economy in the Age of Exponential Disruption,' which offers a fresh perspective on navigating the challenges and opportunities presented by AI and the emerging hybrid economy, a term we use to describe the increasing integration of digital and physical elements in the business world.

These articles offer theoretical knowledge and actionable advice that you can apply immediately in your professional roles, motivating you to take action. We encourage you to consider the transformative power of working with MCEC-certified coaches who are members of ACEC. Their expertise can help you navigate the complex challenges of modern leadership and drive your organization toward success in this age of exponential change.

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# COMPASSION

## THE “WONDER” APPROACH FOR LEADERS AND COACHES

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People, Right Execution

Dr. Mary Key

Dr. Mary Key &  
Dennis Stearns ,



# Compassion: The “Wonder” Approach for Leaders and Coaches

## By Dr. Mary Key MCEC

If you were guaranteed that displaying compassion would not only help others, but prevent your own burnout, would you want to learn more? Authors Drs. Stephen Trzeciak and Anthony Mazzealli of the best-selling book, *Wonder Drug*, are betting on it. Their evidence-based research shows that spending on average 16 minutes daily demonstrating compassion can rejuvenate leaders and helpers from all disciplines and transform their lives and the lives of those they touch.

Compassion is the ability to recognize the challenges of others, display empathy, and offer a pro-active commitment to assist. Empathy alone is insufficient. It is the fusion of empathy with action that gives rise to compassion. Action transforms empathy from a passive state of understanding into a proactive force for good. “Empathy + Action” offers a strategy of compassion that benefits all involved – the receiver and the giver.

### Develop Compassionate Self-awareness

Learning how to be a compassionate leader or coach starts with self-awareness, the keystone to all emotional intelligence. By cultivating self-awareness, individuals develop a deeper understanding of their own experiences, which in turn enhances their capacity for empathy and compassion towards others.

Hand in hand with self-awareness, self-compassion is also essential because you can only be as compassionate to others over the long haul as you can be with yourself. Author Kristin Neff talks about self-compassion and outlines three components: being kind to yourself instead of self-judging; recognizing that suffering is universal and we all go through it; and staying mindful and extending grace to yourself.

### Explore Strategies for Compassion

Compassionate leadership involves listening with empathy and responding with a focus on relevant action. Compassionate leaders are authentic, consistent, and build trust. They act with courage and inspire it.

Compassionate leaders stand out because they are responsive to the person and the situation. In the “helping professions,” including leadership and coaching, many individuals are so preoccupied with maintaining boundaries and fear setting precedents that they sometimes falter in providing essential support.

Early in my career, I spoke with a manager from the Department of Motor Vehicles in my state. We were discussing examples of excellent customer service, and she shared a story that has stayed with me. A senior citizen came in to resolve a license renewal issue. It was clear to the staff that he lived on a meager budget and had difficulty with transportation. The manager assisted him with the necessary information for his next visit, but she noticed that he still seemed down. Her empathy opened the door for further communication, and the man revealed that he couldn't return because the bus routes were inconvenient and he was infirm. He had no one to drive him and no money for a cab. The manager and her team had a modest fund to help those in need (compassion in action). When she told the man they could pay for a taxi to take him back and forth, he was elated.

Like any habit, compassionate leadership can be built. Here are some of the ways to consider.

# Compassion: The “Wonder” Approach for Leaders and Coaches

## By Dr. Mary Key MCEC

### Change Your Mindset

One of the biggest complaints about going the “extra mile” is perceived lack of time. Ironically, some people spend so much time complaining about not having enough time that they miss opportunities to show compassion. Research at Johns Hopkins indicates that as little as 40 seconds of expressing compassion significantly reduces anxiety in breast cancer patients (Fogarty et. al, 1999). Empathy and action were key factors in this evidence-based outcome.

Are you framing time in a way that causes you to miss opportunities to be responsive and compassionate? It doesn't take as long as you might think. As an executive coach, I'm often surprised that more people I coach don't take advantage of my offer to reach out if they need help after addressing a difficult situation in our coaching. However, they do report feeling assured that they “aren't alone” in the situation and feel supported because I offered.



### Create the Right Environment

Psychological safety, first identified by Harvard's Amy Edmondson, Ph.D., refers to creating an environment where individuals feel safe to take risks, voice their opinions, ask questions, and admit mistakes without fear of negative consequences to their self-image, status, or career. Psychological safety is the belief that one will not be punished or humiliated for speaking up with ideas, questions, concerns, or mistakes.

In a psychologically safe workplace, employees feel secure to express themselves, leading to higher engagement, innovation, and productivity. This compassionate environment fosters open communication, mutual respect, and inclusivity. In her book *Sparkling Leadership*, Barb Singer shares ways to build such safety, encouraging leaders to create “bubbles of psychological safety” at work and home.

### Be intentional with good questions

Asking relevant open-ended questions transforms your thinking and impacts the outcome. Open-ended questions encourage exploration and understanding, leading to personal and professional breakthroughs. In her book *Change Your Questions, Change Your Life*, Marilee Adams offers a methodology to help individuals and organizations achieve better results by changing the questions they ask. By asking some basic questions, you construct the foundation for being more compassionate.

Here are a few examples:

- How are you feeling today?
  - Invite the person to share their current emotional state, demonstrating your concern for their well-being and giving you the opportunity to actively listen and empathize.

# Compassion: The “Wonder” Approach for Leaders and Coaches

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- Can you tell me more about what happened?
  - Show your interest in understanding their experience in detail, providing them with a platform to express themselves fully.
- What’s been the most challenging part for you?
  - Acknowledge that they may be struggling and encourages them to share their difficulties, showing empathy and support.
- How can I support you right now?
  - Directly ask what they need, indicating your willingness to help in a way that is meaningful to them.

## Be Mindful

Mindfulness involves the practice of being in the moment and not allowing the past or the future to take over your brain. Mindfulness has its roots in Eastern thought and deals with a heightened awareness of how you interact with your environment and with others. Being mindful requires a focus on the present, not the past or future. Research suggests that mindfulness helps individuals respond to stressful experiences with psychological flexibility and alleviates psychological distress (Ka Shing Chan, 2018).

When you are mindful, you are giving 100% attention to whoever you are speaking with or the situation at hand. Chad-Meng Tan’s book, *Search Inside Yourself*, offers exercises and ideas to develop your mindfulness.

## Be a Model

Start by seeking feedback on your soft skills. Study past performance feedback including 360 surveys, performance reviews, and leadership assessments. Build on competencies like empathy, responsiveness, and compassion to boost your effectiveness.

Being a model requires integrity, consistency, accountability, and inspiring others. Modeling sets standards, builds trust, enhances engagement, and promotes a positive culture.

## Conclusion

Building compassionate leadership requires intentionality and practice and it starts with your own development of compassionate self-awareness. Then by changing your mindset, creating an environment of psychological safety, asking thoughtful questions, practicing mindfulness, and modeling compassionate behaviors, you can foster a culture where empathy and support thrive. These steps not only enhance individual well-being but also impact organizational health. Remember, the small, consistent actions you take toward compassion will change your life as well.



# Compassion: The “Wonder” Approach for Leaders and Coaches

## By Dr. Mary Key MCEC

Dr. Mary Key is a leadership development expert and executive coach, founder of Mary Key & Associates, and the Key Women’s Leadership Forum. A long-time member of ACEC, she has served as an international consultant, facilitator, speaker, and trusted advisor across many sectors. She has authored multiple books and articles and her expertise and dedication have made her a sought-after leader in executive coaching and organizational development.

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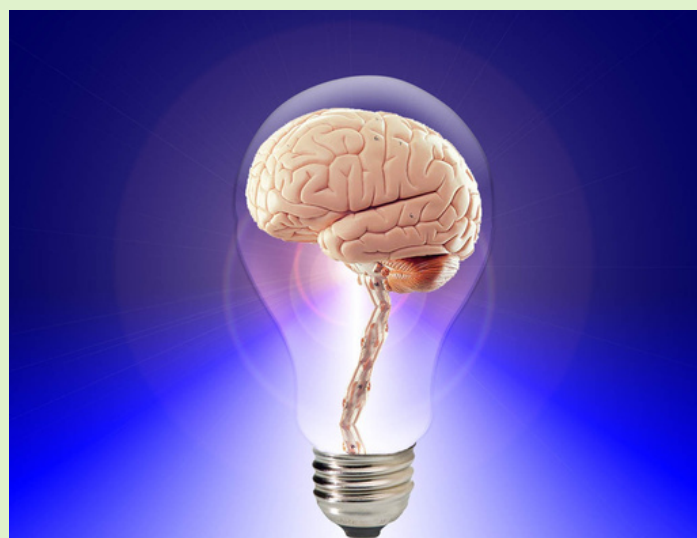
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# DISRUPTION

EMBRACING THE CREATOR  
ECONOMY IN THE AGE OF  
EXPONENTIAL DISRUPTION

Reimagining  
Leadership

Dr. Elie Daher, MCEC, PCC

# Embracing the Creator Economy in the Age of Exponential Disruption

## By Dr. Elie Daher MCEC

### Abstract

In an era marked by exponential disruption, the economic landscape has transformed into a hybrid model where the traditional knowledge economy converges with the burgeoning creator economy. With knowledge and information more accessible than ever, the rise of artificial intelligence (AI), particularly generative AI and Large Language Models (LLM), challenges the value of purely knowledge-based roles. This article explores how younger generations, professionals, and leaders can thrive within this hybrid economy by developing key traits: Adaptability Quotient (AQ), Emotional Intelligence (EQ), and Creativity. It offers actionable insights for differentiating oneself and embracing AI as an enabler rather than a replacement for human potential.

### Introduction

The economy has undergone profound shifts, transitioning from value derived through physical labor to intellectual capacity, and now, in the 21st century, to adaptability. Historically, work defined by human intellect has thrived, but the integration of AI and digital advancements forces us to rethink human intelligence's role in an AI-powered world. Knowledge-driven professionals, such as doctors, lawyers, and financial advisors, are increasingly urged to adopt AI or risk obsolescence. This article examines how young adults, professionals, and leaders can redefine their value by integrating human-centric skills with AI to succeed in the evolving hybrid economy.

### The Evolution of Work: Adaptability at the Core

From physical tasks to intellectual capital, human labor has constantly evolved. In our current stage, adaptability has become the linchpin of success. While machines replace physical tasks, reasoning AI begins to replace even complex cognitive tasks. Ross Thornley's, co-founder of AQAI, concept of Adaptability Quotient (AQ) underscores this shift, as individuals capable of continual learning and pivoting thrive, whereas those anchored in traditional knowledge roles face challenges.

### The Role of Knowledge in a Hybrid Economy

In the knowledge economy, value stemmed from specialized knowledge. However, AI has commoditized this knowledge, automating diagnostics, legal research, and data processing tasks.

Today, professionals must leverage AI tools to enrich their roles. Doctors who use AI in diagnostics or lawyers utilizing legal research AI are examples of professionals who integrate AI to enhance their impact.

### The Creator Economy: Redefining Monetization through Individuality

The creator economy, driven by platforms like YouTube and Substack, enables individuals to monetize their creativity and personal brand, bypassing traditional gatekeepers. Unlike the knowledge economy, which values expertise, the creator economy rewards uniqueness and emotional connection. Creators leveraging AI while maintaining authenticity and emotional resonance succeed by distinguishing their unique contribution.

# Embracing the Creator Economy in the Age of Exponential Disruption

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### Navigating the Hybrid Economy by Demographic Young Generations: Building Careers in an Unpredictable Landscape

Young adults entering the workforce face unique challenges, as career paths today are far less linear than those of previous generations. The advent of AI and rapid technological changes demands adaptability and a continuous learning mindset, as jobs of the future may not even exist today. To succeed, young adults should prioritize building their Adaptability Quotient (AQ), enabling them to pivot easily in the face of change. Alongside AQ, developing Emotional Intelligence (EQ) will be crucial in forming strong connections in increasingly virtual workplaces, while Creativity will set them apart as unique contributors in saturated markets. Embracing the lifelong learning mentality will not only allow them to thrive but also build resilience against unpredictable shifts in the economy



### Knowledge-Based Professionals

**Redefining Value in the Age of AI** For knowledge-based professionals such as doctors, lawyers, and financial advisors, the creator economy presents both opportunities and challenges. With AI increasingly capable of handling diagnostic, research, and analytic tasks, the traditional reliance on specialized knowledge is no longer sufficient. Professionals must now transcend pure knowledge work, focusing instead on enhancing their roles through AI and honing human skills like creativity and empathy, which machines cannot replicate.

By embracing AI as an enhancer of their capabilities, rather than a replacement, professionals can augment their effectiveness. Cultivating AQ and EQ will be essential for navigating this evolving landscape, as these traits allow professionals to remain flexible, empathetic, and innovative in client interactions.

### Leaders: Guiding Teams through Transformation

Leaders are tasked with navigating technological transformations and fostering a culture of adaptability within their organizations. In a hybrid economy, they must model emotional intelligence and creativity, encouraging team members to embrace AI as an asset in their work. Leaders who adopt an agile approach to management and champion lifelong learning create resilient, future-ready teams that can innovate and adapt to technological advances. For leaders, embracing digital literacy and ethical AI implementation will be key.

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Leaders should prioritize human-centric strategies, ensuring AI integration that enhances—not diminishes—the unique value of their teams. This human-first approach fosters innovation and reinforces trust, anchoring organizations in stability while driving forward in an evolving marketplace.

### AI and Blockchain: Enhancing Creativity and Empowering Individual Monetization

AI and blockchain technologies reshape work by enabling creators to automate routine tasks and monetize their content through non-fungible tokens (NFTs). For professionals, these technologies offer tools to optimize workflow and enhance work quality, setting the stage for future innovations in traditional fields.

### Key Skills for Success in the Hybrid Economy

1. **Adaptability:** Essential in a world where linear career paths fade.
  2. **Creativity:** A unique differentiator, emphasizing original thought and emotional resonance.
  3. **Emotional Intelligence:** Valued for building authentic connections in a digital world.
- The Role of Leaders in a Hybrid Economy  
Leadership now entails fostering adaptability, integrating AI tools, and emphasizing human skills like empathy and creativity. Leaders guiding teams with these principles create resilient, innovative cultures prepared to thrive amidst technological transformation.

### Conclusion

Professionals, young adults, and leaders must embrace a future driven by adaptability, creativity, and emotional intelligence, transforming disruption into growth and innovation. In this age of exponential disruption, those who blend technological proficiency with human skills will lead and thrive, redefining the role of human potential in the workplace.

### About the Author

Dr. Elie Daher is a seasoned author, executive coach, and senior leader with over 38 years of experience guiding organizations toward growth and high performance. As the Executive Vice President and Chief Marketing Officer at United Safety, a global leader in safety and productivity solutions, Dr. Daher oversees strategic business management and marketing. He also serves as a founding board member of Marshall Goldsmith Stakeholder Centered Coaching - Middle East, contributing to global leadership development. Dr. Daher's Excellence in Leadership philosophy emphasizes building long-term leadership habits that drive effective, adaptive leadership. Through his work, Dr. Daher inspires leaders to maximize their potential and achieve excellence in an evolving workplace.



# Embracing the Creator Economy in the Age of Exponential Disruption

By Dr. Elie Daher MCEC

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# **RESPECTFUL LEADERSHIP**

CULTURE EATS STRATEGY  
FOR BREAKFAST

The Respectful  
Leader

Gregg Ward, MCEC

# Culture Eats Strategy for Breakfast

by Gregg Ward, MCEC

15 years ago, I was hired to facilitate a three-day leadership offsite strategy session for the executive vice president of a recently acquired technology division of a global communications company. The EVP had only been in the role for six months and wanted his leadership team to give him updates on where they stood on their metrics, and then work with them to plan for the next three years. My job was to prevent them from getting too far down into the weeds (after all, the room was filled with engineers) and move their planning discussions along at a brisk pace.

On the first day we gathered in a big conference room at a swanky resort hotel in northern California and started hearing the updates. By the time the third speaker finished, it was clear that no one had met their goals, and that the division was in serious trouble. We could see the EVP getting more and more upset, and eventually, after a few more depressing presentations, he exploded, screaming at them and calling them “worthless,” “stupid,” and “idiots.”

Everyone was shocked, even those who told me afterwards that they’d seen him “lose his s\*\*t” like this before in private meetings. But they’d never seen him behave this way in front of a room full of senior leaders.

Eventually, I was able to convince him to let the group take a break and he and I went outside to walk around the pool area to cool off. I was able to calm him and coach him in understanding how screaming at his direct reports was counter-productive, that it might even turn them against him during

this extremely challenging moment in the life of his division. He agreed to apologize.

But when we got back together, his apology was ineffective, to say the least. “I’m sorry I yelled at you all like that,” he said, “but you made me do it.”

And that was it. In that moment it became abundantly clear to everyone that their leader was a bully, a screamer, someone who could not be counted on to have a cool, level head in times of crisis. On top of that, we realized he had created a culture of fear, one where those he led had no respect for him and only did as they were told because they were afraid of how he might react if they didn’t.

We went on with the strategy session, but it was desultory. Everyone had mentally and emotionally checked out and were simply yessing him and me to death without any sense of genuine passion or commitment for turning a bad business situation around. Six months later, I learned that the division had completely missed all its key milestones, was being put up for sale, and he’d been let go.

The leadership lesson here is simple, and is best articulated by Peter Drucker, the “Father of Management,” who once famously said, “Culture eats strategy for breakfast.”

I don’t think it’s hyperbole to say that our organizations are at a critical leadership crossroads right now; trying to sort out which leadership style is most effective in what experts call a “VUCA (Volatile, Uncertain, Complex, and Ambiguous) business environment.”

# Culture Eats Strategy for Breakfast

by Gregg Ward, MCEC

On the one hand, we see highly successful business leaders who are “old school,” and “because I said so,” and “my way or the highway,” dictators who rely on their positional authority, strict hierarchies, and a culture of fear to make decisions and force compliance. This leadership style, often called “command-and-control,” is less common than it once was, but still in evidence in many organizations.

On the other hand, we see equally successful leaders who are convinced that the old authoritarian style is counterproductive, one that leads to poor morale, reduced collaboration, innovation, and engagement and higher complaints, conflict, and turnover. These leaders adopt a more collaborative, adaptive, and supportive leadership approach, which is sometimes referred to as “servant,” or “respectful” leadership.

Although he’s also considered by the media to be a highly innovative and transformational leader, Elon Musk (Founder of Tesla and Space-X) is famously known for being extraordinarily demanding, dictatorial, and capricious. A recent example of Musk’s leadership style is his sudden mass firing of everyone who worked in Tesla’s EV charging division because he didn’t appreciate how the group’s leader, Rebecca Tinucci, was pushing back on his demands for cutbacks. (He eventually hired most of them back!). It’s one of many incidents which result in some of his most successful employees labeling him “challenging” and “difficult.”

And then there’s Mark Cuban – most famous as a wildly successful serial entrepreneur, a star of Shark Tank, and the former majority stake owner of the Dallas Mavericks – who’s leadership style stands in exact contrast to Musk’s. Known by his employees for being accessible, supportive, trusting and flexible, Cuban fosters a culture where people not only know about and value the practices of treating others with respect, compassion, and adaptiveness, but they also walk their talk and hold themselves accountable to them.

It should come as no surprise to anyone that many leadership experts favor Cuban’s style and believe it to be one that most businesses should emulate. The argument for this approach is simple: not every leader is a brilliant visionary and obsessively driven innovator like Elon Musk (or Steve Jobs for that matter). In fact, when Musk is gone, because he’s such a one-of-a-kind individual, it’s entirely reasonable to expect that his companies’ cultures will either be forced to transform or be at considerable risk of failing.

But almost every leader can be respectful if they choose to be, and create and support cultures of trust, collaboration, flexibility and psychological safety in their organizations. This means understanding and teaching everyone about the nature and value of respect, how it supports high trust and high-performance environments, and how by walking-their-talk, measuring impacts, and holding themselves accountable, leaders will see their organizations thrive and reward their investors and employees significantly.



# Culture Eats Strategy for Breakfast

by Gregg Ward, MCEC

So, the question is, are you a Musk type of leader or a Cuban type of leader? It seems obvious that being a Musk leader is hard and exhausting (and not just for him). If we agree with Peter Drucker that “culture eats strategy for breakfast,” then choosing to be a Cuban leader is not all that difficult. It simply takes a willingness to be decent and respectful, to trust employees, to support them when times are tough, and reward them for a job well done.

In summary, it’s about living by the Golden Rule – do unto others as you would have them do unto you – and the Platinum Rule – do unto others as they would have you do unto them – at the same time while your emotional intelligence switch is turned to “on.”

Gregg Ward is a Master Corporate Executive Coach, a member of ACEC’s Executive Advisory Board, the Founder and Executive Director of The Center for Respectful Leadership, the author of the bestselling, award-winning business fable “The Respectful Leader” (Wiley, 2016), and a highly sought-after keynote speaker and global thought leader on respect.



# Editor's Close



As we conclude this thought-provoking second volume of Leadership Inc., we hope the insights shared by our esteemed contributors have inspired you and equipped you with practical strategies to elevate your leadership in today's rapidly evolving business landscape. The articles in this issue have explored critical aspects of modern leadership, each offering unique perspectives and actionable advice for navigating the complexities of our changing world.

**Let's briefly revisit the key takeaways from each article:**

**1. "Compassion: The 'Wonder' Approach for Leaders and Coaches"** by Mary Key, Ph.D., illuminated the transformative power of compassion in leadership. Dr. Key's exploration of the "Empathy + Action" strategy demonstrated how leaders can rejuvenate themselves and positively impact those around them through compassionate practices. The article provided practical steps for developing compassionate self-awareness and creating psychologically safe environments, emphasizing that even small, consistent actions toward compassion can significantly change both personal and organizational dynamics.

**2. "Embracing the Creator Economy in the Age of Exponential Disruption"** provided a forward-looking perspective on the convergence of the knowledge and creator economies in our AI-driven world. This article highlighted the growing importance of adaptability, creativity, and emotional intelligence in a landscape where traditional knowledge-based roles are disrupted. It offered tailored advice for young professionals, knowledge workers, and leaders on thriving in this new hybrid economy by leveraging AI as an enabler rather than a replacement for human potential.

**3. "Culture Eats Strategy for Breakfast"** by Gregg Ward MCEC offered a compelling argument for the critical importance of organizational culture. Through vivid examples of contrasting leadership styles, Ward illustrated how a respectful, supportive culture fostered by leaders like Mark Cuban can lead

to more sustainable success than the authoritarian approaches exemplified by figures like Elon Musk. This piece underscored the value of creating Actively Respectful Cultures (ARCs) and practicing Respectful Leadership to drive positive outcomes across all key performance objectives.

These articles collectively paint a picture of leadership that is compassionate, culturally aware, respectful, and adaptable to technological disruptions. They challenge us to rethink our approaches to leadership, organizational culture, and personal development in light of the rapid changes reshaping our professional landscapes.

As we look to the future, it's clear that the most successful leaders will be those who can balance the human elements of leadership – compassion, respect, and emotional intelligence – with the strategic integration of new technologies and economic models. The ability to create cultures that nurture creativity, foster adaptability, and leverage AI while maintaining a strong human touch will be paramount.

We encourage you to reflect deeply on these insights and consider how to apply them in your leadership journey. Remember, leadership development is an ongoing process, and staying ahead requires continuous learning and adaptation.

### **Call to Action: Take the Next Step**

To support you in this journey, we invite you to deepen your engagement with these concepts by subscribing to Leadership Inc. Our commitment is to continue bringing you cutting-edge insights and strategies to help you navigate the ever-changing leadership landscape.

Moreover, we strongly encourage you to explore the benefits of working with ACEC's MCEC-certified coaches. These expert coaches can provide personalized guidance to help you implement the strategies discussed in this issue, tailoring them to your unique organizational context and leadership challenges. Their expertise can be invaluable as you work to integrate compassionate leadership practices, build respectful cultures, and prepare yourself and your organization for the hybrid economy of the future.

Thank you for your readership and your commitment to excellence in leadership. We at the Association of Corporate Executive Coaches (ACEC) are honored to be part of your leadership development journey. As we collectively face the challenges and opportunities of our rapidly changing world, we look forward to continuing to serve as your trusted resource for innovative leadership insights and strategies.

Together, let's embrace the future of leadership with courage, compassion, and creativity.

For more information on hiring your next corporate executive coach, please get in touch with us at [info@acec-association.org](mailto:info@acec-association.org). Our team is ready to assist you in finding the right coach who can provide tailored support and insights aligned with your unique needs and goals.

**Warm regards,**

**CB Bowman, MCEC, BCC, CVP, CVF, CCE, MBA**

**Editor-in-Chief**

**“The Magazine for Leaders by Leading Corporate Executive Coaches”**





An Association where Master Corporate Executive Coaches are or aspire to be "Enterprise-Wide Business Partners".

## About us

The **Association of Corporate Executive Coaches LLC** is a private international membership-based association for mastery level Corporate Executive Coaches who coach the top tier of 90% of organizations listed as Fortune 1000 companies. Certification as a Master Corporate Executive Coach is offered through our sister organization the **MEECO Leadership Institute** (see membership levels for an application Master Level Membership & MCEC).

## Focus Areas



The sustainability and continued growth of their practice by providing targeted research, marketing information, ethics and peer level surveys/networking and certification.



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