

ABOUT NORTH ROCK LEADERSHIP

We believe that sustained growth is a realistic goal for individuals and organizations in the midst of their work. We believe that better results require different thinking and approaches to work. We engage individuals and organizations with business development and mindfulness training platforms that are grounded in emerging developments in neuroscience, cognitive psychology and emotional intelligence. We package our training curriculum in both individual and corporate engagement platforms. Through workshops, coaching services, we help people grow and transform their work by transforming the way they think. We are based in Washington, DC and Western Maine.


Let's get started finding your true north!
301-535-2537

CERTIFICATIONS

MentorCoach[®] LLC
Certified Professional

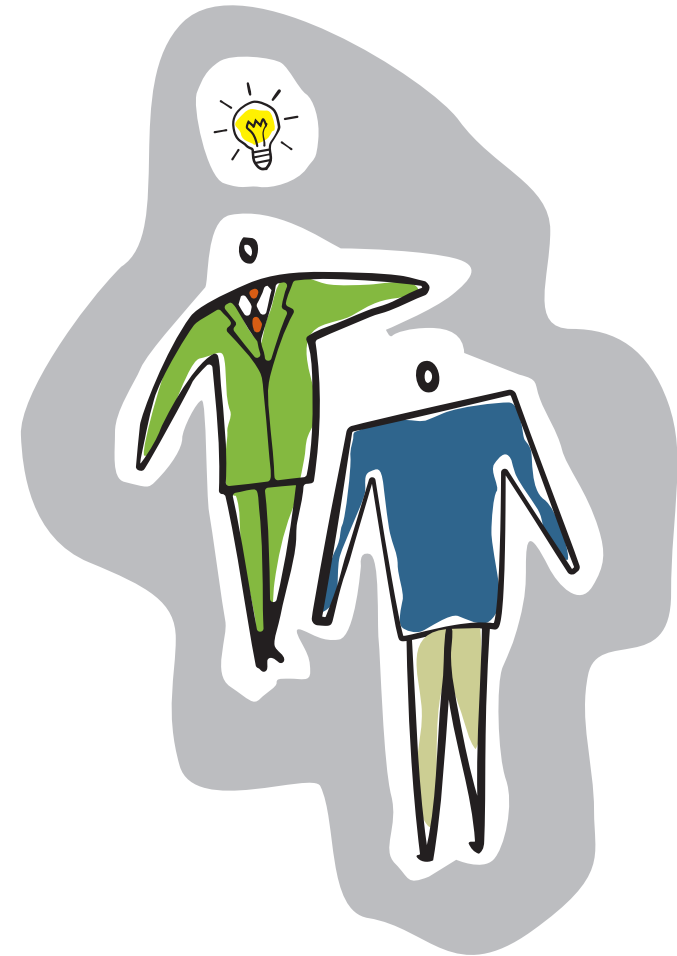
DiSC CERTIFIED
TRAINER

Accredited Facilitator
THE FIVE BEHAVIORS
OF A COHESIVE TEAM


NORTH ROCK
LEADERSHIP
Find your true north.
northrockleadership.com

CLIMBING TRAINING

NORTH ROCK LEADERSHIP EXECUTIVE AND CAREER COACHING



Find out who you are, develop your personal brand, and be the best person you can be!


NORTH ROCK
LEADERSHIP

A DIFFERENT KIND OF EXECUTIVE COACHING

North Rock Leadership is dedicated to helping individuals make permanent and positive changes in their personal and professional lives. We're guided by one of the golden rules of rock climbing: Always prepare before the climb with proper training, equipment, and planning—and NEVER climb alone. We believe an experienced guide is essential to help you get prepared, conditioned, and oriented for your journey and then to help keep you moving forward until you reach your goal.

WHAT WE ARE

At its core, coaching is a partnership. You and your coach will work together to determine how you are "wired" and identify your main personality traits. We also work on developing your personal brand. You will learn how human brains behave under certain circumstances and the neuroscience behind how this may prevent you from being your best. While we approach much of the work as a team, YOU have to do a lot of the heavy lifting, and it can be difficult at times. Our discussions are completely confidential, and we will go as deep as you are willing. We have some bedrock principles that we review and assess along the way to make sure you are ready to move or "climb" to the next level. Physical and emotional wellness is one of the first "rocks" or hurdles we examine to make sure you are ready for the journey. Next we review your equipment and your balance, while charting a detailed, safe path to the summit. While helping you find and define your "true north," your coach will hold you accountable, but also have your back and ensure that your journey is a success.



WHAT WE ARE NOT...

- A generic, cookie-cutter franchise, and coaching program—It is 100% personalized.
- All fun—for example, exercise isn't always fun, but it does lead to better results.
- A "one and done" program—we help you build habits to make it sustainable.

COACHING STRUCTURE

- We have an on-boarding process that includes a questionnaire, a personality behavior assessments and a personal strengths assessment, in addition to an initial 90-minute session.
- We develop a picture of who you are now and create a vision of where you want to grow.
- We meet twice monthly via phone and in person occasionally for 60 minutes with follow-ups in-between to check in on specific actions, commitments and your assignments
- You can contact your coach between sessions with specific questions or concerns.
- North Rock will bill you monthly for the fee amount and you can cancel at any time.

Questions about our program?

joe@northrockleadership.com

Ned Nugent Senior Developer | IT Solutions Design Specialist | TD Bank

"Joe worked with me on coaching for a period of several months. He has a warm and open-hearted personality that makes him very approachable. Joe was able to quickly assess and understand my situation. He offered skillful guidance drawn from his wisdom and experience tailored particularly for me. At each meeting, Joe set up specific assignments and exercises that helped me overcome negative thinking that posed personal and professional barriers. He is easy going and flexible, yet inspired the motivation I needed to make progress. I am forever grateful for Joe's coaching and continue to enjoy success as a result."

ABOUT JOE



Joe Shaffner is a professional development consultant based in the Washington, DC area and Western Maine. He has more than 30 years experience in building and leading successful teams in fast-paced businesses around the world. He spent 30 years in software development and sales organizations during that time, he coached hundreds of successful individuals and teams using tools such as Emotional Intelligence (EQ), DiSC, VIA Strengths, Steven Covey Principles, Situational Leadership and the Five Behaviors model.

Joe earned his B.S. in business and economics from University of Maine and an M.B.A. from George Washington University. He is a certified Everything DISC and Five Behaviors facilitator, and he is a current participant in an International Coaching Federation certification program. He enjoys playing the guitar and many outdoor sports. He lives with his wife and two sons in Silver Spring, Maryland and the mountains of Western Maine from time to time.