



PREPARING LEADERS FOR
WHAT'S **NOW** &
WHAT'S **NEXT**

COMPANY PROFILE

(757) 255-1442
ARRINGTONCOACHING.COM

NAICS CODES 611430, 611699, 541611, 541612, 541618



PREPARING LEADERS AND ORGANIZATIONS FOR WHAT'S NOW & WHAT'S NEXT!

We help our clients successfully navigate the change, disruption, and reinvention that the business world has experienced. We can help your company too.



A WORD FROM OUR COO



ADAPTING TO A CHANGED & CHANGING WORLD

The world has changed and in this moment leaders need to lead. Lead forward into what's next. Lead forward to a more inclusive workplace and world. Lead forward as they lead hybrid and remote teams. Many leaders are hoping for a rapid return to what was, unfortunately that's not how progress works.

We are living history and we have the opportunity to create what's next.

Arrington Coaching prepares leaders to lead 21st century organizations where diversity is prioritized and change is anticipated. We see your leaders as the driving force for organizational success. To be successful in whatever comes next, your leaders will need to embrace change, be resilient, and understand how to lead in non-traditional environments.

And that's where we can help.

Dr. David Arrington
CHIEF OPERATING OFFICER

WHO WE ARE

We are a **leadership development company, preparing leaders for what's now and what's next through coaching, speaking and training.**

Founded in 2015 we specialize in transformational leadership development which includes diversity, equity and inclusion. We are a nationally certified Minority-Owned business enterprise (MBE), SBA 8(a) certified, and Virginia SWAM certified.

We have worked with dozens of organizations in at least 14 industries. We like to say our leadership



OUR WHY

It's our goal to **impact an entire generation of leaders** to remain resilient in the face of disruptive change, by giving them the tools, and thinking space they need to meet today's targets and anticipate tomorrow's needs.



Working with David as a coach is intense, challenging, and extremely rewarding. David is genuine and caring, and he develops a strong relationship during the coaching journey. Working with David ensures you will challenge norms, meet goals, and grow as a leader.

- Tracy Keller, CEO

OUR VALUES

CREATIVITY because creativity enables **SOLUTIONS.**

ACCOUNTABILITY because accountability enables **ACTION.**

RELIABILITY because reliability enables **TRUST.**

ENJOYABILITY because enjoyability enables **RETENTION.**



Makes Leadership Accessible

Working with David gave our team an opportunity to take a step back, evaluate our work, appreciate each other's strengths, and also challenge ourselves to build further. He frames leadership in ways that are accessible, simple, and also attainable.

-Anwar Robinson, Director of Programs

OUR SERVICES



Coaching

Providing insights tailored to your leader's current needs.



Speaking

Getting everyone on the same page and reinforcing your organizational directives.



Training

Providing real-world leadership skills and insights to level up your leaders.



Developed My Own Leadership Style

Working with David helped me start to realize and develop my own leadership style, as well as provided me with some valuable tools to not only lead my team but also to "manage up". I liked the way that David was simply able to ask just the right questions in order to make me analyze and think through situations in a different (and better) way.

- **Leah Gammons, Controller**



A Few Things Done Well

● Executive Coaching

● DEI Training and Facilitation

● Leadership Training

● Keynote Speaking

● Executive Retreats

● Virtual Workshops

We are wholly focused on developing resilient 21st century leaders.

ASCEND EXECUTIVE LEADERSHIP DEVELOPMENT

The ASCEND Executive Leadership Certificate Program has a singular focus to enable good managers and effective supervisors to become capable, trusted leaders by identifying blind spots, honing leadership skills, and instilling confidence. Using a virtual cohort, 360° assessments, executive coaching, and proven leadership training students are challenged to rethink their leadership approach, address their leadership blind spots, and increase their leadership capacity.

The ASCEND Executive Leadership Certificate Program fosters collaborative learning and students receive proven, practical, and relevant insights needed to engage, encourage, and excel in today's rapidly changing global workplace.

8

Leadership courses over 8 months

16

One-on-one Coaching Sessions

100%

Virtual, online, and adaptable to busy schedules

2-4

Hours per week required effort



Courses, Cohort & Coaching

Our three-pronged approach allows executive leaders immediately put their new insights into action. They are able to get out of reaction mode and learn new transformational leadership skills, respond better to current situations, and get just-in-time feedback that will help them avoid future missteps.



Tools for being a great leader!

I am amazed at how applying the concepts and techniques from the ASCEND program has made my job as a leader easier and improved the efficiency of my team as a whole. Learning "HOW" to implement positive accountability, handle conflict, approach change, and identify what motivates people are game changers. Individual mentoring sessions with Dr. Arrington in conjunction with the course material increased my confidence and made me realize that doing all the things that make a leader great are not as scary as they seemed in my head. Now that I have a high performing team, my time is freed up to conduct more research on emerging technologies, becoming more of a solution architect, and setting a path forward for my team to achieve great things while I ensure we are contributing significantly to the "big picture" goals and strategy of my organization.

-Marsha Mullins, Supervisory Computer Scientist

LEADERSHIP CERTIFICATIONS

Our leadership certification paths are designed to be flexible, 90-day virtual programs that provide comprehensive leadership training to help individuals develop the skills needed to thrive in today's global virtual workplace. Our certifications include three leadership courses, three coaching sessions, and a certificate of completion.

Upon completion, leaders will receive Arrington Coaching certification based on their course of study. Our certifications are designed to provide hands-on training, real-world case studies, and expert coaching to help leaders sharpen their skills and achieve their goals.



3

Leadership courses
over 90 days

3

One-on-one Coaching
Sessions

100%

Virtual, online, and adaptable
to busy schedules

2-4

Hours per week
required effort



Courses & Coaching

Our certifications couple our courses with just-in-time coaching allows leaders to move beyond understanding **WHAT** they should do to ensuring they know **HOW** to do it. This approach ensures your leaders ramp up quickly and you see an appreciable ROI.



Exactly What I Needed

Working with David was exactly what I needed at the time I needed it. He is an outstanding executive coach and has helped me stay focused on the big picture issues. I really appreciate that his coaching was a space completely separated from my organization.

-Khalilah Pitt Harrison, Executive Director

COACHING

We leverage our proprietary ASCEND process to accelerate results.

At Arrington Coaching we see coaching as a transformational, confidential, transparent relationship. We provide you the much needed space to think in the high-stakes, rapidly changing, world environment which you call your day job. This enables you to move out of “reaction mode”, plan ahead and lead courageously.

There are many types of coaching but we focus exclusively on executive, leadership, and team coaching. There is overlap between executive and leadership coaching the primary difference is scope and scale.

Team coaching allows us to multiply the efforts of individual coaching and accelerate the acceptance of new ideas and direction.



When I started working with David in 2020 I worried it might not be the right time given the Covid-19 virus was having such a negative impact in our business. The timing couldn't have been better! David helped me get out of reaction mode and out of the weeds and to thinking bigger picture. Working with David has improved my delegation and ability to hold people accountable towards achieving results.

-Al Wiegert VP, Media Sales

Executive Coaching

Working one-on-one with your leader to help them think strategically, respond appropriately, and lead courageously.

Executive Team Alignment

Working with an executive team to open communication, clarify goals, and get everyone on the same page.

Group Coaching

Working with a group of leaders empowering them to communicate more clearly, handle conflict more deftly, and connect with their teams.

Leader+Team Coaching

Working one-on-one with your leader and with their team to remove communication obstacles and unlock high-performance.



Aware of Social Dynamics

David's been able to use his awareness of social dynamics not only in helping us think through change processes, but also in understanding how the conversation is happening in the room. His insight helped us ensure all voices were heard and strengthened us as a team.

-Rainah Berlowitz, Director of Finance & Business Operations

SPEAKING

Whether it's a keynote, a workshop, or a virtual team meeting, your audience will be engaged, empowered, and educated.

I would highly recommend David as a resource for executive teams who value thought provoking and insightful perspectives.

David Reed
Director of Sales Operations



POPULAR TOPICS

CREATING AN INCLUSIVE WORKPLACE

Workshop or Keynote

Diversity, equity and inclusion aren't passing fads. Creating a diverse, equitable and inclusive workplace is daunting, and the difficulty is often in the execution. This talk takes the mystery out of creating a more diverse workplace, one conversation at a time. In this talk David shares proven ways to break down barriers and build bridges in the workplace.

LEADING UNDER PRESSURE

Workshop or Keynote

Leaders are under more pressure than ever. Coronavirus, remote working, remote leading, unexpected homeschooling, and murder hornets are just a few of the stresses leaders face daily. David will share 5 key insights that will help your leaders successfully navigate the overwhelm during this incredibly stressful time.

LEADING HYBRID TEAMS

Workshop or Keynote

Over the last few years change has become the new normal. Leadership during and beyond the pandemic requires new skills to lead teams in new configurations. In this talk Dr. Arrington will unpack the mindset and behavior changes necessary to become an effective, relational leader in a hybrid workplace.

TRAINING

Proven, practical, and enjoyable, our leadership courses are designed to be taken *at your pace and on your schedule*.

Let us help you with your course completion rates. Our courses enable leaders to *communicate effectively, increase accountability, unlock high-performance, provide strategic direction, create inclusive workplaces, and motivate* in a diverse, competitive, rapidly-changing global business environment.

Online, In-Person and Hybrid



90%

Average corporate course completion rate

200

The minimum hours of research to create a new course

1000+

Leaders trained

4.9/5

Average star rating for our online courses

100%

Of our courses are created in-house

0

The number of support calls you will field

We offer learning experiences that range from one-hour workshops to multi-day courses. All are designed to reinforce positive leadership behaviors. Your employees will walk away with the tools to energize and engage their teams, motivate, and hit their targets.



Refreshingly Insightful

This was a refreshing course on accountability and how to instill accountability for your team. He delivers insightful information and honest truth on how accountability works in teams in easy digestible 30-minute modules. Highly recommended!

- Harold Kang, Information Technology Specialist

ONLINE COURSES

We integrate real-world, practical leadership knowledge including remote leadership and diversity, equity and inclusion into our leadership development courses. Your leaders will receive SHRM & HRCI (re)Certification credits upon completion of many of our courses.

Upon course completion your leaders will receive a verifiable certificate of completion. They will be able to directly share their accomplishment to the certificates portion of their LinkedIn profile. Some of our highly-rated courses are below. ***Should you need a custom course for your organization, we do that too.***



Coaching Skills for Leaders

Coaching Skills for Leaders will help to create organizational bench strength, increase retention rates, productivity, and morale.



Leading High-Performing Teams

This course is designed to help leaders foster communication, collaboration, and cohesion as they relate to developing high-performing, self-managing teams.



Getting RESULTS with Positive Accountability

During this course, we will answer many of your questions about accountability and provide you with a format to create and sustain an accountability culture.



Providing Strategic Direction

The ability to provide strategic direction and vision in certain and uncertain times is what separates today's managers from tomorrow's leaders.



COMPANY PROFILE

Arrington Coaching, LLC
NMSDC Certified Minority Business Entity
SBA 8(a) Participant
Virginia SWAM Certified
HRCI (re)Certification Provider
SHRM (re)Certification Provider
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