



Leadership *is* strategy.

In an increasingly complex world, leadership can be your defining strategy.

bright chirp®

Developing leaders to increase their capacity and know success in these complex times is our passion.

Shifting not just what leaders do but how they do it is the intersection at which leadership effectiveness is a strategic imperative. Our work is inspired by *your* definition of success. Our customized approach appeals to leaders and teams who recognize their own potential and crave space to do this development work.

Custom programs meet the changing needs of your leaders and teams



EMERGING LEADERS

Leadership coaching for leaders stepping into new responsibility.



TRANSFORMATIONAL LEADERS

Executive coaching for leaders navigating complexity and change.



TEAM LEARNING AND PURPOSE

Customized programs for leaders inspiring team learning and purpose.

The purpose of Bright Chirp Consulting is to help leaders at every level experience success in new and expansive ways.

We take a thoughtful, heartfelt approach to leadership and team development.

While we navigate assessment, goal setting, and action planning, the deeper work of leader development is in building capacity to see yourself and your team with new eyes. Through leadership, executive, and team coaching, Bright Chirp customizes development programs to meet the unique needs of you and your business.



Competency: Preparing for leadership starts with skill building. Through training and increased managerial experience, leaders develop key competencies for managing people, leading programs, and delivering results.

Capability: As leaders move into more senior roles, they often take on the responsibility of building teams and effectively leading across functional areas. While they may not personally have the technical skills for each role or program they oversee, they develop the capability to ask questions that surface priorities based on past success, and in return, empower others to perform at their best and meet business objectives.

Capacity: During the most critical and challenging levels of responsibility, leaders are navigating the unknown. In today's complex and often uncertain business environment, leadership requires a new way of seeing both possibilities and issues. Developing a capacity to lead by sensing and also thoughtfully responding to what is both familiar and unfamiliar enables leaders to transform themselves and their organizations.



Coaching increases improvement in overall leadership effectiveness.

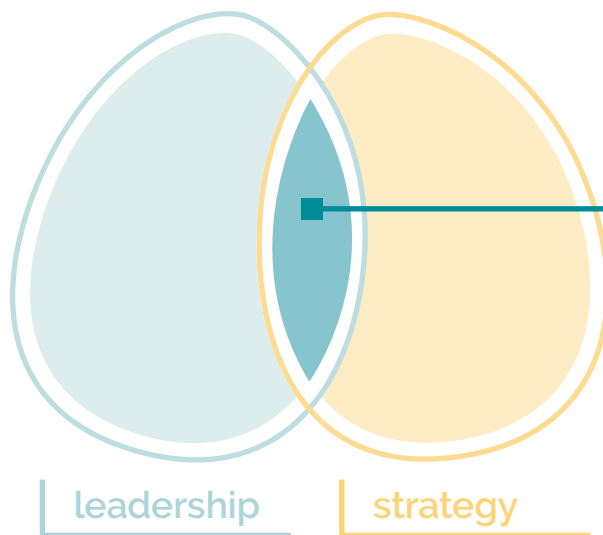
Thach, E. C. (2002). *The impact of executive coaching and 360 feedback on leadership effectiveness. Leadership & Organization Development Journal, 23(4), 205-214.*

Leading teams and organizations can be rewarding. It can also be uncomfortable and at times even lonely. When a leader struggles, so does the team. Imagine you could tap into your best effort every day, accelerating your effectiveness as a leader and enabling your team to achieve results.

Bright Chirp Consulting supports the often-challenging roles of leader, change agent, and people developer with a foundational belief that leadership development empowers not just individuals but the organizations in which they operate. Coaching also provides a unique opportunity for leaders to identify and overcome the obstacles to effectiveness.

Individual and team coaching can help support your goals. Perhaps you're looking to:

- Move beyond "getting things done" and into transformational leadership
- Navigate leader fatigue as market and organizational dynamics become more complex
- Support team dynamics and potential conflict during mergers and restructure
- Develop emerging leaders to ensure leadership capability at every level
- Aid transitions as technical experts take on strategic leadership responsibilities



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Where leadership and strategy intersect, **organizations** can learn and transform.

Client Success

"Jen is an outstanding coach. She listens deeply and responds in creative, relevant ways, allowing me to see issues from fresh and different perspectives. She is insightful and excels at helping illuminate core issues. I always learn something about myself when we work together. I credit her with helping me center in critical ways that have made me more self-assured and a better leader."

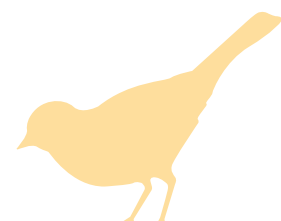
Senior Director, Information Services

"I have had the pleasure of working and collaborating with Jen on a number of Executive Education Programs at MIT Sloan School of Management. Not only has Jen served as a coach for individuals and groups of executives participating in programs, she is also a key collaborator in the creation and delivery of program content and sessions designed to unlock the power of coaching for leaders. Jen's creativity, collaborative spirit and knowledge have been invaluable to the design work and her presence and poise both in the classroom and in online environments is exceptional. Perhaps most importantly, her coaching clients have shared that working with Jen has positively impacted them personally and professionally."

Senior Director, MIT Executive Education

"Jen has the corporate experience that enabled us to dive deeper into my own work expectations, understanding what I was currently doing and where I wanted to grow. One of the most important aspects of the experience was Jen gave me room to explore my thoughts, actions, wins, and perceived mistakes. It is hard to put into words what having a sense of self – a new awareness – can provide. It isn't about temporary or permanent change, but change in motion."

Vice President, Ed Tech Industry





Why work with a coach?

Coaching increases leaders' self-awareness, so they can use their strengths more effectively.

"Coaching helped me move past the professional checklist and into real growth. Jen was a true partner through this process. She invested in me, so I could invest in myself."

Vice President, Ed Tech Industry



Jen Armstrong,
Founder & Coach

With 25 years of creative, corporate, and consulting experience, Jen Armstrong (MBA, ACC) founded Bright Chirp Consulting to support executives during transition, as well as partner with professional development leaders in the often-challenging role of change agent. As markets, organizations, and leadership roles grow in complexity, Jen offers a unique blend of commercial and hands-on experience that makes Bright Chirp Consulting more than just a coaching firm. As a former member of the C-suite and a P&L owner herself, Jen appreciates that strategy and leadership development support both individual and organizational goals.

Jen obtained her Certification in Leadership Coaching from Georgetown University and her coaching credential from the International Coach Federation. She holds an MBA as well as a Bachelor of Science in Journalism and is certified in *The Leadership Circle Profile*, *The Leadership Culture Survey*, and *The Global Leadership Profile*, in addition to proficiency in behavioral and motivational assessments.