

ROBYN McLEOD



After many years of successfully leading large operations teams and small specialty teams to greater results, Robyn McLeod began working with organizations and sharing her expertise in leadership and team development, as a consultant, coach, speaker, and author. Through her work as an organizational development consultant, Robyn partners with senior executives as they focus on building and supporting high-performing managers, leaders, teams, and organizations. A foundation of her work is the belief that strong leaders and managers create an environment that engages, challenges and develops employees who provide world-class service and experiences to customers. Robyn works with clients to address their needs in the areas of organizational effectiveness, leadership development, change management, strategic communications and thinking, people management and team building.

As an Executive Coach, Robyn works with leaders to help them achieve breakthrough personal and professional goals. Her approach to coaching is based on principles of Thoughtful Leadership – providing a framework to pull back from the frenetic day-to-day pace and apply critical and reflective thinking to the challenges, issues and opportunities that leaders face in today’s rapidly changing work environments. Her coaching clients are then open and ready to:

- Gain greater self-awareness of their style, behaviors, strengths, and development areas
- Set and achieve personal and professional goals that build on their strengths and overcome skill gaps that impede effectiveness
- Stretch beyond self-imposed limits and boundaries that may hold them back
- Adopt more effective approaches to communications for greater influence and interpersonal interaction
- Build stronger relationships with others in all aspects of work and life
- Lead organizational change with renewed focus, flexibility, and adaptability

Robyn has held senior management positions in operations, sales and human resources in the telecommunications and professional services sectors. Robyn’s diversity of skills, knowledge, and experience brings a unique perspective to her consulting and coaching clients.

A member of several professional organizations including the International Coach Federation, the Society for Human Resource Management, and the National Black MBA Association, Robyn holds degrees from Syracuse University’s Newhouse School of Public Communications and School of Management and an MBA from Columbia University. Robyn is the co-author of *The Power of Thoughtful Leadership: 101 Minutes to Being the Leader You Want to Be*.

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A BROAD BASE OF EXPERIENCE WITH CLIENTS INCLUDING:

American Civil Liberties Union
Brownsville Family Health
Citigroup
Columbia University
CPX Interactive
Digitas

GroupM
KPMG
LearnVest
Lifetime Entertainment Services
NAACP Legal Defense Fund
Outten & Golden

Pitney Bowes
PwC
Quest Diagnostics
Reliance Standard Life Insurance
Verizon
World Wrestling Entertainment

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REPRESENTATIVE ASSIGNMENTS

Senior IT Executive – Client was a high-level IT executive in charge of major change initiatives. She was viewed as a potential C-level executive who needed stronger interpersonal skills. Multi-rater 360° feedback revealed critical issues related to people development, peer interaction, influence and relationship-building. Robyn worked with the executive to focus on building emotional intelligence, developing effective working relationships at all levels and being more influential. Over time, the executive saw significant improvement in her 360° feedback ratings, particularly those ratings focused on interpersonal skills. She was subsequently selected as a succession candidate for the division Vice President.

Managing Director – Client was a newly promoted Managing Director in an advertising agency, assigned to co-manage the New York office. She had been viewed as a high-potential leader, and her new position presented significant challenges for revenue generation, business growth and employee satisfaction. Robyn worked with the new leader to help her shift focus away from day-to-day details toward senior-level responsibilities. She learned to more effectively navigate the organizational landscape, build alliances with peers with whom she had difficulty connecting, develop an effective co-managing structure, and refocus her efforts to support work across the organization. The client showed tremendous personal and professional growth in the co-managing director role and eventually left the agency for a Chief Marketing Officer position on the client side.

Millennial Coaching – Client was a professional services firm making a significant investment in the personal and professional growth of its newly promoted senior associates, most of whom were millennials. Robyn was selected as part of the coaching team brought on to provide one-on-one coaching to the new managers and facilitate small group work in week-long residential programs. Client was looking to support these new managers in increasing self-awareness, understanding their personal values and desires, setting goals for their work and life and defining a path for their career that would bring the greatest satisfaction and meaning.

Sales Leader – Client was a leader in Sales for an insurance company that had recently been through a major acquisition. Higher expectations, more demanding goals, and sinking morale were taking a toll on the client and his division. His previous way of leading and managing was not an effective approach in the new environment. Robyn designed a coaching program for the sales leader to solicit 360° feedback, establish more meaningful and performance-focused one-on-ones with his senior VP, and identify ways of leading the division that were more aligned with the new vision and direction of the organization, true to his authentic self and style, and driven by his strengths. To close out the coaching program, Robyn conducted a follow-up 360 feedback process that identified improvements in team morale, a stronger relationship with his senior VP, and a more collaborative and focused approach to leadership.

Senior leadership coaching and support – Client was a major telecommunications firm that underwent a series of mergers and downsizings, leading to fewer officer-level positions and greater spans of control. As a result, candidates being groomed for these senior-level positions as part of the company’s succession planning process had more demanding roles and fewer opportunities for promotion. This has created levels of frustration and disillusionment among employees. Robyn designed a coaching program for succession candidates to offer them value-added support and to help them feel connected, challenged and invested. The coaching helped the participants address their day-to-day challenges, and gave them tools to develop needed skills and further strengthen existing skills as they awaited promotion. The coaching focused on creating a plan of action to address strengths and developmental needs, surfacing and discussing career management concerns and identifying personal priorities and steps to achieving greater fulfillment at work and in life. The coaching also led to a variety of Leadership Development programs and sessions with intact teams within the senior leadership group, reinforcing concepts and behaviors revealed during coaching and strengthening the senior leadership team. The program was also rolled out to additional succession candidates and high-potentials.