



# A Catalyst for Dynamic Business Stewardship

Executive Coaching, Consulting,  
Development & CEO Peer Groups



INSPIRE - SUPPORT - EQUIP - TRANSFORM

(916) 788-1094 | [www.SwitzerOnLeadership.com](http://www.SwitzerOnLeadership.com)

## The Challenge

According to a study conducted by the Stanford Graduate School of Business, “nearly two-thirds of CEOs (and executives) do not receive outside leadership advice but nearly all want it.” Many c-suite executives feel they have to go at it alone. However, nearly 100 percent of CEOs surveyed enjoyed the process of receiving executive coaching and leadership advice.

Business leaders are continually dealing with economic changes, technological advances, workforce turns, financial and governmental shifts, and much more. They do this all while logging numerous work and travel hours. Leaders frequently find it challenging to stay focused, obtain clarity, measure results, improve performance and invest time in developing their fellow executives, high potential employees, and themselves.



*“As a business leader, it is not always easy to find others to talk to who understand all the components when making a business decision. Having a resource like my Leadership Coach and Peer Group gives me a sounding board to help analyze decisions.”*

P. Wefers, President/CEO

## The Solution

At Switzer Associates – Leadership Solutions, we understand that business leaders cannot go at it alone to achieve greatness as either an individual or in their business. We help leaders, their teams, and businesses to work through challenges, establish clear strategy, instill accountability, and provide access to key tools they need to help them move forward. We do this by delivering personalized executive coaching, exceptional business consulting, facilitating leadership development, and providing vetted executive tools. This is done through a personalized faith-based approach whenever appropriate.



## Our Mission

Our mission is to serve as a catalyst to equip, inspire, and support executive leaders in becoming better stewards of their businesses and personal lives.

## Our Vision

Our vision is to transform one leader at a time, leaving a profound impact on their business, personal life, and the community. Everything we do is aimed at helping leaders, their teams, and businesses be more effective and unlock the greatness they already possess inside.

## Our Values

- Lead, work, and encourage with biblical principles in mind
- Demonstrate integrity in all interactions
- Value our relationship with each unique leader
- Exceed expectations for service in every dimension
- Invest in creating healthier communities

# Services for Business Leaders



## Executive Coaching

Personalized one-on-one coaching for business leaders who are willing, able, and eager to grow and become more effective in their roles. Through this process many business leaders:

- Strengthen Strategic Thinking
- Improve Time & Task Management
- Gain Focus & Direction
- Stimulate Self Awareness & Soft Skill Development
- Leverage Influence



## Business Consulting

Our business consulting process starts with your vision, then we provide insights and strategies to assist you with:

- Leadership Development Plans
- Strategic Thinking, Foresight & Planning
- Marketing Strategy & Execution
- Leadership, Team & Organizational Health Assessments
- Recruitment, Engagement & Retention Solutions



## Leadership Development

Our leadership development process enrolls business leaders in an action learning environment to enhance their skills and achieve outcomes. Our programs include:

- Executive Leadership Bootcamps
- Leadership Team Building
- Customized Executive Skills Training

Specializations, E.G.:

- Strategic Management
- Leading Organizational Change
- Developing High Performing Teams
- Coaching Skills for Executives
- DiSC, EQ, 360 Assessments



## Christian CEO Peer Groups

Our Christian CEO peer groups are a trusted and confidential community of like-minded CEOs and business owners that support each other into industry-leading performance and purpose – unlocking greatness.

Members benefit from several key environments:

### **CEOs2CEOs**

Best Practices Learning & Problem Solving Forum

### **ONE2ONE**

Personalized Executive Coaching

### **LIFE2LIFE**

Peer Relationship Building

### **Guest Speakers**

Learning From Outside Experts

**Authorized Chair for  
Convene Corporation**

**//** *"I have learned so much from my leadership coach. He's helped me focus on my role as a new manager, prioritizing my activities and developing me as a leader."* R. O'Neill, Business Manager



**//** *"Switzer Associates - Leadership Solutions' coaching of my leadership team collectively and individually has been an incredible blessing and brought results. They provide specific and tangible resources to equip, encourage and empower my key leaders to exceed in their performance goals by applying proven methods with leading their respective teams."*

*J. Williamson, Founder/CEO*

## About Us

Switzer Associates – Leadership Solutions has devoted itself solely to the study and practice of leadership development and providing key executive resources since 2003. Our Founder, Dr. Merlin Switzer has had a passion for leadership for more than 40 years. Executive coaching and leadership development programs are an integral part of our services.

Today, Switzer Associates – Leadership Solutions provides essential services to executive leaders, their teams, and businesses. Serving both small and mid-size businesses, the business leaders we assist come from a broad spectrum of industries, including Business and Information, Finance and Insurance, Government and Legal, Engineering and Transportation. Each are faced with their own unique challenges and motivations for growth. Additionally, a portion of our business is committed to coming along side of Christian business leaders.

Our employees and external associates have been carefully vetted to ensure they fit with our vision, mission, and values. They are highly competent as leadership coaches and business consultants.

We are proud to mention that historically, over 90 percent of requested work has been repeat or referral business. We have established a track record for upholding the highest quality in customer service.

## Get Started Today

Contact us today if you're a business leader willing, able, and eager to unlock greatness personally, with your team, or within your business. Our initial consultation is complimentary, with no-obligations.

Call (916) 788-1094 or email  
[Info@SwitzerOnLeadership.com](mailto:Info@SwitzerOnLeadership.com)  
[www.SwitzerOnLeadership.com](http://www.SwitzerOnLeadership.com)

