



# THE EAGLE

LEADERSHIP COLLECTIVE



## EAGLE MONTHLY MEMBERSHIP



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## AN EXCEPTIONAL EXPERIENCE FOR BRILLIANT LEADERS



As a discerning, driven, committed leader, you want to serve at your highest and best. You know how to execute. That is what has helped you reach this point... AND you are in this space where you are ready to accelerate your success. There is so much more that you want to accomplish. It can feel lonely sometimes because others are accustomed to you being there for them. But who is there for you? Who helps you work through your challenges, shares your excitement for your *big* vision, provides resources, shares insights, holds you accountable, and celebrates your success? We do, Welcome to the Eagle Monthly Membership! It takes more than marketing and selling to grow a thriving enterprise - including the brand that is YOU. Our overarching focus is:



### Effective Leadership

We work with you to help you develop the solid leadership competencies required to lead and grow your teams, organization, and capabilities.



### Strategy and Execution

We help you create compelling strategies that align with your optimal state (vision) and what makes what you do important (mission).



### Exceptional Experiences

Experiences shape team and customer expectations. We partner with you to help you intentionally deliver what you promise -- and do so with excellence.



## OUR UNIQUE APPROACH



Often, services are offered using one modality. You desire to gain knowledge, have excellent ideas, need solutions, and enjoy learning from others. Imagine this... rather than having to choose one service option, you will benefit from four powerful approaches uniquely wrapped in one experience.



**Facilitated Learning** allows us to share insights, information, tools, and resources that align with your growth plan. Content is customized based on the cohort's needs rather than using a cookie-cutter approach.



We know you have excellent ideas. Our **Masterful Coaching** framework maps your journey, guides your action planning, and holds you accountable for executing your commitments.

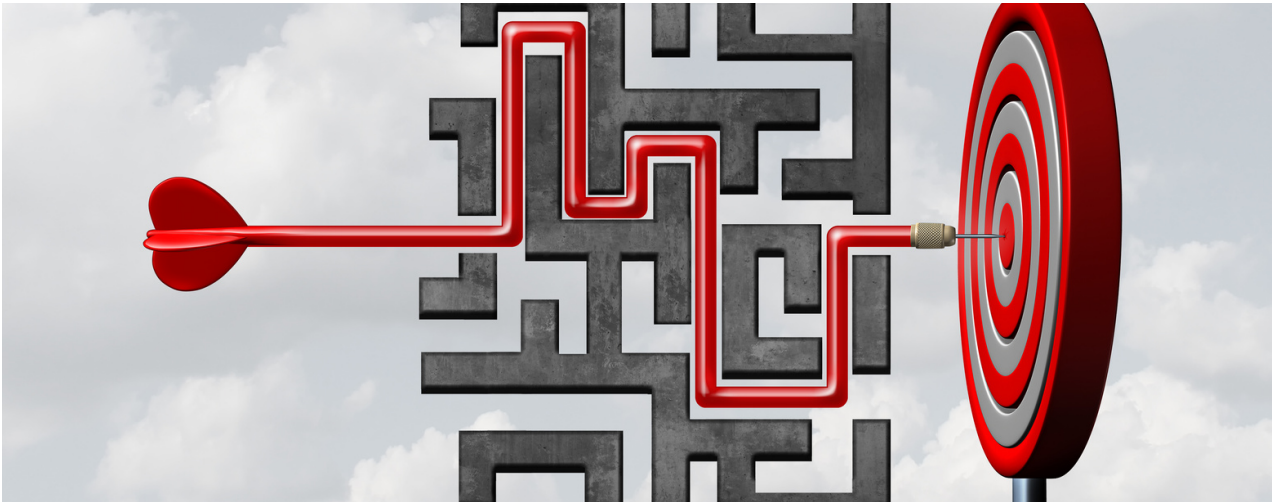



There is no need to wrestle with a solution that we can create for you. Our **Experience-based Consulting** provides customized, done-for-you solutions to drive performance excellence.



Learn from others who have "been there and successfully done that." We have learned from the best. Our **Mentoring** leverages proven models and experiences that accelerate your success.





Our  SOAR Planning Model™ strategic framework helps clients understand: What they do well; Potential obstacles, options for navigating them, and opportunities when successfully navigated; Actions required to achieve goals and maintain accountability; and Results that are expected, measured, and adjusted.



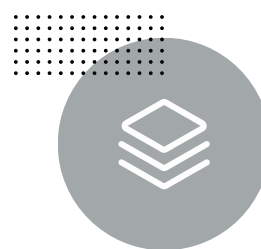
### Strengths

What do you do well that your clients will value?



### Obstacles, Options & Opportunities

What obstacles might you expect? What options do you have for navigating them? What opportunities might you leverage?



### Actions & Accountability

What will you do to achieve your desired results? How will you and others hold you accountable?



### Results

What results do you expect? How will you measure your results? What adjustments will you make?



## TYPICAL EXECUTIVE SERVICES IMPACT AREAS

While each leader and organization is unique, there are common areas that you navigate while building, growing, and sustaining your enterprises. These impact areas include but are not limited to the following:



- **Mindset Mastery** - Minimizing habits that inhibit personal and business growth and disrupt consistency
- **Operations Essentials** - Building the foundation and infrastructure for efficient, excellent execution
- **Minding Your Money** - Mastering the financial acumen required for business sustainability
- **Business Development** - Connecting with the target market, understanding needs, building profitable relationships & delivering clear value
- **Identifying Priorities & Aligning Resources** - Executing tactically, leading people, and managing resources effectively
- **Building Your Team** - Expand capabilities through multiple approaches to support business scaling
- **Attracting Corporate Clients** - Creating marketing strategies to connect with and serve organizations
- **Building Repeatability** - Increasing predictable efficiency through systems, processes, procedures, and practices



## LET'S BREAK IT DOWN

Using the SOAR Planning Model™, we will help you create a time-bound strategy that identifies priorities, incremental actions that fulfill near-term goals, and the people responsible for executing. The strategy is built on a well-defined mission and vision that, if it does not exist, will be created as part of this experience. Additionally, we will help you craft solutions

### **Mindset Mastery**

Personal foundation, self-care, healthy boundaries, quality of life, mind and body alignment, prioritization, clear and concise verbal and nonverbal communication, critical conversations, key leadership competencies

### **Operations Essentials**

Business structure (including trusts, umbrella companies, and subsidiaries) technology, intellectual property development and protection, office structure, product and service development

### **Minding Your Money**

Budgeting (projecting and tracking revenue and expenditures), building reserves, tax basics, financial systems & solutions, obtaining professional financial support, time value of money, financial reporting, insurance

### **Business Development**

Marketing, selling, advertising, market research, target market identification, relationship development, value proposition, value-based pricing, BD platforms, partnerships, collaboration, training & development, technology

### **Identifying Priorities & Aligning Resources**

Planning, project management, prioritizing tactical execution, aligning people, time, and money with priority goals

### **Building Your Team**

Increasing scalability, leveraging legal, financial, marketing, operations, administrative, coaching, mentoring, and consulting support, contracted services, collaboration, leveraging referrals

### **Attracting Corporate Clients**

Securing and serving organizational clients, developing marketing strategies to develop client relationships, legal, financial, and business considerations, service options, creating proposals, proof of performance

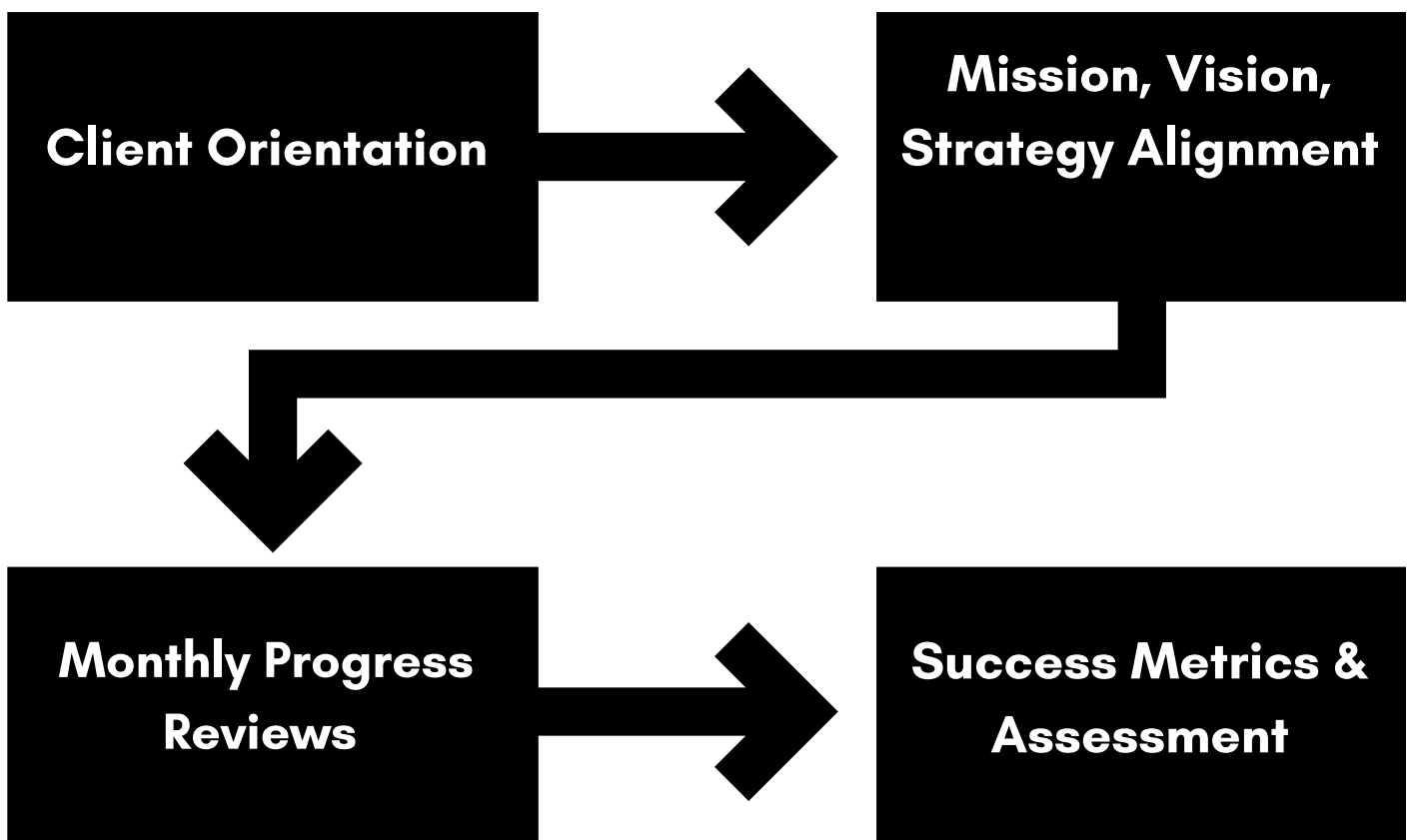
### **Building Repeatability**

Increasing predictability and efficiency through systems, technology, procedures, and processes, measuring effectiveness & adjusting as needed, developing standard operating procedures



## EAGLE MONTHLY MEMBERSHIP PROCESS

The Eagle Monthly Membership provides a customized approach that focuses specifically on your goals and desired outcomes. As collaborative partners, we will use our one-on-one time to explore ideas and craft solutions that will accelerate your growth, development, and goal attainment. We will meet twice monthly for one hour per session. The following process overviews the collaboration:





## WHO WE ARE



As a boutique leadership consulting and business development firm, we help our clients master proven success principles for long-term growth and sustainability. While there are innovative approaches that we use to help our clients achieve exceptional results, mastering the fundamentals is key to success. ***Our clients want results. We help them deliver.***

***How do we serve?*** Through award-winning leadership development and accelerated business growth approaches that help our clients maximize their time, energy, and money,

Sample clients include: Boeing, Children's Hospital of Philadelphia, Fifth Third Bank, PricewaterhouseCoopers, Raytheon, National Reconnaissance Office, Bloomin' Brands, Aramark, the Society for Human Resource Management, U. S. Army, Idaho National Laboratory, Raymond James, Dress for Success, and Scotiabank.

### Why The Batie Group?

We are organizational experts, bringing a fresh perspective and extensive experience. We are able to see your challenges differently and help you leverage what you already have to achieve greater results. You are the expert in what you do and are intimately engaged in your daily routines. You are required to achieve greater results with fewer resources. We are here to serve you.

Our experience is rich and diverse -- from Fortune 500 global companies to international nonprofit organizations. We understand the front lines as well as the C-Suite. We are comfortable having extremely uncomfortable conversations about challenging topics that our clients are navigating. We understand what makes organizations exceptional and we bring that knowledge to every single client engagement, regardless of size or operational maturity.





## YOUR EXECUTIVE

**LaFern Kitt Batie, MBA** is a seasoned Fortune 500 leader, dynamic global speaker, and CEO of The Batie Group. She is the visionary for the **Eagle Leadership Collective** and leads a team of partner CEOs and experts in finance, marketing, operations, and human resources who deliver services that will exceed your expectations. With accounting, operations, and human resources experience, she leads with high business acumen and a commitment to excellence. Clients value the results her business strategy, leadership consulting, corporate education, and professional speaking competencies help them achieve. LaFern earned a Bachelor of Science degree in Accounting from Salisbury University, a Master of Business Administration degree from the University of Maryland, and a leadership certificate from Harvard University. In addition to extensive professional leadership and coach training, LaFern is a published author and professional speaker.

**This team** collectively helps clients lead effectively, develop compelling strategies, execute excellently, and create exceptional experiences for their employees and customers. Clients rave about their ability to create practical, high-impact organizational solutions.



@LaFernKittBatie

**CEO, The Batie Group**

*"Secret Sauce for Brilliant Leaders"*



## YOUR INVESTMENT



### **Your investment includes:**

- Direct support from a seasoned leader who has worked with global brands and successful small businesses
- Initial Orientation and Growth Plan
- Unlimited email support

We take your investment seriously. As with any investment, we set the expectation for solid returns.

*What will be different about your results, time, profitability, energy, and effectiveness on the other side of working with a seasoned executive who can help craft solutions?*

*What will be different about you and your organization when you identify your priorities, consistently take action, and receive hands-on support from a top-notch team?*

*How will your opportunities change and transform your life and business?*



### **Eagle Monthly Membership**

Two sessions per month

One hour per session

90-Day Commitment

**\$1,200 USD per month**