



## What are your leadership challenges?

In a world of exponential change, increasing complexity, and systemic breakdowns, focusing on priorities, tactics and strategies may not be enough.

We look to our leaders to create resilient organizations—enterprises that can survive challenges we cannot even predict. Sustainable companies built on trust and commitment. Organizations where collaboration, teamwork and innovation happen naturally.

Are your leaders ready?



### CONTACT

Mark Cappellino  
Founder & Principal  
mark@primaryleadership.com  
615.383.9886

### PRIMARY FOCUS

Primary Leadership develops executives as great leaders to fully engage in creating breakthroughs for themselves, their people, and their organization. Leaders who can create and communicate a clear vision of their company's purpose, effectively generate a culture of responsibility, and inspire people to action. Leaders who, by developing their own awareness, masterfully lead in times of uncertainty.

### Leadership happens in conversation.

The conversations we have while transacting business every day can either nurture or undermine our relationships. Effective relationships are fundamental to sustainable success. That's why we focus our executive coaching on what's happening in key conversations in your organization. Wherever strategy and corporate culture intersect in an organization—from the C-suite and executive team to strategic project teams and directors—is where our services have the most impact.

We work one-on-one or in small teams to develop leadership competencies in:

- ✓ Nurturing effective relationships at every level of the organization
- ✓ Building trust and improving morale
- ✓ Sensing and identifying background conversations that have blocked progress
- ✓ Initiating and reframing difficult conversations to create opportunities for coordinating action, learning and innovation
- ✓ Using conflict as an opening to share different perspectives and collaboratively create breakthroughs.

Engagements vary in length, services and scope depending on your organizational objectives and leadership challenges. In addition to coaching sessions, we may recommend 360° assessments as a starting point for identifying issues or customized workshops to support specific learning needs.

### A TRUSTED ALLY

For more than 15 years, Mark Cappellino has successfully helped senior executives and their leadership teams in the Americas, Europe, and Asia become more effective, strategic leaders. His approach masterfully combines extensive training in coaching, organizational psychology, and management with more than 20 years of corporate experience. Mark is a professional coach in the SupportED Fellows program, a member of the International Coach Federation, and a charter member of the International Consortium for Coaching in Organizations.

## PRIMARY IMPACT

After working with Mark, each of us is a better, more open communicator.

Mark Cappellino worked with our senior management team during a time of difficult culture change. He is a fabulous listener. My senior management team was neither prepared nor able to handle difficult conversations that were important to building trust and helping us to navigate this transition. Mark creates a non-threatening learning environment that helps executives peel away the layers of emotion and fear to get right to the heart of the issues they are facing.

Michael Rosen  
President  
Kroll® Background America

The primary value of working with Mark was learning to be reflective of my leadership and personnel decisions.

Mark helped me think from a leadership frame, rather than an operational focus. He had a critical impact on my ability to articulate a clear vision for our work and for our unit, one that connects directly to an institutional context. I am more conscientious about my leadership style and my team benefits from having clear direction and vision.

Dr. Bennie Harris  
VP, Development & Alumni Relations  
Lipscomb University

Mark's uniqueness is in the way he listens, observes and then reacts.

In many cases, I thought quite a while about his observations and the questions he raised. I learned a lot about valuing and dealing with my emotions and how to use them as an "internal consulting service". I also learned to look more optimistically at my future as a professional and to not hide myself at my current level.

Rolf Zimmer  
Director of IT Germany, Austria & Switzerland  
Microsoft

## SELECT CLIENTS

