



***"The Brand Ambassador workshops are absolute GOLD. They exceeded my very high expectations and the results that Berkeley ECI is helping us achieve are astounding."***

— Tom Bagwell, EVP, Peterson Cat

***"Outstanding - eye opening. I truly hope I can help drive the company changes."***

— participant, Brand Ambassador workshops

***"The Brand Ambassador Program provided new tools and foundations for being able to incorporate the newly minted Berkeley Operating Principles as actionable values"***

— Erin Gore, Associate Vice Chancellor, CFO, UC Berkeley

## Leader as Brand Ambassador



### Why Brand Ambassador matters?

We believe that people are a company's greatest asset. It is the people in the organization who delivers on the promise of the brand and what the organization stands for. A true brand ambassador culture exists when all employees act as stewards, guardians and role models of the organization's brand. Our Leader as Brand Ambassador Program builds a community of excellence within a company's workforce, resulting in increased employee engagement, exceptional customer service that in turn leads to growth and profitability for the organization.

### What makes a Brand Ambassador?

This program focuses on developing each individual to become:

- a role model of the organization's core values
- an inspirational communicator who can enroll others into the company's vision
- a steward and guardian of the brand

### Who are Brand Ambassadors?



The Leader as Brand Ambassador Program is co-developed and co-delivered by Berkeley ECI and the client to create a program that deeply addresses the organization's vision, mission and values.

The program typically follows a top-down model with co-facilitation by the leaders of the organization. This allows the leaders of the organization to internalize the Brand Ambassador concepts and skills and role model the organization's values in a deep and meaningful way.

Through this comprehensive and highly interactive program, employees at every level and in every role develop interpersonal communication and relationship-building skills. This program creates a culture of action and positive environments in which customer expectations are exceeded at every interface.

**For more information and to customize a Brand Ambassador program for your organization, contact Mehmet Sevinç at +1-415-603-9448 or [mehmet@berkeleyeci.com](mailto:mehmet@berkeleyeci.com)**

## Program Structure

### Component #1: Leadership Academy

*To develop the skills to become Leader as Brand Ambassador*



#### Part I: Leader as Communicator

Using an innovative approach, this program uses Active Communicating® methodology to help participants to become impactful and inspirational communicators. In both one-on-one and group interactions, participants master the basic building blocks of communication, including presence, awareness, concentration, listening, and speaking. Through presentations, peer coaching, and lectures, participants will sharpen their authentic and persuasive communication skills, develop critical listening experience, improve their abilities to give, receive, and apply feedback, and gain confidence in their communication abilities both within the group and for the customers they serve.



#### Part II: Leader as Coach

Leaders play different roles in organizations. The role of the coach enables them to unleash the full potential in others. The Leader as Coach trains managers to become coaches for their employees. Using the Berkeley ECI coaching methodology, managers understand what motivates their employees and unlock the power within each of them. They become trusted advisors for their employees and experts in active listening.



#### Part III: Leader as Teacher

The Leader as Teacher workshop continues the development of personal behavior and commitment, as leaders becoming role models, guardians, and stewards of the brand. This workshop enables managers to not only role model but also develop others to have the skills to become Brand Ambassadors. Participants learn both facilitation and curriculum development skills which allow them to be play the role of teachers in the workplace, continuing ongoing Brand Ambassador education within their workgroup.

### Component #2: Brand Ambassador Project

*To integrate skills and apply to the organization*



In this phase, participants take the skills they learned and create a campaign around a real issue they see in their organization. By integrating the skills they learned from the Leadership Academy, participants will conduct research to gather info, analyze findings as a team, brainstorm ideas to address the issue, and communicate their findings, solutions and vision.

### Component #3: Executive Coaching

*To support leadership in individualized change*



#### Part I: Leadership Assessment Study

For each participant to become a successful brand ambassador, they must first be aware of what is already working versus what needs work in their leadership style. Berkeley ECI will provide a customized leadership assessment that incorporates self-assessment and peer input. It also lays the foundation for the 1-on-1 coaching work.



#### Part II: 1-on-1 Executive Coaching

Participants will receive 1-on-1 Executive Coaching from a Berkeley ECI certified coach. The role of the coach is to help the coachee stay true to his or her goals, objectives, and commitments. The executive coaching program can be customized in different ways:

- Number of coaching sessions and frequency
- Coaching in-person or remotely (via teleconferencing or phone)

***Upon completion of the program, participants will receive a certificate of completion from Berkeley Executive Coaching Institute.***



# The Berkeley Executive Coaching Institute



The Berkeley Executive Coaching Institute (Berkeley ECI) provides executive coaching and training programs to executives and coaches around the world. Under the leadership and guidance of Founder Dr. Mark Rittenberg, our executive coaches and facilitators have transformed leaders in organizations and corporations in more than a dozen countries. Our Active Communicating® methodology is rooted in theater as heightened communication, and draws from the disciplines of the martial arts and from cross-cultural anthropology.

Inspired by our common humanity, our mission is to enable all people to develop their authentic selves, live their values and make a positive impact in their organizations and the world.

## Who We Are

### Mark Rittenberg, Ed.D., M.A.



Founder, Executive Coach  
Distinguished Lecturer  
UC Berkeley Haas School of Business  
Northwestern University  
Kellogg School of Business

### Doy Charnsupharindr, M.B.A.



CEO, Executive Coach  
Lecturer  
UC Berkeley Haas School of Business  
UC Davis School of Management

### Susan Houlihan M.B.A.



COO, Executive Coach  
Lecturer  
UC Berkeley Haas School of Business

We've helped Fortune 500 companies, leading business schools, government agencies and social-action groups around the world make a positive impact on their organizations and their own lives. Our instructors and certified coaches are experienced business professionals with decades of management and leadership experience as well as academic credentials from top universities.

## Our Programs

### Leadership & Coaching Certificate Program

Offered in affiliation with the UC Berkeley Executive Education, the Berkeley Executive Coaching Certificate Program is a ten-day bootcamp plus six-month training for executives seeking to become better managers and leaders, as well as individuals interested in becoming executive coaches.

### For Individuals

Build powerful leadership through our programs for individuals, including Authentic Leadership Presence, Storytelling for Leadership, Creativity in Leadership.

### For Teams & Organizations

Our customized programs create highly engaged employees and transformed organizations. Programs include Creating a High-Impact Team, Culture Transformation, Leadership Academy, Building a Coaching Culture.

### Executive Coaching Services

Our global network of coaches serves leaders around the world. Coaching programs can be customized for individuals, teams and organizations.

## Our Clients

Leading organizations and business schools around the world, including:



The Stock Exchange of Thailand