

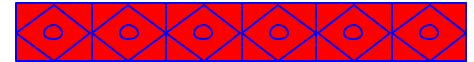
## WHY HERSHER? OUR PHILOSOPHY

*Hersher Associates, Ltd. has been providing pragmatic, creative, and effective career guidance to professionals for over 27 years through our executive search practice. Organizations have sought the firm's advice on organizational structure and employee/position effectiveness and have benefited from these consulting services. Achieving the right skill and cultural fit takes a value driven, thorough evaluation of the professional. This assessment is conducted with the utmost concern for the individual.*

*Our executive coaching, outplacement services and career development expertise has grown in demand over the last few years.*

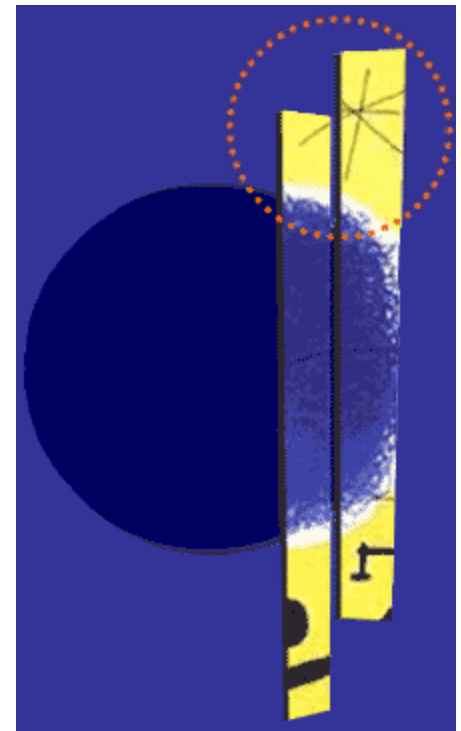
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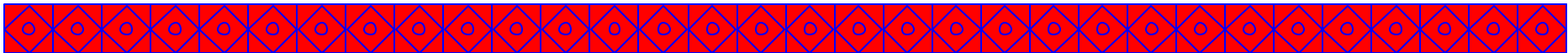
## Executive and Organizational Coaching Program

**Hersher Associates, Ltd.**



**847-272-4050**

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## **Hersher Associates, Ltd.**

### **Executive and Organizational Coaching**

Industry trends are making the need for these services essential.

Information technology leadership in healthcare has been affected by tremendous change. Organizations are dedicating more resources than ever to technology. There is a significant need to provide coaching services to a large group of executives who may find it necessary to change their career direction. Executives and professionals in IT are seeking guidance regarding their future careers.

Organizations are undertaking change at the executive levels to be proactive in today's marketplace. Information technology is a driver and a critical element in the transformation of healthcare. Significant organizational re-design is occurring in the technology areas. New types of positions are being added to the organizational charts to meet current and future demands on technology services. Chief Information Officers are revamping their approach to staffing and assessing their human resource strategy to meet organizational goals.

### **Executive Coaching**

#### **WHO WOULD BENEFIT**

- Professionals in information technology seeking to position themselves for career growth and opportunity
- Executives in transition
- Responsible organizations offering outplacement services to transitioning employees
- Educational sessions are designed for senior executive teams to understand and support organizational changes

#### **SERVICES**

- Goal Identification
- Plan of action developed
- Personal assessment
- Skills inventory and exploration
- Current career position
- Dealing with current situation
- Personal style and presentation
- Current job market
- Resume development
- Conducting an effective job search
- Evaluation of market opportunities
- Follow-up and support

#### **BENEFITS TO CLIENTS**

Whether our client is the organization offering support services to an employee or an individual IT professional, our professional executive and organizational coaching services are personalized and tailored to specific needs. We are results oriented and have successfully guided many transitioning executives into their next career opportunity.

## **Hersher Associates, Ltd.**

### **Organizational Assessment, Design and Coaching**

Clients have often asked for Hersher Associates, Ltd.'s assessment of current organizational structure and sought recommendations for changes to optimally serve the needs of the enterprise. This has included suggestions regarding the reporting relationship of the Chief Information Officer, and other senior information technology leadership, modification or addition of positions in information technology, and an evaluation of employee / position effectiveness.

Many organizations have benefited significantly from this process and have seen enhanced performance of technology services and improved customer satisfaction.

#### **SERVICES**

- Understanding of the situation causing the change
- Interviews with leadership and key players to evaluate their corporate culture and customer satisfaction with information technology
- Assessment of organizational structure
- Position review
- Feedback regarding industry trends and effective structures
- Organizational design recommendations
- Suggestions for implementation timing/phasing
- Coaching the organization through the changes for optimum success

**Hersher**