

Real Edge Consulting

Give Your Team a Real Edge

Become Authentic. Measurable. Inspired.



Organization and Team Leaders Say Staci's Real Edge Helped Them to:

"Staci helped us develop a full performance review package that enables our managers to run it on their own. I judge how well we're doing by how well we meet our goals, but also how often I have those moments when I feel that I'll never get through this. Last year I had that feeling at least twice a week. This year I have only had it once or twice in the whole first quarter. Fire drills have died down. We've learned about how our behaviors impact others"

*Ndola Prata
SVP, COO*

*Venture Strategies
Innovations*

"Staci has fantastic insights into creating high performance teams and leadership. The team and its members have all achieved a high degree of collective and individual success."

*Kristin Valente
Sr. Partner, Ernst & Young*

- Achieve growth goals in competitive markets
- Keep surveyed 33% attrition to 13%
- Retain and promote "star" performers
- Align team efforts with organization mission, vision, values, and 2 to 5 year goals
- Clearly rationalize and define roles and responsibilities
- Reduce fire drills
- Gain much-needed momentum and streamlining
- Relieve the stress of sensitive performance processes
- Build performance review packages managers can run well on their own
- Effect performance turnarounds in hours instead of months

"Staci helped us define our organizational strategy, goals, bold steps, roles, and measures via a cascaded balanced scorecard. When glitches arose, she resolved them calmly and quickly. In our start-up, each team member is key, and her coaching and consulting was able to align them with our organization's mission, vision, values, and 2 to 5 year goals. Now we all know where we're headed, and this has given our work much-needed momentum and streamlining...I highly recommend Staci."

*David Pennise
Technical Director
Berkeley Air Monitoring Group*

"Staci helped us grow our business by identifying, hiring and on-boarding a key employee with an unusual skill set. She's also helped us re-energize low performers through a mix of balanced scorecards, enhanced performance reviews, and leadership coaching."

*Dana Charron
Managing Director &
Partner
Berkeley Air Monitoring
Group*

"What a great meeting yesterday. Performance reviews are a sensitive topic, and I could feel the stress when we first started. But I think that everyone felt heard, and understood that having access to your coaching is a big perk for them.

*The fact that they all walked out smiling and laughing is an excellent "measure" of success."
Melodie Holden
President, COO
VSI*

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Emerging Leaders Say Staci's Real Edge Helped Them to:

In Organizations:

"Staci worked with me to develop the personal skills to transform and lead a team which faced management challenges. I was able to make some bold moves...I was able to make partner..."
Sr. Partner, Ernst & Young

"I started working with Staci at a point in my career where I was "browned out" and unsure of what I wanted to do/be long term. I worked closely with Staci ... This helped me commit to a long-term strategy that has truly resulted in a life balance and satisfaction that energizes me today."

Tim Stephens
Co-Lead Partner
Ernst & Young

"You were both were fantastic yesterday! At the evening reception, the ladies mentioned to the audience that the training with you was the highlight of San Francisco and that they realized that they are leaders even though they didn't know it."

Christina Stansell
Sr. Manager
Institute for
International Education

- Build momentum and focus in their teams
- Take appropriate and effective risks
- Adapt quickly to a challenging or new environment
- Manage themselves better in difficult situations and circumstances
- Choose to stay with a long-time employer or career path
- Gain better understanding of how their particular top leadership team works and how they can help them
- Learn how their behaviors impact others
- Realize they are leaders though they don't know it
- Tell a meaningful story to others
- Gain a method for understanding the meaning of their own, others', and their team's experiences
- Rebuild their confidence, energy, and drive
- Obtain certainty about what's most important to them
- Learn to reinforce the aspects of their career they love and manage the aspects they do not like
- Achieve life balance and satisfaction that energizes over the long haul
- Identify and commit to a long-term career strategy
- Gain clarity on their goals
- Outline 3-point strategy to kick-start the career search
- Produce stand-out resumes
- Gain confidence to leverage their network
- Get multiple offers

In Transition:

"I asked you for some prep help on a Cisco Finance opportunity. Well, your suggestions were fantastic, and I ended up getting an offer with them, as well as with McKesson and Genentech!"

Virginia Nee
Haas MBA, 2011

"You provided me with some great advice which I found very helpful throughout the interview process. As a result, I received three offers which I am currently evaluating. Thank you for your insight and guidance!"

Vera Petkova, Manager,
Alvarez & Marsal

"My first two one-on-one hours with her were worth more than their weight in gold. Staci helped me revamp my resume...A leading video game publishing executive said right off the bat, "This is the best resume I've seen. Ever." ... The result — multiple offers!"

Patti Lew
Marketing Consultant
Leapfrog

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Deliverables, Tools and Competencies Used

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<p>Organization</p> <ul style="list-style-type: none"> • Mission/Vision/Goals/Values Development • Cascaded Balanced Scorecard Development • Organization/Role/Job Design • Workplan/Meeting Design/Development • Team Facilitation/Development (e.g. MBTI) • Leadership Coaching/Training • Career Path/Certification Development • Recruiting • Comprehensive Performance Management Programs • Train the Performance Reviewer • Difficult Conversations Training • Communications Strategy/Plans <p>Teams</p> <ul style="list-style-type: none"> • Group facilitation • Appreciative Inquiry • MBTI Team analysis • Thomas Killmann Conflict Inventory • DiSC Personality Assessments • Learning Styles Assessment 	<p>Emerging Leaders</p> <ul style="list-style-type: none"> • One-on-one leadership development • Performance turnarounds • Customized Career Path Development • Team, participatory goal-setting meeting design/devt • Scenario analysis • Decision mapping • Root cause analysis • Difficult conversation analysis and prep • Communication strategy & plan development • Conflict resolution • Managing Up • Leadership communications training • Authentic narrative development • MBTI analysis <p>Sample Tools</p> <ul style="list-style-type: none"> • Situation Assessment • Gap Analysis Development Plans • 360 degree Feedback • Emotional Intelligence Assessment • Accordence negotiations • ThoughtBridge negotiations • The Science Behind “Lie to Me” Lie Detection procedures • Narrative Analysis/Development • MBTI Step II 	<p>Individuals</p> <ul style="list-style-type: none"> • Career strategy • Career tactics • Career transition inquiry/self-assessment • CareerLeader Assessment • Hudson Values Inventory • Schein’s Career Anchors Inventory • MBTI Analysis • Ideal job development <ul style="list-style-type: none"> • Networking plan development • Networking strategy and tactics training • Written communications strategies • Strategic resume development • Targeted Cover letter development • Interview strategy/tactics • Negotiation strategy/tactics • Value-Based Offer Analysis



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“Before we started working together...I was at the end of my rope... I know the difference now between good and bad coaches through other experiences; you were one of the best. Staci, you have been a great inspiration to me....”

Kristin Valente, Sr. Partner, Ernst & Young

For 22 years Staci Collins has helped over 1000 consultants, engineers turned business managers, finance managers, marketing professionals, executive directors, VP's, CXO's, nurses, tool & die makers, program managers, and most every other kind of professional find the careers and organization performance that gets them the career progress, retention, results (and happiness) they want.

Staci began coaching over 200 mid- to senior-level executives from companies such as Oracle, Chevron, Bank of America, and Apple on proactive job search communications in 1988 with the Pharos Companies in the shadow of the Pyramid Building. The self-marketing communication methodology she learned there, combined with a talent for interviewing & story-assessment developed during her B.A. degree in psychological and religious Anthropology from Harvard, helped six-figure executives land new jobs in weeks rather than months.

In 1995 Staci completed her Berkeley MBA in Organizational Behavior and with her team won the Miles OB competition. She became a consultant first with Accenture (formerly Andersen Consulting) where she designed jobs and career paths for Pac Bell Mobile Services, conducted a human resource audit and forecast for Harrah's; then she developed and delivered large scale process training for the Gap. Staci continued research into management performance, as part of a core team studying Fortune 100 CEO's Capacity to Change where she met with the heads of NationsBank and Warner Distribution during critical transitions; also she thematically analyzed HP global managers' feedback for Corporate Marketing. Using a phased consulting approach with methodology, deadlines, and deliverables is a differentiator of Staci's coaching style.

Staci also performance-coached 60+ Information Systems senior managers and partners at Ernst & Young: seven of whom became partners. Then she served as Director for People at Vitalz.com, and today she helps start-ups and social ventures hire/onboard managers and develop comprehensive performance programs that streamline efforts and drive momentum, as well as coaches emerging leaders on communications that drive career and team performance by being authentic, measurable, and inspired. Meet [Staci on LinkedIn](#).