

COACH JEFF

LEADERSHIP THAT TRANSFORMS

BUILDING LEADERS TODAY.  
TRANSFORMING  
ORGANIZATIONS  
TOMORROW.

# EMERGING MANAGER ACCELERATOR™

Lead Yourself. Lead Others.  
Deliver Results.

## CORPORATE LEADERSHIP DEVELOPMENT PROSPECTUS

An 8-week leadership capability solution designed to build manager effectiveness, improve team performance, and strengthen the organization's leadership pipeline.

JEFFREY ROSALES, GMBA  
PROFESSIONAL COACH



DEVELOP  
LEADERSHIP  
CAPABILITY



ENGAGE AND  
EMPOWER  
TEAMS



DRIVE PERFORMANCE  
AND ACCOUNTABILITY

# Letter from Coach Jeff

## To the Executive Leadership Team:

The most common point of failure in organizational growth is not strategy, but the capability gap between an individual contributor and a leader. We promote our best technical experts into management roles, yet we rarely provide them with the operating system required to lead.

This "accidental manager" phenomenon creates a bottleneck that stifles innovation, compromises team engagement, and ultimately erodes bottom-line results.

The Emerging Manager Accelerator™ is designed to bridge this gap. This program moves beyond the traditional workshop model, shifting from passive learning to deliberate, active practice. By focusing on the whole person, developing the character and the competencies required for leadership; we do not just train managers; we form leaders who can sustain high performance and drive organizational outcomes.

I invite you to review this prospectus. My goal is to partner with you to build a leadership pipeline that is not only competent but resilient and ready for the future of work.

Sincerely,



Jeffrey Rosales, GMBA  
Professional Coach

# Executive Summary

In today's volatile business environment, organizations face a critical risk: the decline of mid-level management effectiveness. As technical complexity increases, organizations often see their highest potential talent plateau due to a lack of leadership support.

## The Reality of the Challenge

- **Technical expertise is not leadership.** The skills that drive individual success (execution, subject matter mastery) are distinct from those that drive team success (influence, coaching, strategic alignment).
- **Organizational Risk.** Weak management leads to disengagement, talent attrition, and inconsistent operational outcomes.

## The Solution

The **Emerging Manager Accelerator™** is an 8-week leadership capability solution designed to build manager effectiveness, improve team performance, and strengthen the organization's leadership pipeline. Through executive coaching, applied learning, and workplace leadership projects, participants develop the practical skills and behaviors required to lead confidently and deliver measurable business results..

## Expected Business Impact

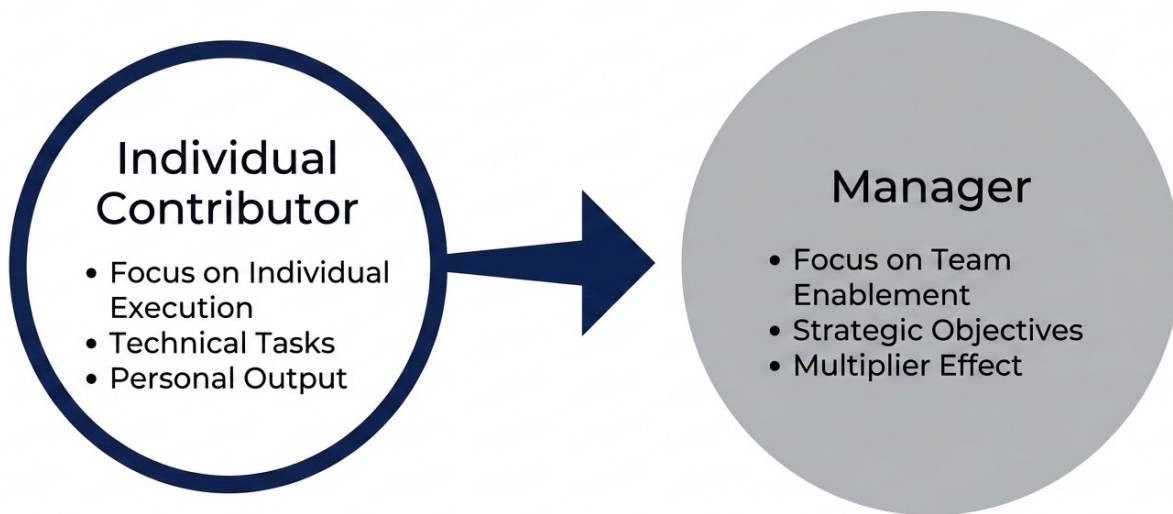
- **Increased Retention:** Developing managers creates a culture that retains top talent.
- **Accelerated Productivity:** Empowered managers build more effective, autonomous teams.
- **Strategic Alignment:** Leaders who understand their role as force multipliers for organizational strategy.

# The Leadership Challenge

Most organizations suffer from the "Expert's Trap." We promote individuals based on their past performance as individual contributors, assuming that technical excellence predicts leadership success.

## Why Transitions Fail

1. **The Shift in Scope:** New managers often attempt to "do" the work rather than "lead" the work, causing bottlenecks.
2. **Lack of Framework:** Without a codified model, leaders default to their own personal intuition, which is often inconsistent and unreliable.
3. **The Competency Gap:** Leaders need to manage upwards, outwards, and downwards, a complex web of relationships for which they are rarely trained.



# Why Investing in Emerging Managers Matters

Organizations invest heavily in recruiting and promoting high-performing employees. Yet many newly promoted managers receive little formal preparation for leading people, coaching performance, and driving results.

Leadership capability directly influences employee engagement, productivity, retention, and customer experience. Investing in emerging managers helps organizations build stronger leadership pipelines while reducing the risks associated with ineffective management.

## Employee Engagement

*Managers account for approximately 70% of the variance in employee engagement.*

Source: Gallup. (2024). *State of the Global Workplace: 2024 Report*.  
<https://www.gallup.com/workplace/349484/state-of-the-global-workplace.aspx>.

## Employee Retention

*Employees are significantly more likely to remain with organizations where managers provide coaching, recognition, clear expectations, and opportunities for growth.*

Source: Gallup. (2024, June 11). *3 Key Insights Into the Global Workplace*.  
<https://www.gallup.com/workplace/645416/key-insights-global-workplace.aspx>



## Productivity

*Organizations with highly engaged employees experience 18% higher productivity.*

Source: Gallup. (2024, June 11). 3 Key Insights Into the Global Workplace. <https://www.gallup.com/workplace/645416/key-insights-global-workplace.aspx>.

## Business Performance

*Organizations with highly engaged employees achieve 23% higher profitability compared with those with lower engagement.*

Source: Gallup. (2024, June 11). 3 Key Insights Into the Global Workplace. <https://www.gallup.com/workplace/645416/key-insights-global-workplace.aspx>.

**Organizations do not become high-performing by chance. They become high-performing by intentionally developing managers who can engage people, execute strategy, and deliver results.**

# Introducing the Emerging Manager Accelerator™

**The Emerging Manager Accelerator™ is an 8-week leadership capability solution that equips newly promoted and early-career managers with the mindset, skills, and practical tools to lead people effectively, improve team performance, and strengthen organizational leadership capability.**

## **Purpose**

To systematically install the mindset, skill set, and tool set required for successful leadership transition.

## **Vision**

A workplace culture where every manager is a coach, and every team is a high-performing engine of organizational results.

## **Mission**

To equip emerging managers with the practical frameworks and executive support necessary to deliver sustained business value.

## **Program Philosophy**

We believe in "whole-person formation." We don't just teach management techniques; we build the character, resilience, and emotional intelligence required to sustain leadership roles over the long term.

# Why This Program Is Different

| Feature                      | Traditional Training | Emerging Manager Accelerator™      |
|------------------------------|----------------------|------------------------------------|
| <b>Delivery</b>              | One-off workshops    | 8-week progressive journey         |
| <b>Coaching</b>              | Rarely included      | Bi-weekly 1:1 Executive Coaching   |
| <b>Workplace Application</b> | Theoretical          | Applied Leadership Projects (LIPs) |
| <b>Business Impact</b>       | Difficult to measure | Measured via KPI improvement       |
| <b>Accountability</b>        | Low/None             | Weekly action audits               |



# The LEAD™ Leadership Framework

The program is anchored by the proprietary LEAD™ framework, ensuring that managers have a repeatable, logical structure for every leadership interaction.



- **L — Learn Yourself:** Build the self-awareness, discipline, and emotional regulation required for authentic influence.
- **E — Engage Others:** Develop the relational intelligence to listen deeply, ask powerful questions, and build psychological safety.
- **A — Accelerate Performance:** Shift from control to empowerment. Use coaching methodologies to unlock team potential.
- **D — Deliver Results:** Formalize accountability and ensure that every leadership conversation ends in a clear action, timeline, and commitment.

# Program Journey

The transition to leadership is a process, not an event.

1. **Leadership Assessment:** Pre-program diagnostic to identify individual growth areas.
2. **Weeks 1-8:** Progressive modular workshops focused on the LEAD™ pillars.
3. **Leadership Improvement Project (LIP):** An ongoing, real-world initiative within the organization.
4. **Graduation:** Final presentation of project results and ROI to stakeholders.

## Program Overview

- **Duration:** Eight weeks of intensive growth.
- **Engagement:** One two-hour leadership capability sessions per week.
- **Coaching:** Bi-weekly 1:1 executive coaching sessions to personalize the learning.
- **Reflective Practice:** Mandatory leadership journaling and structured feedback loops.
- **Accountability:** Dedicated action plans reviewed weekly with peers and coaches.
- **Target Participants:** 12–15 high-potential managers per cohort.

# Learning Outcomes

| Category                   | Desired Outcome                                            |
|----------------------------|------------------------------------------------------------|
| <b>Self-Leadership</b>     | Mastering emotional regulation and personal productivity.  |
| <b>Strategic Clarity</b>   | Translating high-level goals into daily team actions.      |
| <b>Talent Development</b>  | Shifting from a "Boss" to a "Coach" mindset.               |
| <b>Conflict Resolution</b> | Navigating difficult conversations with poise and empathy. |
| <b>Accountability</b>      | Building a culture of ownership and follow-through.        |

# Curriculum Overview

| Week | Module                        | Learning Objectives                 | Leadership Tools    |
|------|-------------------------------|-------------------------------------|---------------------|
| 1-2  | <b>Phase 1: Lead Yourself</b> | Emotional Intelligence & Discipline | Self-Audit Toolkit  |
| 3-4  | <b>Phase 2: Engage Others</b> | Active Listening & Trust Building   | The Coaching Canvas |
| 5-6  | <b>Phase 2: Accelerate</b>    | Feedback Loops & Delegation         | Empowerment Matrix  |
| 7-8  | <b>Phase 3: Deliver</b>       | Execution & Accountability          | ROI Scorecard       |

## Phase One — Lead Yourself (Weeks 1–2)

True influence is an inside-out process. Before managing others, a leader must master their own behavior, biases, and emotional triggers.

### **Key Focus Areas:**

- Defining your leadership identity.
- Managing the "Expert's Ego."
- Time management and energy auditing.

## Phase Two — Lead Others (Weeks 3–6)

This phase shifts the paradigm from "Telling" to "Forming." Leaders learn to utilize the LEAD™ framework to navigate complex interpersonal dynamics.

### **Key Focus Areas:**

- The Art of the 1-on-1 Meeting.
- Coaching for performance vs. managing for compliance.
- Building psychological safety within diverse teams.

## Phase Three — Deliver Results (Weeks 7–8)

In the final phase, participants integrate their skills to execute strategy and drive measurable value for the organization.

### **Key Focus Areas:**

- Sustaining high-performance cultures.
- Managing up and across the organization.
- Presenting the business impact of leadership.

# Leadership Improvement Project

The program concludes with a capstone project that ensures immediate return on investment.

- **Purpose:** To demonstrate ROI immediately by solving a real business problem.
- **Scope:** Participants identify a bottleneck or opportunity within their current department and apply the LEAD™ framework to address it.
- **Outcome:** A formal presentation of the results, including data-driven outcomes and cultural shifts.

## Executive Coaching

Bi-weekly 1:1 sessions act as the "connective tissue" of the program, ensuring that theoretical concepts are applied to the unique challenges of each manager.

- **Individual Coaching:** Tailored support for personal leadership hurdles.
- **Peer Coaching:** Collaborative problem-solving within the cohort.
- **Manager Involvement:** Alignment sessions with the participant's direct supervisor to ensure organizational support.

## Learning Methodology

The Emerging Manager Accelerator™ adopts an experiential learning approach that emphasizes workplace application, coaching, and facilitated learning, consistent with the principles of the 70–20–10 Learning Model.

- **70% Experiential:** Applied learning through the Leadership Improvement Project.
- **20% Social:** Peer-to-peer learning and 1:1 executive coaching.
- **10% Formal:** Applied leadership labs and curated frameworks.



# Measuring Success

We use a 4-level evaluation model to ensure the program delivers on its promise:

1. **Participant Experience:** Engagement and satisfaction with the curriculum.
2. **Learning:** Mastery of the LEAD™ framework and leadership tools.
3. **Behavior Change:** Observed shifts in management style (via 360 feedback).
4. **Business Results:** Quantifiable impact of the Leadership Improvement Project on departmental KPIs.

## Organizational Benefits

- **Leadership Readiness:** A pipeline of managers ready for senior roles.
- **Employee Engagement:** Drastic reduction in "accidental manager" friction.
- **Retention:** Keeping your highest performers by giving them great leaders.
- **Succession Planning:** Identifying future executives early.
- **Coaching Culture:** Transforming the organization into a learning environment.

# Measuring Return on Leadership Investment

The **Emerging Manager Accelerator™** evaluates success across three levels to ensure that leadership development translates into measurable workplace outcomes.

*While organizational performance is influenced by multiple factors, the program is designed to strengthen manager capability, improve team effectiveness, and contribute to long-term organizational success.*

| Level                 | Success Question                               | KPI                                  | Measurement                                                                                                                                |
|-----------------------|------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Leadership Growth     | Has the participant developed as a leader?     | Leadership Capability                | Improvement in pre- and post-program leadership assessment                                                                                 |
| Workplace Application | Is the participant applying what they learned? | Leadership Improvement Project (LIP) | Successful implementation of a workplace improvement initiative using the LEAD™ Framework                                                  |
| Early Business Impact | Has the participant created measurable value?  | Business Results                     | Achievement of agreed LIP objectives (e.g., improved productivity, communication, accountability, process efficiency, or customer service) |

# Pilot Partner Leadership Solution

## Build Your Next Generation of Leaders

The **Emerging Manager Accelerator™** is offered as an exclusive pilot partnership for organizations committed to strengthening their leadership pipeline and developing high-performing emerging managers.

The pilot engagement is intentionally limited to **three founding partner organizations** to ensure a highly collaborative implementation, personalized support, and continuous refinement based on participant and organizational feedback.

## What Your Organization Receives

### Leadership Development Experience

- Eight (8) interactive leadership capability sessions (2 hours per session)
- One structured Leadership Improvement Project (LIP) for each participant
- Practical workplace application using the LEAD™ Leadership Framework

### Executive Coaching & Support

- Bi-weekly executive coaching sessions
- Peer learning and coaching circles
- Leadership action planning and accountability reviews
- Supervisor alignment and support throughout the program

## **Assessment & Measurement**

- Pre- and post-program leadership assessment
- Leadership Improvement Project evaluation
- Final business presentation of project outcomes
- Program completion certificate

## **Organizational Deliverables**

At the conclusion of the program, your organization receives:

- Executive summary of program outcomes
- Leadership capability assessment results (cohort level)
- Leadership Improvement Project presentations
- Recommendations for sustaining leadership development

## **Program Investment**

**CAD 25,000 per cohort**

**Recommended Cohort Size:** 10 Emerging Managers

**Program Duration:** 8 Weeks

**Delivery Format:** Virtual

# Founding Partner Benefits

As one of our partner organizations, you will receive:

- Priority scheduling
- Customized examples and case discussions aligned with your business context
- Structured implementation support throughout the engagement
- Opportunity to influence future enhancements of the Emerging Manager Accelerator™

## A Strategic Investment in Leadership

**Leadership capability is not built through one-time training. It is developed through structured learning, workplace application, coaching, and accountability.**

The Emerging Manager Accelerator™ equips emerging managers with the practical leadership skills required to build engaged teams, strengthen accountability, and deliver measurable business results.

# About Coach Jeff



Jeffrey Rosales, GMBA, is an executive leadership coach with over 19 years of experience in corporate leadership, governance, commercial operations, and organizational performance. He has led strategic initiatives, strengthened operational discipline, improved commercial outcomes, and developed leaders in complex business environments.

In addition to his corporate career, Jeff has served for more than 12 years as a faculty member at the University of Asia and the Pacific (UA&P), where he teaches organizational behavior, self-leadership, and professional

development. His work bridges executive practice and leadership education, equipping emerging managers with practical tools to lead people effectively and deliver measurable business results.

Jeff holds a Global MBA from the University of Western Australia, a Postgraduate Diploma in General Management from the Asian Institute of Management, and is a professional coach and member of the International Coaching Federation (ICF).

He has coached and mentored professionals and students from the Philippines, Australia, Hong Kong, Taiwan, and the United States, helping them build the confidence, capability, and leadership effectiveness needed to succeed in today's workplace.

# Contact Page

## Let's Build Better Leaders Together

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# Evidence Base

The Emerging Manager Accelerator™ is informed by internationally recognized research and leadership development frameworks, including:

- Gallup – *State of the Global Workplace (2024)*
- Kirkpatrick Four-Level Evaluation Model
- International Coaching Federation (ICF) Core Competencies
- 70-20-10 Learning Model