



NOTE from the FOUNDER: WELCOME & HAPPY HOLIDAYS

Dear Customers, Colleagues, & Friends,

WHAT A YEAR! As the saying goes "The only constant is change." This has been the case this year – full of change and being agile:

For the past two years, I had a great opportunity to work in the tech industry focused on eCommerce & Product Management Information (PIM) with StrikeTru, leading Marketing & Strategic Partnerships. I learned a lot about the industry: The thirst for learning, the fast-paced nature of the business, quickly evolving needs of our customers and matrix eco-system, and partnerships. All this in the spirit of making things better, faster, and efficient. Innovation is a key competence in this industry. Earlier this year, I dug deep and realized that my passion is still in the tech industry BUT I miss my focus for over 25 years... Leadership Development – coaching & consulting.

With this realization, I launched [DB Coaching & Consulting](#). This year's motto is "Laying the Foundation." I have never worked as hard as I do now, loving it, and at the same time helping to empower others. The best is yet to come in 2024!

To keep you informed, we will be providing quarterly newsletters. This will highlight an understanding of the type of work we do, leadership insights/latest trends, tools/resource, and overall happenings with [DB Coaching & Consulting](#). Hope you enjoy reading our first issue!

Thank you for your support!

Wishing you a Healthy, Happy, and Prosperous 2024!

SERVICES

We offer leadership solutions to individuals and organizations through our coaching and consulting practice to EmpowerU. From the beginning, we seek to understand your needs through a discovery call. With our Coaching practice, we believe it is a partnership between the coach and coachee that leads to insights and behavior change. We customize each engagement to fit the needs of the client. An example of a coaching engagement that we were involved with is a new leader transitioning from an individual contributor to a people manager and dealing with challenges of an acquired team. Our consulting practice entails working with our clients to empower, encourage, and inspire. We collaborate to bring customized solutions. An example is creating a mentoring program or providing consultation and resources for enterprise or process changes at a company. [Read to discover more](#)

LEADERSHIP CONCEPT: GROWTH MINDSET

If you want to maximize you and your team's performance to sell more, faster, gain partnerships, provide exceptional customer service, or other goals in 2024, think about accomplishing this in a new way to get results: Develop a growth-mindset. Find out what it is, connection with how the brain works and psychological safety, and what you can do to develop a growth mindset by reading this brief [blog](#).

GIVING BACK: COMMUNITY INVOLVEMENT

We were very fortunate to have the opportunity to give back to our community and Empower others:



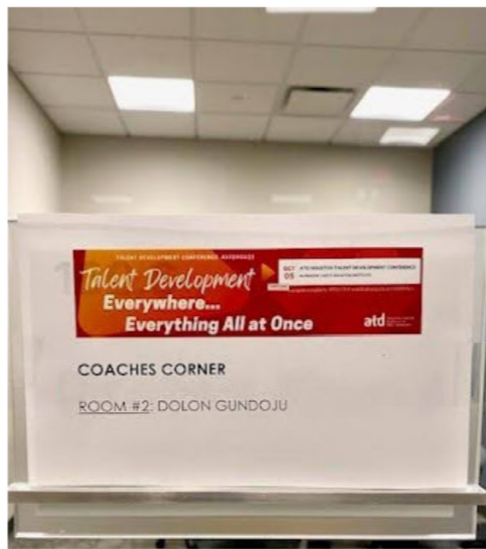
Mentoring @ FordDirect: During our mentoring sessions, mentees has identified goals focused on *career growth/development* and *skill building* such as project management and strategic thinking. One of our mentees shared: "Meetings with Dolon have played an essential role in my professional and personal growth. She asks very thought-provoking questions, is a great listener, and gives helpful advice. She is very easy to talk to and you can tell she really cares about you and your success." *Kristen B. Product Specialist Dealer Programs.* Discussions focused on enhancing resume, networking, navigating the organization/teams, preparing for potential opportunities are just a few topics that have been covered.



American Talent Development (ATD) Conference: DB Coaching & Consulting had an opportunity to provide coaching in October at Houston, TX for seven Talent Professionals from diverse backgrounds who are new and seasoned, across generations. Variety of challenges were discussed such as *how to network with cultural differences, have executive presence, career transitions and career advancement.* All the professionals were so appreciative of their experience, and we are humbled to help!



University of Houston C.T. Bauer College of Business KPMG Ethics Competition: Hosted an ethics competition on AI & Ethics on November 14. We were honored to ask to judge undergraduate business students as each group presented their case on a topic related to AI: *AI-generated music, creative art, autonomous surveillance* and how AI integration would be a "good thing" or not. As a Judge, we were asked to evaluate and provide feedback/coaching on public speaking, presentation, financials, society impact and more! Looking forward to next year!



Leadership Tip: Developing S.M.A.R.T Goals to Achieve What You WANT!



Here are some tips as you prepare for a fresh start in 2024: Make sure your new year's resolution goals are S.M.A.R.T:

Often times, we have the best of intentions of creating goals that we want to achieve and at the same time challenging enough so we don't get bored. Somehow it falls through the cracks because life gets in the way.

Here is a way to approach writing your personal and professional goals. (Make sure to write them down!)

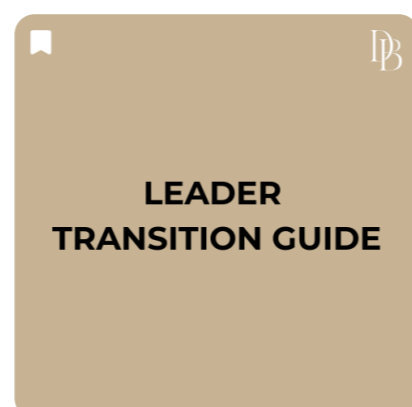
- **Specific:** phrased as a result, as clearly and precisely as necessary to avoid misinterpretation
- **Measurable:** define how you will know when the objective has been met. Measures are typically stated in terms of quality, quantity, cost or timeliness. Measures are preferably numeric. Good measures are those that can be verified and are observable.
- **Attainable:** Account should be taken based on your capabilities. What else will be going on in your life? Where will you need to put your energy and resources?
- **Relevant:** Make sure the goal is meaningful to you. On a personal level, why is this goal important to you? On an organizational level: How are your goals clearly linked as a contributing factor to the success of the organization and department?
- **Time-bound:** A specific end-date for results should be set. For complex and/or long-running objectives, there should be intermediary checkpoints for review, adjustment, and coaching opportunities.

Use the following sentence to help craft SMART goal statements

I will *(describe what you want to accomplish):* _____ *by (tell when this will be complete):* _____ *so that (explain the connection to why this is important)* _____ *My success will be measured by* _____

If you can fill in these blanks or answer the questions you can write a SMART goal!

Career Transition Guide – FREE Download



Moving into a new role? Whether you are formally leading others or just leading yourself! Check out tips to make you successful and come up to speed quickly! Based on the latest leadership transition research and the First 90 Days

[Download The Guide](#)

Empowering Organizations & Individuals - Client Engagement



We were fortunate to Empower **Huntsman International LLC**, Woodlands-based global chemical and manufacturing company, specializing in polyurethanes, epoxy adhesives, electrical insulating materials, and more to support their talent management needs. *DB Coaching & Consulting* provided consultation and resources to enhance their global high-potential mentoring program and change leadership as they continue to evolve their internal processes.

In our coaching practices, we *Empowered* trail-blazing women from diverse backgrounds. Opportunities from being a *new leader to how to network with cultural differences, have executive presence, career advancement, rejoining the workforce, and discovering what to do next in one's life are just some of the topics that were explored!*

TAKE ACTION FOR YOU

Start 2024 by focusing on you and your organization! Partner with DB Coaching & Consulting to help EmpowerU by [signing-up for a FREE Discovery Call](#) for your coaching and consulting needs.

Sign-up to receive emails about upcoming events, special offers, and more!

[Sign up now](#)

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