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Are You:

- A company facing relentless, challenging, and accelerating change?
- Concerned about your workforce having the skills you need for tomorrow's success?
- Facing tight budgets where training and development are luxuries you can no longer afford?
- Handling so much work that you don't have time to adapt and learn anything new?



How Will You Learn How to Adapt to Tomorrow's Challenges?

Most companies are facing a critical problem: How can they and their workforce learn the new capabilities they need to meet tomorrow's challenges when they don't have the time or money to learn anything new? Training budgets get slashed in lean times because of a wide perception that the courses often don't make enough of a difference in the actual work being done to be worth their cost. So how do we learn to how to adapt to our continually changing future instead of always being the victim of circumstances beyond our control?

I Can Help You

I am not the typical business coach offering theory and strategies that were designed for the industrial age. Instead, I help you address this challenge directly by helping you:

- **Discover Your Organizational Purpose and Value**

When everything is feverishly changing around us, how do we know which way will lead toward success? When we define our success on what is going on out there, the path will always be shifting and changing creating a confusing, exhausting, and ultimately futile journey. However, when we shift our definition of success toward our purpose and contribution, the path forward is clear, more stable, and more powerful.



A clearly articulated purpose is a huge differentiator in marketing. Compare two manufacturers of sailing vessels. One manufacturer sees themselves as a *builder of boats*. The other sees their purpose is to *build floating dreams for those who yearn to live their lives being moved by the wind and sea*. To discover your purpose means reaching down into your soul to find the answers that rock your very being and deeply move your customers or clients. It's not so much about what you do as what you stand and strive for. It's more alive and more compelling to ourselves, our employees, and our customers.

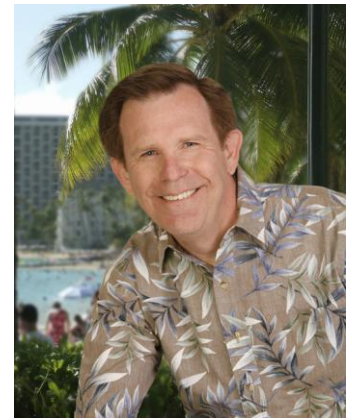
- **Integrate Adaptive Learning into Your Work Processes** - In the future, traditional education and training will be replaced by Purpose Driven Learning completely imbedded in our work processes. We will organize ourselves and interact in ways that generate new learning in the moment, much in the same way that Toyota found to make better automobiles. Our work will be learning how to do our work better next time, how to become more capable and stronger for our future.

There are many practical examples of how this is done, from Lean Process Improvement in manufacturing pioneered by Toyota, to Agile Product Development in High Tech. Regardless of the specific method appropriate for your industry, I help you redefine your roles and processes to imbed learning right into your work that can make a tremendous difference in your ability to adapt to a future you choose to invent for yourself.

Biographical Information

Jeff Young helps people, teams, and companies become tomorrow's successful leaders; inventing the purposeful future they need for themselves and their community. Jeff blends his considerable skills and experience in coaching, strategic change management, innovation, computer technology, creativity, education, and organization development to develop the capabilities individuals and teams need to meet the challenges of the 21st century.

Jeff holds a Master of Arts degree in Organization Development from Sonoma State University. He is a graduate of an ICF Certified Coaching Program at New Ventures West. He also holds a Master of Science degree in Computer Science from the University of Southern California and a Bachelor of Science degree in Mathematics from Boston State College.



Program Offerings

Finding Your Organizational Purpose

Are your customers dwindling in a changing market? Are you exhausted by doing more of the same with even less? Instead of chasing your customers with products and services they used to need, discover the unique difference your company can make because it is what you all stand and strive for. Attract the customers or clients you most want to serve with the clearly articulated, compelling value only you can offer.

I will take you through a set of practical exercises that will put you in touch with the quiet voices inside your leadership team that already knows your collective purpose and the future you were meant to create together. This is the starting place to finding out the most powerful way you can serve your customers that will have them coming back again and again.

Adaptive Process Redesign Coaching

How do you re-organize your work so everyone is constantly learning how to better serve your customers? By creating a direct conversation with your customers that pulls the products and services that mean the most to them now, you can constantly adapt to their needs and remain a relevant and valuable partner in helping them become successful. This is how to constantly win the loyalty, respect, and business of the customers you were meant to serve.

No matter your industry, I help you redesign and create a way of working together that dynamically adapts to changing circumstances without taking the time out of your busy day to learn something new and then wonder how to adapt it to your unique situation. Based upon the principles of Lean Manufacturing and Agile Product Development, I help you create a process that is customized for your business, your customers, and your success.

Individual Coaching

Success in the future requires new skills and capabilities that are best learned like playing an instrument or playing a sport – through practice and coaching in the context of your work. I bring the *applied learning* you need to handle the issues you are facing right now and teach you how to practice and get better at the intangible skills that make the difference between a good leader and a great one.

Client Testimonials

"Jeff is an experienced and effective leadership development coach. I have worked with Jeff professionally for over 3 years. He has helped grow and refine my management and leadership skills for a diverse variety of both people and project leadership scenarios. Jeff is also a skilled organizational development expert. His top qualities are his very personable nature, his diverse coaching and organizational expertise, and his great results."

Doug Gaff, Director of Open Systems Software

"Jeff is wonderful to work with. He brings a wealth of experience in building teams and facilitation in hi-tech environments. Jeff is one of the few people that I know who both get the technology and the human side. One of the big successes that Jeff created when I worked with him was helping to bring together a team spread over three different locations helping the teams develop new ways of working together more effectively. Jeff also has a great sense of humor."

Steve March, Manager of Engineering Productivity