

EMPOWER

Your Greatest

ASSETS

COACHED *by* ROBIN



Bette Ann S., Private Client, Google

Today's workforce is vastly different than what it used to be—company loyalty is rare and hard earned. Culture is becoming the top priority as businesses adapt to the expectations of the millennial generation whom by 2025, will make up 75% of the global workforce. Millennials are leading the shift in company culture—they expect much more of their employers beyond the standard salary and benefits.

When determining employment, they cite the following as key considerations—an organization that:

- ✓ Encourages employees to *have a voice* and provides an environment where employees feel *encouraged, nurtured and supported*
- ✓ Offers *wellness and work/life balance* perks and initiatives
- ✓ Provides fair pay



VALUE + PERFORMANCE

New studies reveal that balance, benefits, purpose and support trump all else for millennials. The research doesn't lie—employees that feel cared for, and companies that offer unique out of the box benefits, lead to increased performance and profitability.



THE NEW SUCCESS PARADIGM

Employers now need to work much harder on understanding this generation and appealing to their needs to attract and retain talent. It's no mystery that many companies on Fortune's "*100 Best Companies to Work for,*" offer coaching as part of their formula.

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WHY ROBIN

Robin DeMarco is a *Certified Professional Coach* and strategist that specializes in working with millennials to maximize their performance and potential.

PROFESSIONAL EXPERIENCE

Prior to receiving her certification from one of the top coaching schools in the country, Robin led a successful professional career as the *Executive Luxury Director* for Condé Nast at WIRED. She quickly moved from *Rookie of the Year* to *Sales Person of the Year*, and was extensively recognized for her dedication.

IN THE NEWS

Robin has been featured on Fox 5 News, most recently discussing the importance of company culture and employee well-being. Her services are sought after at high-profile brands such as Glamour and Birchbox.

"Robin is a stellar leader and is driven to help those around her succeed - she has the professional acumen and a unique intuitive sensibility to lead individuals to peak performance."

- Howard Mittman, Vice President, Publisher, GQ

"OFFICE HOURS" with COACHED by ROBIN

The culture blueprint you establish today will determine your bottom line tomorrow.

Demonstrate your commitment to attracting and retaining the best talent in the industry.

Through one-on-one coaching, Robin will help shape and sustain a company culture where employees thrive; leading to greater levels of engagement, motivation, and productivity.

INDIVIDUAL COACHING SESSIONS FOR EMPLOYEES:

- Optimizes performance
- Increases focus, productivity & job satisfaction
- Reduces stress through time management skills & techniques
- Empowers employees to excel with confidence
- Fosters career & personal growth through strategic goal setting
- Makes employees feel valued

HOW DOES YOUR ORGANIZATION BENEFIT:

- Attracts and retains top talent
- Demonstrates your commitment to employee growth and development
- Increases profitability
- Differentiates you from competitors by offering superior company benefits
- Serves as a powerful PR vehicle
- Leads to positive word-of-mouth marketing as employees become culture ambassadors for your brand

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