

Business inSITE Group (BiG) is a strategic partnership between Lacey Leone McLaughlin, President of LLM Consulting Group, Inc. and Ian Ziskin, President of EXec EXcel Group LLC. **BiG focuses on leaders who are making transitions to new, bigger, and more complex roles – in organizations that are going through large-scale transformational change.**

Our BiG partnership brings together the power of over 50 years of combined experience working with more than 200 clients in over 20 industries including aerospace and defense, automotive, chemicals, consumer products, energy, entertainment, financial services, manufacturing, pharmaceuticals, software, technology, telecommunications, and others. BiG formalizes the work Ian and Lacey have done together on coaching, leadership development, and HR transformation over the past ten years.



Ian Ziskin  
Co-Founder and Partner



Lacey Leone McLaughlin  
Co-Founder and Partner

## BiG SERVES THREE PRIMARY BUSINESS SEGMENTS

### Coaching

Coaching for leaders who transition to new, larger, or more complex roles on how to quickly get up to speed and make a difference.

### Leadership Development

Custom and public experiences and programs for senior and high potential operating, functional, and HR leaders.

### Consortium for Change (C4C)

A network of select coaches, consultants, leadership development experts, and transformation advisors collaborating for BiG change.

# COACHING

## Leader Coaching

We coach CEOs, CFOs, CTOs, CHROs, and other C-level executives including business unit Presidents and General Managers, Creative Leads, leaders in transition, as well as high potential leaders being prepared for these senior level roles.

## Cohort Coaching

Leaders do not operate in a vacuum. Their effectiveness and behavior can be significantly influenced by the people, business environment, and organizational culture that surrounds them. In addition, cohort coaching can also provide a highly cost-effective means to share coaching content and costs among multiple participants.

## CHROME (The Chief Human Resources Officer Multiplier Effect)

CHROME is a CHRO coaching and development experience designed specifically for a select group of participants who meet one of the following criteria:

- “New CHROs” who have approximately five or fewer years in their roles
- “Next CHROs” who are potential successors to the CHRO role and are two or fewer years away from moving into the job

CHROME is designed to provide new CHROs and next CHROs with the capabilities, content, and confidence required to ensure business impact and personal success in the increasingly challenging and complex CHRO role. It is intentionally structured to promote collaboration and shared learning among HR leaders who have diverse perspectives and bases of experience. CHROME is the multiplier effect that enables already-successful HR leaders to achieve and sustain CHRO readiness and ongoing relevance.

## WiLL (Women's inSITE Leadership Lab)

WiLL follows the same format as CHROME but is designed specifically for senior women leaders who either have approximately five or fewer years in their senior leadership roles or are potential successors to senior leadership roles, and are two or fewer years away from moving into Vice President, Managing Director, and above roles.

## New Leader & Team Assimilation

Research has repeatedly found that approximately 50% of leaders who transition into new roles fail within the first 12-18 months. This phenomenon is increasingly true, whether the leader is promoted from within or hired from the outside. What a waste of time, money, and leadership talent!

In addition to individual and cohort leadership coaching, we offer a time-tested service designed to accelerate and risk-proof new leader effectiveness and success, the New Leader & Team Assimilation (NL&TA) process. The NL&TA gets important questions on the table early in the new leader's tenure with his or her team, and creates a safe forum for getting those questions addressed. The result is more clarity, alignment, and execution – for the leader and for the team.

# LEADERSHIP DEVELOPMENT

## Leadership inSITE

Leadership inSITE builds leadership capability in four “insights” that are crucial for successful, high potential leaders – Strategy, Innovation, Transformation, and Execution (SITE). It is the product of a highly collaborative process involving input from a cross-company, multi-industry group of leadership development practitioners from numerous companies – in partnership with Business inSITE Group. Leadership inSITE has been co-designed with company input to ensure the entire experience is practical, real-world, user-friendly, and distinctly cost-effective. Launched in 2012, we have had approximately 250 participants from 35 different companies and 25 different countries.



## EXcelerating HR

EXcelerating HR is the FREE conference for our clients and colleagues. This one and a half day conference is offered every 18 months and brings together senior HR and thought leaders to accelerate learning and sharing in the HR space.

The agenda for EXcelerating HR primarily includes panel discussions and interactive peer coaching and dialogue, rather than formal presentations. Panelists and discussion leaders include clients and colleagues of Business inSITE Group, EXec EXcel Group LLC, and LLM Consulting Group, Inc. as well as a select group of our strategic partners and sponsors.

## MILEstone (Millennial Integrated Leadership Experience)

MILEstone is designed to address key development needs of Millennials at a critical inflection point in their careers. MILEstone is crucial to developing Millennial leaders' understanding and mastery of what it takes to become key individual contributors and leaders of organizational success.

The program was created to develop Millennials in four integrated areas of leadership focus:

- External Business Environment
- Organizational Purpose and Capability
- Team Dynamics
- Personal Leadership Effectiveness

## Transformania – Reimagining HR Leadership

Transformania builds on Ian's series of well-regarded HR leadership development programs that he has led over the past few years. It is a highly interactive HR leadership development program with some light pre-work, peer coaching, team assignments, a mini-case, storytelling, etc. We utilize a series of simple tools, incorporate content from Ian's book, THREE: The Human Resources Emerging Executive (all participants will receive a copy of the book), and also draw content from the CHCREATE project on the future of work and HR.

## Some of our clients

AARP	CommScope	Patagonia
Airbus	DIRECTV	PETCO
Amgen	Dolby	Purina
Avery Dennison	DreamWorks Animation	Qualcomm
BAE Systems	Four Seasons	Raytheon
bebe	GE	Rockwell Automation
Best Buy	Hewlett Packard Enterprise	Sears
Bill & Melinda Gates Foundation	Ingersoll Rand	Sony Pictures Entertainment
Boeing	ITT Corporation	Taylor Morrison
Booz Allen Hamilton	Jack in the Box	The Heritage Group
Carmax	Johnson & Johnson	The Walt Disney Company
CGI	Kaiser Permanente	Toyota
Chempoint	Macy's, Inc.	Transamerica
Chevron	McDonald's	TrueCar
Chevron Phillips Chemical	Microsoft	Univar
Citrix	Nestle	Unum
Comcast	Oakley, Inc.	UPS

**Lacey and Ian have extensive experience customizing solutions to specific client needs. We would be thrilled to discuss your business, coaching, leadership development, and HR transformation challenges with you!**

### CONTACT US

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