



**BRIGHTWAYS**  
COACHING AND COMMUNICATIONS

## Capabilities & Services

### Executive Coaching

BrightWays is a consulting firm – led by me, Amy Calvin – that helps companies and teams strengthen performance “from the inside out” through executive coaching of individual employees – typically **mid- to senior-level professionals working in PR, communications, marketing, or advertising.** With a successful 20+ year career in this industry, I know firsthand what it’s like to work – and thrive – in the space, whether in a corporation or at an agency.

#### What Is Coaching?

Coaching is a one-on-one relationship focused on attainment of goals – goals we establish and work toward together. Many people think a coach simply gives advice and acts as cheerleader. **It’s more than that.** I work with my clients to help them figure out the answers for themselves. Through exploration and powerful questioning, I help them see what they’ve never recognized before ... unlock their potential ... create new habits and ways of working ... get a different perspective ... and dream up new ideas. I serve as their trusted thought partner in talking through situations, discovering and organizing solutions, and staying accountable to the execution.

#### Why Hire a Coach?

Why <u>an individual</u> might hire a coach	Why <u>a manager</u> might hire a coach for his/her employee
<i>“I need to invest in my future and be more intentional about my career path. My vision isn’t clear.”</i>	<i>“Joe is high-potential. I want him to be challenged and develop even faster.”</i>
<i>“I landed the new job/promotion! I want support with the transition to ensure my success.”</i>	<i>“I want Sue to know how much I – and the company – support her growth and development.”</i>
<i>“I’m overwhelmed by my job. I need to figure out how to manage it – and my life – better.”</i>	<i>“Bob is the weakest performer in my group. I need to see if he can improve before I consider other options.”</i>
<i>“I’m having a hard time managing up to my boss. He/She is impossible to work with.”</i>	<i>“Jan is great – if she could just get along better with the rest of the team. No one likes to work with her.”</i>
<i>“My job is on the line. I must turn things around and deliver on this high-profile project ... or else.”</i>	<i>“Tom is critical to my succession plan. I want him to be prepared for the additional responsibility.”</i>
<i>“I was passed over for a promotion/bonus/job/assignment. I’m having a hard time bouncing back.”</i>	<i>“Ann’s attitude has really tanked, and it’s bringing everyone else down. I’d like her back on her A game.”</i>
<i>“I feel stuck at my job. I’m not sure I’m playing to my strengths or passions the way I’d like to be.”</i>	

## How Does Coaching Work?

I meet with my clients regularly for up to 60 minutes, by phone or in-person. We work together to:

1. **Clearly define the client's goals.** We crystalize what's known – or decode what's not – to figure out our coaching end game.
2. **Identify the underlying factors related to the goals.** We partner to pinpoint the opportunities, challenges, emotions, relationships, politics, and obstacles that factor into the situation.
3. **Explore answers to powerful questions.** We sort through what's top of mind (e.g., a problem or new opportunity), at heart (e.g., a difficult relationship), or on the calendar (e.g., a major meeting) as it relates to the goals.
4. **Determine if more input is needed.** We may identify the need to know more about the client or about how others see him/her by using tools like DiSC, Myers-Briggs, and 360 feedback.
5. **Create an action plan.** We identify key activities and deadlines – complete with accountability.
6. **Celebrate success.** We track and recognize milestones along the way, learning from and building on them.

### Benefits of Coaching

Studies by the International Coach Foundation with Pricewaterhouse Coopers, show coaching delivers measurable, meaningful results including:

- Improved performance.
- More productivity.
- Greater self-confidence.
- Better time management.
- Strengthened relationships.
- Sharpened communications skills.
- Healthier work/life balance.

[See more research on the benefits of coaching.](#)

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## What Do My Clients Say?

“Amy helped me break through significant barriers to my success. Through our work together, I have fundamentally shifted the way I see myself and the trajectory of my career. It has been a life-changer. Hiring Amy as my coach has been the best investment I’ve ever made in ME.”

--Becky, *Communications Consultant - New York*

“I wanted to hire a coach for a while, but never knew where to start or when I’d find time to fit it in. Enter Amy and BrightWays. First and foremost, she’s been there and she gets it. Amy fosters self-discovery by listening deeply and asking insightful questions. Our time together has helped me make progress on both closer-in and farther-out goals. Amy’s coaching has been a wise investment, and one I regularly recommend to others.”

--Catherine, *Director-External Relations - Minneapolis*

“Amy is the single space on my calendar that forces me to think about my own growth, what holds me back, what I truly want, and what it will take for me to move forward. It used to be difficult to carve out that time for myself because I spent all my time helping others materialize their objectives. I’ve been working with her for close to 8 months now, and I love it. I’m moving myself and my company forward – finally!”

--Lindsay, *Marketing Entrepreneur - St. Louis*

“Amy helped me through a huge career change as I sought new opportunities. Her background in communications, HR, and management were critical in helping me approach this change strategically. Amy’s coaching provided me with an amazing level of self-realization and success.”

--Marissa, *PR Professional - Tampa Bay*

“Bringing Out Your Best”



## Cost

My coaching packages are priced at a monthly (not hourly) rate that offers clients unlimited contact – covering as many coaching sessions or additional exchanges (via email, text, brief call) as desired each month. I offer discounted packages for multiple clients and to those committed to extended engagements.

## Approach

My style is strategic, smart, collaborative, accessible, and yes, even nice. I can see the big picture while also tending to details. I thrive on partnerships where ideas and opinions can be openly exchanged, challenged, and built upon in a trusting, secure environment. I like to genuinely learn about people and their businesses, jobs, and lives. I love a good laugh, so keeping things fun and “real” is a must.

### Additional Offerings

- **Internal communications** – An accomplished communications professional who specializes in business, HR, and routine communications targeted to audiences inside an organization (e.g., employees, leadership, members, parents, etc.). Specialties include communications strategy, employee engagement, and change management during major business transitions and announcements.
- **Interim leadership** – A versatile, well-rounded communications leader who can step in to take the reins and keep things moving while you're searching for the right full-time hire.
- **Communications audit** – A top-to-bottom assessment of your current communications program, complete with best practices recommendations.
- **Brand development** – A complete start (or refresh) for your brand, including: target audience research, messaging, logos/naming, and brand launch.

### Still have more questions? Ready to take the next step?

I'm a coach and a communicator, so, naturally, I love to type and talk. Check out [my website](#) or reach out via call or email for a no-cost, no-pressure, exploratory chat.

## About BrightWays



Amy Calvin, Principal

BrightWays is a consulting firm founded and headed by me, **Amy Calvin**. In my heart of hearts, I'm a business person who believes engaged, high-performing people are the key to an organization's success. As a credentialed coach with more than 20 years

of integrated communications, senior-level leadership, and blue-chip consulting experience, my clients have ranged from entrepreneurs to non-profit leaders to executives from companies including AT&T, Baxter, General Mills, Hasbro, Visa, and more.

Before launching BrightWays, I was SVP and Senior Partner at **FleishmanHillard**, one of the world's largest communications firms. Over the course of my career, I led the global headquarter office's largest practice group (Creative), headed up the agency's largest account (AT&T), and served as a member of the firm's senior management committee. Prior to FH, I worked at the global professional services firm **Willis Towers Watson** as a senior communications and change management consultant, and I served as director of corporate communications for Edison Brothers Stores, a \$1 billion apparel and footwear specialty store retailer.

I graduated magna cum laude from the University of Missouri with a bachelor's degree from the highly acclaimed School of Journalism. More recently, I completed the Certified Professional Coach program at University of Miami.

While spending most of my life in St. Louis, Missouri, I'm now a happily tanned resident of St. Petersburg, Florida, where I reside with my husband Dave, a talented custom furniture maker, and our two cats, Gracie and Emma. I believe in working hard and playing hard, with a special love for God, my girlfriends, beach hopping, Cabernet, Jimmy Buffett, and a good 5K race.

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