



WhiteRay  
COACHING



BECOME THE CHANGE  
**CATALYST**

---

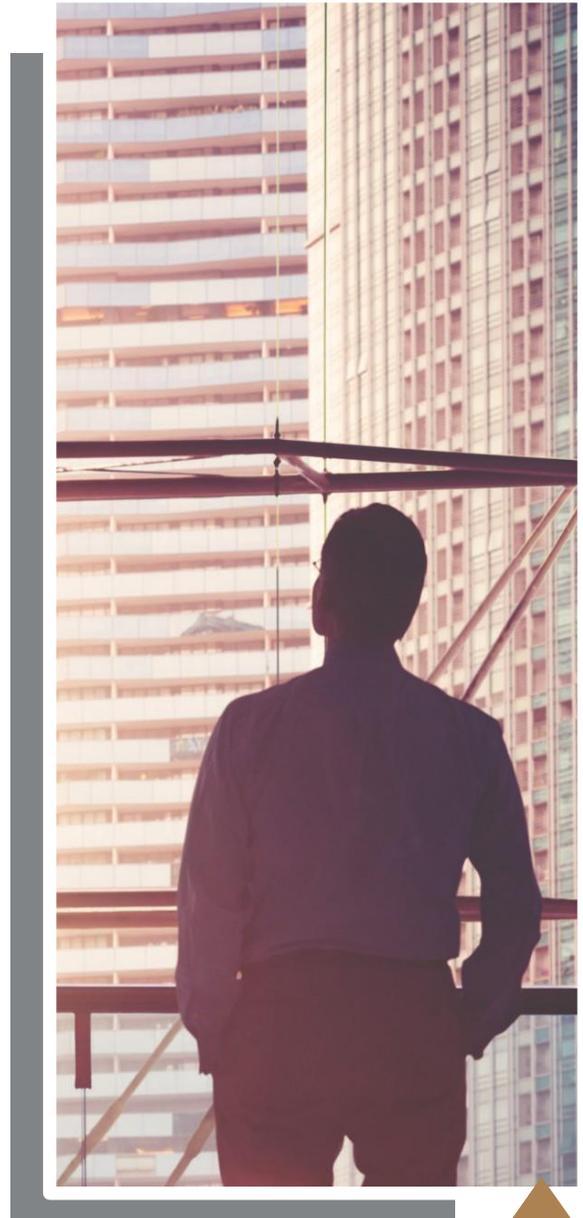
**YOUR PERSONALIZED  
FRAMEWORK TO LEAD  
WITH EXCELLENCE**

Founder, WhiteRay Coaching  
Shalini Bhattacharya



## WHO IS A CHANGE CATALYST

A Change catalyst is an archetype of a leader who is focused on bringing a revolutionary change in their field of action. They are visionaries with a holistic perspective on life, who constantly strive to operate at their fullest potential so that they can lead with excellence. Change catalysts own the outcome and create positive influence and thus have the highest viability to emerge as a great leader. More so, a change catalyst is always willing to walk the extra mile with **Motivation, Commitment and Grit** which are the key ingredients to challenge the conventional norm and achieve the desired breakthrough.



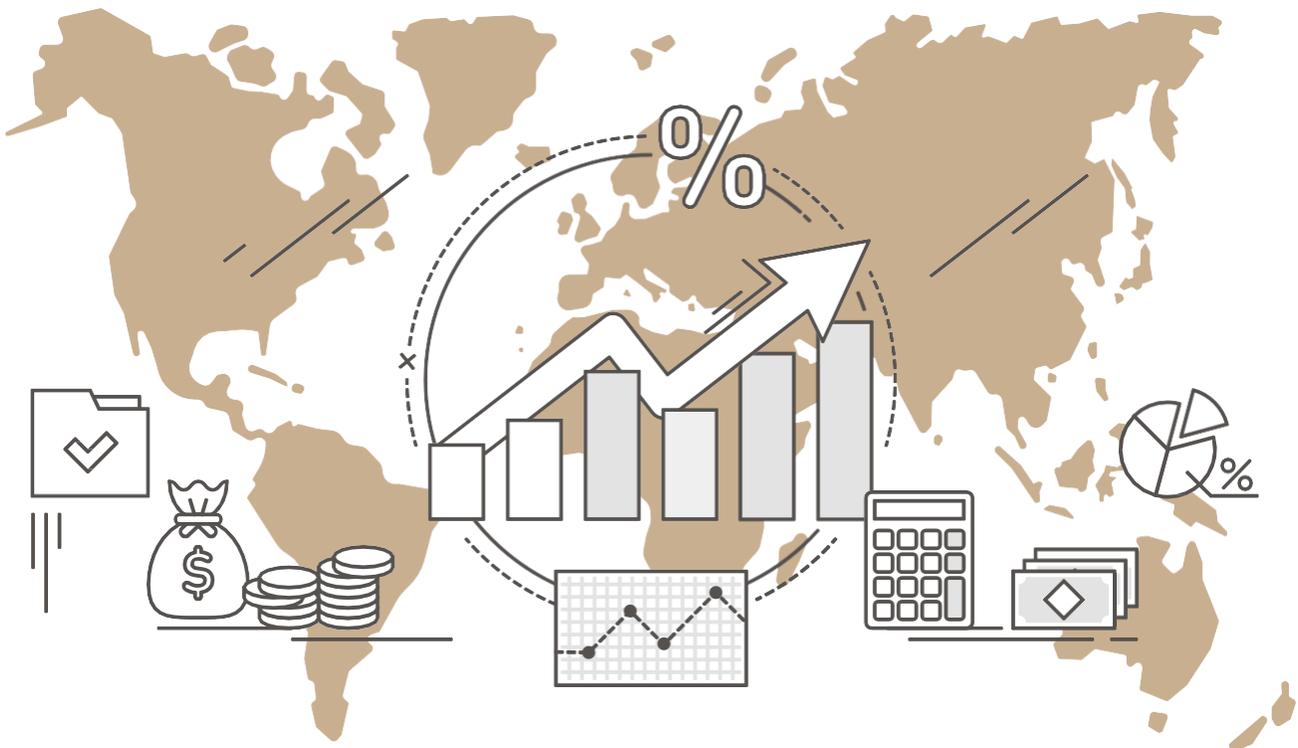
The bottom line is, through this change catalyst program you will witness tangible results and achieve a higher level of performance, productivity and collaboration and further expand your leadership skills.





## WHY IS IT IMPORTANT TO BE THE CHANGE CATALYST ?

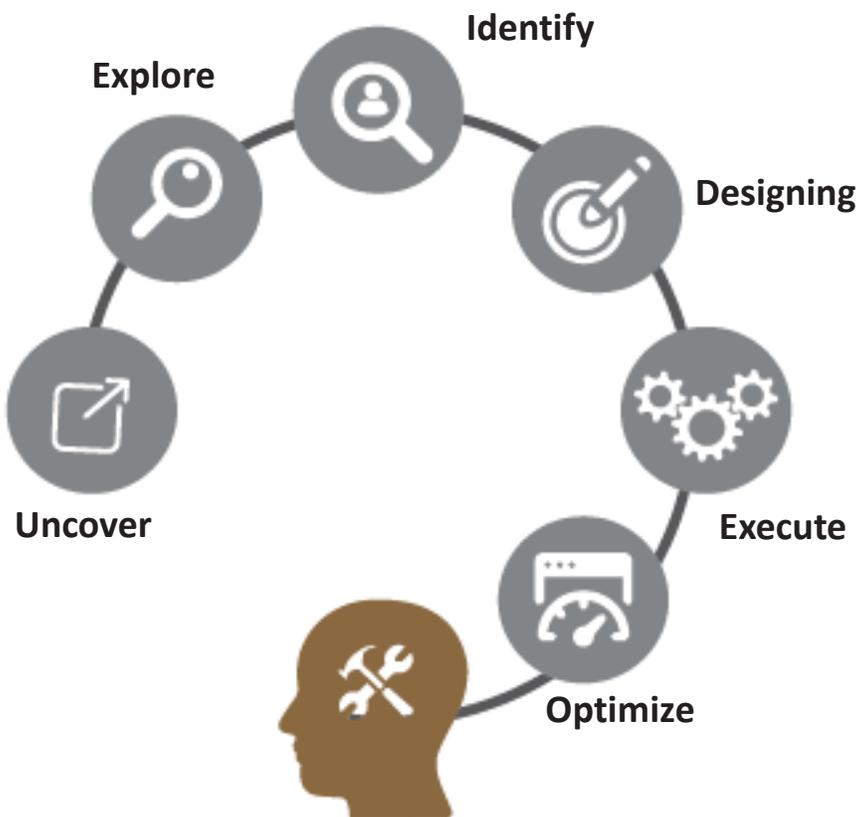
21st century is a complex and adaptive environment characterized by faster changing market trends, rapidly evolving technology and rising externalities in form of geopolitical events that impacts community and world at large. To maximize the value creation in such a turbulent environment, today's leaders need to operate at their highest potential by not only aligning their action to their purpose but also identifying their **leadership gaps**. Doing so ensures that today's leaders can balance efficiently between short term gains and long term sustainable outcomes.



## HOW THIS PROGRAM WILL UNVEIL YOUR PATH?

The change catalyst program unleashes the power of the whole brain thinking and will stimulate you to focus on self-awareness that will result in improved interpersonal relationships.

The foundation of the program is based on the core concepts of **Energy Leadership & Emotional Intelligence**. I will serve as your nudge partner and guide you throughout your journey to become the change catalyst.



A survey conducted by Inspire Software reported that **77%** Of Organizations are currently experiencing A Leadership Gap.



Source:  
<https://blog.inspiresoftware.com/7-statistics-leadership-development>

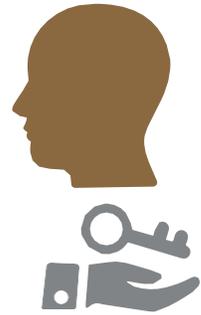


## YOUR PERSONALIZED FRAME WORK

1

### UNCOVER YOUR LEADERSHIP VISION TO CREATE AN EXPONENTIAL IMPACT

You are already successful and **thriving for more**. At this stage, we take a deep dive and get to know your true goals towards becoming the **change agent**. I'll become your nudge partner in your journey, walking shoulder-to-shoulder till you reach your leadership success.



## WHAT TO EXPECT



Get access to my step-by-step process to create a powerful **Mental Map** so that you can take a leap from your current state to your desired state as a leader.



Discover what's possible beyond what you have been able to see before.



Take the most powerful assessment that doesn't label but captures your current perception and approaches towards work and life.



# 2

## EXPLORE THE SUCCESS PRINCIPLE FOR HIGH PERFORMANCE

At this stage, we will spend a day on introducing the core concepts of becoming change catalyst. Once this has been introduced, you will be able to see yourself and your potential in a completely new light. This is the birth of your transformation. Furthermore, we find out your core values and purpose and make a bridge towards your desires. The system entails the behavior linked to **EI skills** followed by **10 Disciplines** for high performance; these disciplines form a foundation for living and leading that create a powerful state of awareness and a positive attitude.



Emotional Intelligence is the ability to understand your effect on others and manage yourself accordingly and accounts for nearly 90 percent of what moves people up the ladder when IQ and technical skills are roughly similar.

Source:  
<https://hbr.org/2004/01/what-makes-a-leader>

### WHAT TO EXPECT



Discover a systematic approach to optimize and sustain your leadership success.



Get introduced to energy boosters and energy drainers for performance so that you can leverage your performance increase output, expand creativity, enhance emotional intelligence, and have a massive and permanent change in your lives and in the day-to-day operations of your organization.



You'll be debriefed on your assessments that will enable you to hold up mirrors of your current perceptions, attitudes, behaviors, and overall leadership capabilities.



# 3

## IDENTIFY THE INFLUENCERS IMPACTING YOUR PERFORMANCE

To Accept Change and undertake true introspection is brave, but not easy. This is the **stage of self-reflection**, and once you have the success principle in place, you would know exactly what is influencing your behavior as a leader and causing a conflict. This is the stage where you accept who you currently are, profoundly examine within, and reflect on the leader you want to be. By taking this moment to breathe, we ensure that the goals you set are sufficiently considered and are the right ones for you, we again revisit your goals to make sure now it's crystallized and you are ready for effective change.

A survey of **75** members of the Stanford Graduate School of Business Advisory Council rated self-awareness as the most important capability for leaders to develop.

Source:  
How to Become a Better Leader –  
MIT Sloan management Review, Spring 2012

## WHAT TO EXPECT



Receive a customize Energy leadership development Kit.  
The Kit provides the segments which helps you to move to a higher level of consciousness, sort of a self-mastery program.



Identify the relevant disciplines and EQ skills you would like to gain mastery upon and one or more strength you would like to leverage to achieve your desired outcome.



Revisit the blueprint that we had created in the Step #1 to make sure we have covered what is really required to set you up for success.



# 4

## DESIGNING YOUR SUCCESS PLAN TOWARDS ACHIEVING YOUR GOALS

We will layout a success plan and the steps needed to achieve your goal towards becoming a change catalyst. This may include training for new skills and introducing performance-enhancing behaviors. We'll work together to identify the best route towards improved communication skills, and conflict management. We will ditch some old bad habits, **launch some new good habits**. You can choose to keep your top lines informed about your actions so that they are aware of your hard work behind the change.



If there is one trait that virtually all effective leaders have, it is Motivation. They are driven to achieve beyond expectations—their own and everyone else's.



Source: <https://hbr.org/2004/01/what-makes-a-leader>

## WHAT TO EXPECT



Get ready to come out of your comfort zone and stretch your brain muscles so that you can act on your success plan.



Focus on self-knowledge; clear vision, and a unique, dynamic plan that will ensure your designed blueprint back to alignment.

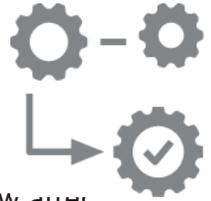


Use Tangible Data to Measure Progress.



# 5

## EXECUTE YOUR EXCELLENCE PLAN TO WITNESS THE CHANGE



This stage is all about action; you are all set to play the game. We will do a review after every session to see how you are performing and what's working and what's not working for you. This stage is about **Action, Learning, and Engagement**, are you READY?

### WHAT TO EXPECT



You will be introduced to **SCOPE**, a mobile app that will help you understand which behavior you need to adjust in order to increase the likelihood of performing to your leadership potential. Monitored over time, this assessment will reveal the patterns and tendencies that promote optimal performance.



Learn how to look at the past in the right way - not to be judgmental - but instead professionally and efficiently review what worked and what didn't so that you can make strategic leadership decisions that maintain the direction towards your vision.



Discover how you can empower your team to know they are part of something bigger, to feel that they are valued and recognize the significance of their contribution to the community they serve.





# 6

## OPTIMIZING YOUR SUCCESS FORMULA TOWARDS LEADERSHIP EXCELLENCE

Your hard work has paid off and you land up the victory stage. Your journey towards lasting change has succeeded and your new behaviors have become confirmed habits. You are flourishing in **Productivity, Profitability, and Performance**. You are the leader who you always were, but didn't know how to be,



You are ready to play at your peak.... You are the leader who you always were, but didn't know how to be.

**Congratulations!!**

## CONGRATULATIONS ON BECOMING "A CHANGE CATALYST"

### IT'S THE BEGINNING



Now you know the success formula for life, you have a solid, conscious foundation for leadership performance.



You are now aware of how you think, feel, and act, so you can break through any limiting thoughts and undesired reactions in the moment.



You know how to anchor your success habits to create an upward spiral of success so you sustain your direction of growth and improvement.

## WHAT DO CLIENTS SAY ABOUT THE PROGRAM?

Shalini Bhattacharya has been coaching our senior management team to use EI for their career growth. We have observed notable changes in the people being coached and one of the key things is their ability to accept their emotions and responses and the why. This has enabled them tailor their responses. They are moving towards efficiency and actually seem far more in control. We are going to continue coaching our people across levels owing to the experience we have had with our senior management team.

**Neena Dasgupta**

CEO & Director ZIRCA Digital Solutions

Shalini's direction on coaching goes beyond the norm of what is usually expected. Her genuine care for releasing the potential from others and tapping into areas of self-improvement allowed me to learn an abundance in a short amount of time. It was a foreign territory for me particularly on a 1:1 basis. Yet Shalini puts the person at ease in the driving seat whilst guiding you, on a self-discovery focusing on leadership techniques and approaches on a weekly basis. Not only was I able to apply these in my day-to-day but also measure the success from it. I have appreciated her time and patience in teaching me new skills, or even working on areas most of us would ignore. You will find a new excitement and appreciation for self-development. Shalini's coaching has taught me to believe in myself and give more to others. I recommend others to rely on her expertise and mentoring to help change your mindset – big or small organization would benefit greatly on integrating this in their workplace. It takes a small step to make this change and Shalini can be the key to support you on the journey if you are ready.

**Thelma Ekpo** Senior Manager CRM

Campaigns, Tommy Hilfiger & Calvin Klein at PVH Corp.



**For More success stories, visit**

<https://whiteraycoaching.com/success-stories/>

Get a Step Closer to Becoming a Change Catalyst

**CONTACT ME**