

# FACES

**COACHING & CONSULTING**  
A FACES INTERNATIONAL EXECUTIVE SERVICE



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# FACES INTERNATIONAL

Led with equity at its center, Faces International is a Marketing and Personnel Development firm committed to helping organizations access developing markets, enhance client experience and reach their target goals in business. Whether it's helping to create a company DEI strategic plan, or its creating a strategic campaign to reach your target demographic, Faces commitment is to help your business grown and increase sustainability for future generations.

## WHO WE'VE WORKED WITH



# FACES COACHING AND CONSULTING

Is a service offered to organizations that are seeking specialized guidance to reach personal, professional and organizational goals. Our qualified coaches and consultants bring in their expertise to help you save time and increase your effectiveness. We offer strategic planning, DEI coaching, marketing and advertisement, leadership develop and public relations assistance.



# WHY FACES CONSULTATION?

With so many options in the world today there is an important distinction between Faces and others.

## ▼ 01 Expertise

Our team members are experts in their field, providing specialized knowledge, skills, and experience that your organization may not have in-house.

## ▼ 02 Objectivity

We offer a well-informed objective perspective on your organization's operations, problems, and opportunities.

## ▼ 03 Efficiency

You save time and money by allowing us to provide efficient solutions to problems and by streamlining processes. As businessowners, we understand the importance of time.

## ▼ 04 Flexibility

Our team can work on a project-by-project basis, allowing organizations to access specialized expertise as needed without the cost of hiring a full-time employee.

## ▼ 05 Accountability

We stand by our word and our success is measured by results. We treat your internal struggles as our own.

## ▼ 06 Training and Development

We offer a full suite of training services from diversity education to team development which help create continuity throughout the organization.

## ▼ 07 Networking

We love to connect our clients with other clients who may help offer insight into growth.



# WHY FACES COACHING?

Business coaching can be a valuable investment for individuals or organizations looking to improve their performance and achieve their goals. Here are some reasons why someone might use a business coach:

▼ 01

## Personalized Guidance

Our coaches provide personalized guidance to help an individual or organization identify their strengths and weaknesses, set goals, and create a plan to achieve them.

▼ 02

## Accountability

Through our Faces Strategic Accountability Approach, we help keep individuals and organizations accountable for following through on their commitments and moving towards their goals.

▼ 03

## Support

Led by the theory of challenge and support our coaches offer encouragement when facing challenges, which can help individuals and organizations stay motivated and on track.

▼ 04

## Objectivity

Committed to the mission to help you grow, our coaches provide objective perspectives on an individual or organization's strengths and weaknesses, which can help identify blind spots and opportunities for improvement.

▼ 05

## Skill-Building

We help individuals and organizations build the skills and competencies needed to achieve their goals, such as leadership, communication, and decision-making.

▼ 06

## Faster Results

With the help of a FACES coach, individuals and organizations can achieve their goals more quickly and efficiently than they might on their own, saving time and resources in the process.



# MARKETING COACHING & CONSULTING

***Our marketing consultants help businesses create and implement marketing strategies to achieve their business goals. We provide coaching in:***

- Market research to identify target audiences, competitors, and market trends.
- Marketing plans and strategies that align with a company's business goals.
- Advertising and promotional campaigns across various channels, such as social media, email, and search engines.
- Guidance on branding, messaging, and positioning to create a consistent and compelling brand identity.
- SEO analysis and optimize websites and content to improve search engine rankings.
- Website design and user experience to improve conversion rates.
- Marketing budgets, tracking expenses, and reporting on ROI.
- Training and support to internal marketing teams to ensure they have the skills and resources they need to execute successful marketing campaigns.

The FACES R2C2 Philosophy guides our work. Respect, Responsibility, Consistency and Connections set the framework for engagement and results.

# DIVERSITY COACHING AND CONSULTING

***Our diversity coaches help individuals and organizations understand and navigate issues related to diversity, equity, and inclusion (DEI). We work with an understanding of different cultures, beliefs, and backgrounds in order to create more inclusive environments. Our coaches:***

- Assess the current level of diversity and inclusion within an organization and identifying areas for improvement.
- Develop customized DEI training programs and workshops for employees at all levels.
- Facilitate conversations about sensitive or controversial DEI topics
- Coach employees on how to communicate effectively across cultural differences.
- Help organizations create policies and practices that promote DEI
- Provide guidance on recruiting and hiring practices that prioritize DEI
- Assist with the development of affinity groups or other employee resource groups (ERGs) that provide support and networking opportunities for employees.
- Conduct research and staying up-to-date on best practices in DEI.
- Evaluate the effectiveness of DEI initiatives and making recommendations for improvements.
- Provide ongoing coaching and support to individuals and teams to ensure they are making progress toward their diversity and inclusion goals.

Faces Chart for Developmental DEI Learning, 4 Levels of Cultural Change and Oppression, The 8 Guidelines for Critical Dialogue, The Power/Survival Chart and the Framework for Strategic Planning are tools we utilize during the coaching or consulting relationship.



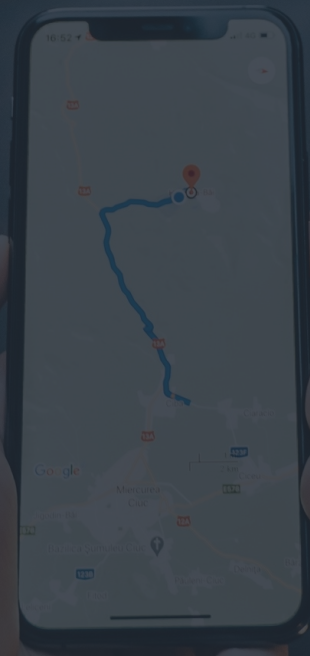


# EXECUTIVE COACHING AND CONSULTING

*Our executive coaches work with executives, senior managers, and other high-level leaders to help them improve their performance and effectiveness in their roles. Our executive coaches:*

- Assess an executive's current strengths and weaknesses and identifying areas for improvement.
- Set clear goals and objectives for the coaching engagement.
- Provide guidance on leadership development, communication skills, and other areas that impact executive performance.
- Conduct assessments to gain insight into an executive's personality, work style, and preferences.
- Provide feedback and guidance on how to manage conflict and build strong relationships with stakeholders.
- Help executives develop strategies for delegating tasks, managing their time, and prioritizing their workload.
- Assist executives in navigating complex organizational dynamics and politics.
- Provide ongoing support and coaching to help executives continue to grow and develop over time.
- Measure the impact of coaching on executive performance and make recommendations for further improvement.

# WE'LL GO FURTHER TOGETHER.



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