

OFFERINGS

EXECUTIVE COACHING - One-on-one personalized coaching programs are designed to enhance leadership skills, decision making abilities, work/life balance and other areas where executives face challenges.

MID-LEVEL MANAGER COACHING - Individual and team coaching address the essential skills needed by this core group of managers. Many are newly promoted with little or no training for their new role. By working with a certified coach we help mid-level managers navigate the complexities of communication between the front-line workers and the executive team.

TEAM COACHING - Structured coaching programs are tailored to help teams communicate effectively, collaborate, and manage conflict. Team coaching also builds trust among team members, helping to create a supportive and positive work environment.

BUSINESS SOLUTIONS - Expert guidance from experienced business leaders helps executives in value creation planning, product and/or geographic expansion, M&A, business succession plans, financing growth and other key areas. Avanzará works with companies to scale for sustained success.

SALES TRAINING & GROWTH SOLUTIONS - The Discovery/Fulfillment Selling System offers tried and true sales methods of prospecting, discovering client needs and closing in a consultative style. The sales team and sales manager will learn effective ways to communicate with prospects, and turn a discovery call into a client engagement. Combined with individual and/or team coaching, it's a powerful program that empowers sales teams with practical, real-life skills.

ASSESSMENTS - Predictive Index (PI) is a talent optimization platform that aligns business strategy with people strategy for optimal business results. It is an ideal tool for companies looking to design great teams and culture, as well as a valuable asset to managers who lead those teams.

AVANZARA' BRANDED SCORECARD - This risk analysis assesses a company's strengths and opportunities for growth, with an emphasis on talent management.

ENERGY LEADERSHIP INDEX - The ELI assessment shows leaders the specific filters they have developed that impacts how they view and approach situations. When a certified coach debriefs a client on ELI results, it increases self-awareness and understanding of what motivates their actions.

OUR TEAM



CATHRYN BAKER, PRESIDENT -

Cathryn Baker is a seasoned leader and entrepreneur with a career spanning over 35 years in the staffing industry. Her passion for connecting people with meaningful employment opportunities

led her to co-found two successful Texas-based staffing companies. With her talent for team-building and sales, she fostered highly productive and motivated teams that consistently exceeded expectations. Cathryn served on the board of the Texas Association of Staffing in various roles, including President. Today, she is the cofounder of Avanzará, a coaching and consulting firm that empowers businesses and individuals to reach their full potential. Drawing upon her extensive industry knowledge and leadership experience, Cathryn guides clients towards achieving their goals, enhancing their team dynamics, and optimizing their business acceleration. Cathryn holds a BA in Psychology from the University of Minnesota and is pursuing a Certified Professional Coach certification through IPEC's ICF accredited program.



SUE MARKS, PARTNER - Sue Marks is

the Founder and former CEO of Cielo, the world's leading RPO and Talent Acquisition Partner. Cielo leads the industry and delivers better talent results through RPO, Search, Consulting, and

Digital Services. Cielo is the most awarded firm in the industry and Sue is widely recognized as one of the key founders of, and a pioneer in, the RPO industry. She is also a co-founder of Avanzará. Sue has been an annual member of HRO Today's Outsourcing Superstars, been on SIA's Staffing 100, and has been awarded the Tiara Lifetime Achievement Award. She has been recognized as Ernst & Young's Entrepreneur of the Year for Services. Sue holds Marquette University College of Business Administration's Alumni Award for Entrepreneurship and earned her Bachelor of Science from Marquette University. She is an annual participant in YPOWPO's prestigious executive education program at Harvard Business School. Sue is an active member of YPO Gold and CEO; in addition to serving on the Board of Cielo, she serves on the boards of salary.com and Shine Fusion.