

SGEi: Executive Coaching

Introducing, SGEi: SGEi is a customer experience strategy, training, and culture consulting group based in Las Vegas, Nevada. The group has been in business since 1998 when its founders came from The Ritz-Carlton Hotel Company and W Hotels. The SGEi team has a wealth of operations, training, and cultural experience. In the past 21 years, SGEi has designed and delivered CX and EX strategies for some of the most recognizable brands in the hospitality, retail, sports entertainment, residential real estate, airlines, cruise lines, and automotive industries.

"SGEi has 'cracked the code' when it comes to activating leaders to inspire their employees to deliver on the brand promise."

—Jim Pilarski, VP of human resources, Hakkasan Group

At SGEi, we have helped companies like the NBA, BMW NA, MSC Cruises, and Wanda Hotels in designing and implementing customer experience strategies, training, and tools that elevate each client's brand position and promise. We have also worked with leading brands such as United Airlines, FootLocker, MGM Resorts International, Hakkasan Group, and Swire Group on their employee experience strategies, leadership development, and culture, resulting in improved individual and company performance, particularly around customer excellence.

We believe leadership is the most important element in organizational performance today. Whether through achieving goals, improving results, leading change, or building a great culture, leadership is the most desirable and defining organizational performance element in business. We offer executive coaching to activate and elevate executives' leadership abilities while helping them manage all the responsibilities they have in their roles. SGEi developed this program with consideration of the skills, attitudes, and behaviors most relevant to an executive's success.

"The SGEi team has been great at developing our leadership team and driving great performance throughout the business."

—John Higgins, COO, Cipriani

One-On-One Coaching Overview

Why Coaching Is Important: Those at the top of your organization—your senior leaders and executive teams—must be the ones who first spearhead and lead any brand or culture transformation. Any change must begin at the top, yet for many executives, the mindset, attitude, and habits to evolve their leadership skills do not come easily. While learning experiences, articles, videos, and feedback all provide insights into what leaders should do, some executives need more insights into why certain habits are necessary, how to make necessary changes, and coaching and support to make any changes stick.

Our executive coaching program is designed to be a personal and customized approach to leadership understanding, development, and performance.

“SGEi did an amazing job not only capturing the personality and uniqueness of our brand but truly bringing it to life with our leadership team. I would not hesitate in recommending them to any organization serious about its brand identity, and positively developing and growing its culture.”

—Corey Jenkins, managing partner, Hexx

Length: Ten sessions over six months

Participants: Each session is designed for a maximum of one executive or senior manager.

Overview: One-on-one coaching is a ten-session program that helps executives understand their company culture, their impact on the brand, business, and culture, and how to adopt leadership habits that positively impact the employee and brand experience. The program is scheduled over six months and includes three sessions on-site at the managers' office or work area, while the other sessions are delivered remotely over Zoom. Part of the coaching program includes SGEi surveying key employees, peers, and managers on the executive's leadership strengths and weaknesses. This information is then utilized to guide the coaching conversations and program.

Takeaways: The executive coaching program is customized to each executive or manager but includes the following takeaways:

1. Executives will understand their current leadership style, behaviors, actions, and how they impact those around them
2. Participants will review strategies, ideas, thought leadership, and feedback from an SGEi master coach on how to understand, evolve, and elevate their leadership performance
3. Executives will understand the key moments in an employee's day, week, month, year, and career within the organization and how they can apply emotional intent to these moments to create a positive work environment and experience.
4. Participants will develop a personal action plan to support their improvement and transformation as leaders on those habits and activities that will help improve their leadership position and brand and the experience of those around them.

"SGEi offers a clear and concise roadmap for business leaders to design and deliver an employee experience that educates and engages people to strive to deliver exceptional service and performance."

—John Gengarella, CEO, Netpulse

