

Serving the collective by empowering the individual

Case Study UCLA Alumni Association

Coaching-Based Leadership Program
Self-Leadership

August 2021



anewkindof.org

UCLA Alumni

The problem

A global pandemic transformed our work — now what?

So much had changed with the COVID-19 pandemic that Julie Sina, Ph.D. knew the typical “kick-off the year and let’s set goals” approach would never re-engage her UCLA Alumni Association team. They needed a safe space to climb out of their “Zoom boxes” and embrace the future.

Dr. Sina turned to John Arboleda, UCLA alumnus, former UCLAA board member, higher education professional and Core Energy Coach. John and his team of certified and accredited coaches designed and delivered a customized program called A New Kind of Leadership (NKL).



One of the things that is so special and unique about what John and the coaching team are bringing is that Energy Leadership™ focuses on the individual within the team, how we show up, and our ability or capacity to be present.



— Julie Sina, Ph.D.
Associate Vice Chancellor, UCLA Alumni Affairs
Chief Financial Officer, The UCLA Foundation



Profile

UCLA Alumni Association
(UCLAA)

Team Size

Over 45 full-time professionals making up seven units including finance, careers, marketing, and Diversity, Equity, and Inclusion (DEI).

Mission

To exist as a conduit, a resource and an advocate to advance the interests of UCLA and over 500,000 alumni. To serve as a vital partner in the success of the university.



The solution

NKL's Phase One | Self-Leadership

Coaching-based and fully customized, NKL's Phase One established what Energy Leadership™ could do for each team member of the UCLA Alumni Association. An Energy Leadership™ Index (E.L.I.) was given to each individual to assess their Energy Leadership levels. Core Energy Coaching allowed for exploration and understanding of each level. And customized workshops allowed for group coaching and team connection.

Almost instantly, Dr. Sina's team re-engaged. They were energized by a new awareness and deeper level of authenticity. And they were empowered with the knowledge that self-leadership is a choice that can be applied across all categories of life.



NKL created the opportunity to authentically connect with colleagues using a common language around Energy Leadership



- UCLAA participant

Profile

Core Energy Coaches empower individuals to consciously choose how they show up and create what they most want to experience.



John Arboleda

Core Energy Coach and NKL Project Lead

John is a global professional with 20+ years' experience as a collaborative leader, creative and strategic thinker, with cross functional experience across a range of public and private organizations including over 15 years in higher education management. Including serving as a former board member of the UCLA Alumni Association. He is a certified coach and passionate about coaching, positively impacting people and helping organizations evolve.



Cheryl Wilson

Core Energy Coach

Cheryl is passionate about continuous personal growth, self awareness, mastering personal energy, raising consciousness and helping individuals achieve full engagement every day in both life and work. Cheryl is a seasoned certified coach with over 15 years experience, that focuses on executive coaching, corporate training, coaching coaches and spiritual development.



Erica Danielle

Core Energy Coach

A former lead coach trainer and expert at helping people get out of their busy minds, allowing them to reduce stress and anxiety while increasing satisfaction and peace of mind.



Definitions

A New Kind of Leadership

A customized, coaching-led leadership program for higher education institutions. NKL cultivates self-empowered leaders, ultimately serving the collective by empowering the individual.

Energy Leadership

The process that develops a personally effective style of leadership that positively influences and changes oneself and others, but also those with whom they work and interact, as well as their organization as a whole.

Source: Institute for Professional Excellence in Coaching (iPEC)

Deliverables

12 Individual team leader coaching sessions

One all-team coaching workshop for 45+ team members.

One team leader coaching workshop.

Duration

26 hours

Energy Leadership Index (E.L.I.)

A one-of-a-kind attitudinal assessment that reflects perceptions, attitudes, behaviors and leadership capabilities.

Core Energy Coaches

Coaches empower individuals to consciously choose how they show up and create what they most want to experience.



The results

Upon completion of Phase One, UCLA Alumni Association team members shared their NKL experiences and insights. Responses are below.

Awareness

Presence

From a team leader

“Reflect on the personal role of owning the energy I bring to my work as a leader and strategies for adjusting this energy.”

Self-empowerment

From a team member

“I plan to work on staying aware of my energy levels and am working hard to bring the most positive parts of myself to work so that I am a productive member of the team.”

Self-leadership

From a team leader

“[I’m empowered by the] strength of my leadership skills; how I deal with stress and frustration and that I can change that.”

Shared language

From a team member

“I plan to continue to speak the language we learned, approach discussions with less judgment, and recognize the passion in others and try to match it.”

Energizing the team

Deeper connections

“I found a new respect for some people that could not have happened had we not gone through this workshop.”

Powerful listening

“Listening without judgment is so powerful. I’ve applied this to my daily meetings, and it’s proven to be very effective.”

Shared experiences

“Recognizing shared challenges helped me to understand how I can better support my team and how I can be supported.”



Embracing the future

Scale: 1 (no value) to 10 (highly valuable)

8.25

Team leaders agreed that NKL helped team members develop self-leadership.

8.00

Team members agreed that NKL helped them develop self-leadership.

8.10

Team members agreed that NKL was helpful in return-to-work preparation.

By popular demand

Phase Two | Team Coaching

On the heels of Phase One, Dr. Sina and her team requested a second phase to build on self-leadership within the context of UCLA Alumni Association's seven teams and serving the collective.



A New Kind of Leadership is completely different than anything we've ever tried ... it is about looking at the world differently and how you show up in it.



- Alexandra Brown
Senior Director, UCLA Alumni

Does Phase One make sense for your team?

Visit **anewkindof.org** to learn more.



**A new kind of
Leadership**

anewkindof.org