

# Serving the collective by empowering the individual

## Case Study UCLA Alumni Association

Coaching-Based Leadership Program  
**Team Coaching**

November 2021



[anewkindof.org](http://anewkindof.org)

**UCLA** Alumni

# The problem

## How does self-leadership work within a team?

A New Kind of Leadership's (NKL) Phase One established the concept of self-leadership within the context of the collective UCLA Alumni Association team — but this was just the beginning. Julie Sina, Ph.D. knew her team members needed Core Energy Coaching to apply the self-leadership awareness and language learned in Phase One in a practical manner.

Once again, Dr. Sina turned to John Arboleda, UCLA alumnus, former UCLAA board member, higher education professional and Core Energy Coach. She requested Phase Two, a customized NKL program that provided the “space and grace” for team members to dig deep and engage with one another in more authentic and meaningful ways.





## 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 Two | Team Coaching

As a fully customized project, NKL’s Phase Two demonstrated how team members could develop their own awareness of Energy Leadership™, take responsibility for their energy and begin to make choices on how they wanted to show up as a team. NKL’s Core Energy Coaches guided team sessions, in which members could apply the learning gained from Phase One’s Energy Leadership Index™ (E.L.I.) and stretch their self-leadership skills in a supportive space.

Almost instantly, team members felt more present and confident to lean on and “lift” one another. And they were encouraged by what the individual application of Energy Leadership could do to advance their team and the institution.



**I’m already seeing more trust among team members than ever before. They’re more forthcoming about their energy levels and stress — it’s a big shift.**



**- Alexandra Brown**  
Senior Director, Student Alumni Programs & Family Engagement



# Profile

## NKL Coaching Team



**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.



**Their coaching very quickly connected and created safe spaces for people to be incredibly vulnerable. My team now feels empowered, equipped, recognized and heard.**



— **Julie Sina** Ph.D.  
Associate Vice Chancellor, UCLA Alumni Affairs.



# 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.

## Deliverables

Seven team coaching sessions

One team leader coaching workshop

## Duration

24 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**

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

# The results

Upon completion of Phase Two, UCLA Alumni Association team members shared their NKL experiences and insights in a reflection form. The response rate was 69%.

## Awareness

“What new awareness or understanding of YOURSELF is changing the way YOU show up?”

Main takeaways of team members were:

01

They are “at choice” to shift their energy.

02

They are aware of the energy levels at which they “show up”.

03

They grateful to be members of an amazing team.

## Embracing the future

“What do you believe needs to change before your self-leadership and continued growth can ‘shine’?”

Main takeaways of team members were:

Team members agreed that assumptions based on past experiences need to be dropped.

Nothing is in the way but me. My growth is in direct proportion to my own effort.



## Team support

Energy Leadership enabled team members to approach situations with **greater understanding, openness to diverse positions and a more collaborative attitude.**

Key takeaways shared by participants:

### 01

They are more supportive with each other, and would ask for help and support when needed.

### 02

They are now working to view situations from a higher level of energy (or vantage point).

### 03

They are seeing all points of view rather than just their own.

“**People were really present the whole time because of the way John and his NKL coaches set the tone and allowed teams to engage differently than they had before.**”

**Julie Sina, Ph.D.**  
Associate Vice Chancellor,  
UCLA Alumni Affairs

## Freedom of choice

Team members recognized they are at choice and **no longer need to be at the effect of circumstances.**

## Overall

# 70%

of team members expressed interest in further developing self-leadership with NKL.

# 8.10

value of the team coaching session  
75% of team members scored the session as 8 or higher.

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





## By popular demand

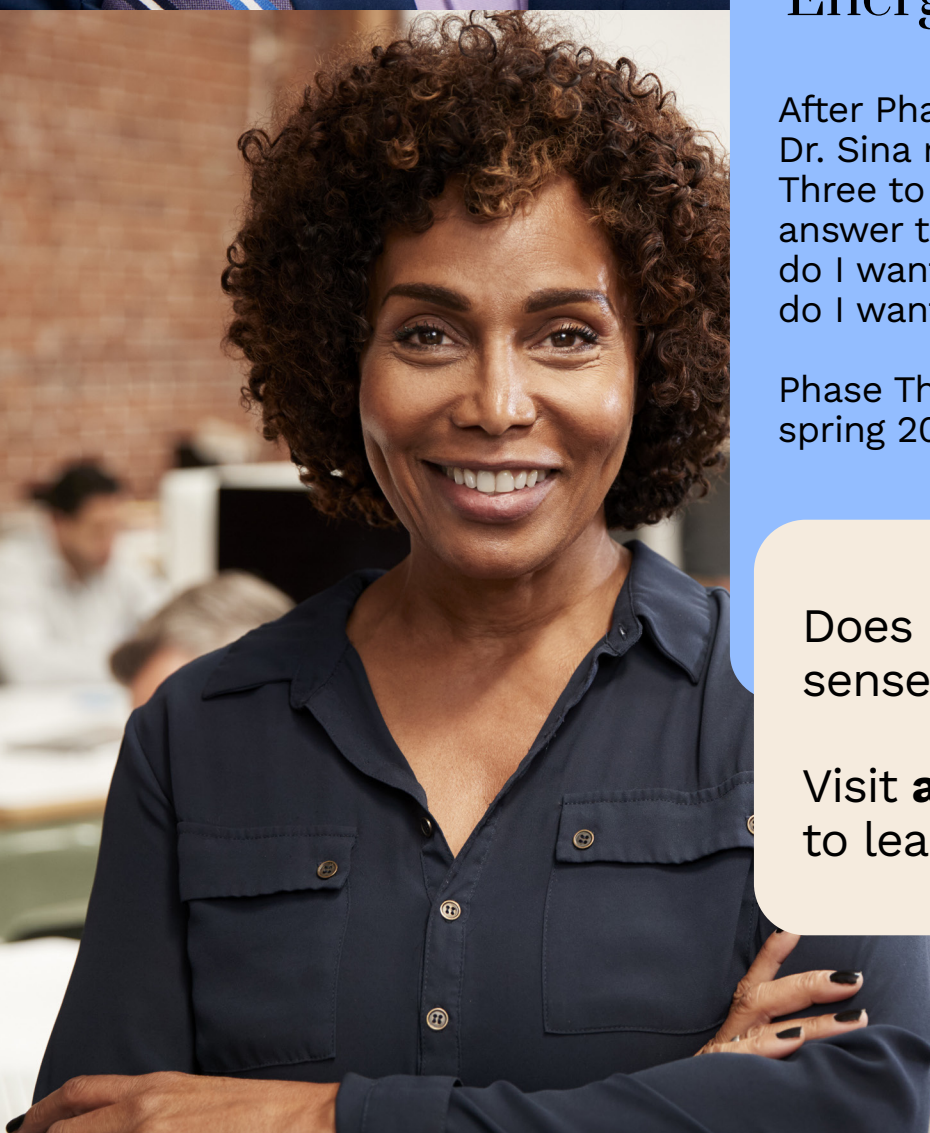
### Phase Three | Energy Shifting

After Phase Two, Dr. Sina requested a Phase Three to help her team answer the questions, “Who do I want to be?” and “Where do I want to go as a leader?”

Phase Three will take place spring 2022.

Does Phase Two make sense for your team?

Visit **[anewkindof.org](https://anewkindof.org)** to learn more.





# **A new kind of Leadership**

[anewkindof.org](http://anewkindof.org)