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LEADERSHIP
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Parrish Partners

An Emergent
Approach to
Leadership
Development

Michele Parrish,
CEO

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Cover Story

Are today's leaders ready for the dawning of a new day in this digital era?

As organizational structure continues to flatten, the role of leadership transforms significantly. Present-day business leaders are not just required to fulfill managerial responsibilities but are also driven by an imperative to improve the overall productivity of the business through the power of relationship and tools of technology. Leadership today is focused therefore on fostering cross-functional collaboration at different levels of the organization with ever greater efficiency, effectiveness, and empathy.

This, in turn, makes it difficult for today's CHROs to identify and develop tomorrow's leaders capable of solving problems quickly, those possessing the fortitude to navigate through uncertainty while simultaneously overcoming the challenges of a digital world in a constant state of flux.

To keep pace with the needs of an evolving workforce, a new approach to leadership development is required—one that blends innovative technological strategies with the people part of transformation to exponentially drive value creation for businesses. In other words, effective leadership development relies upon cultivating not only competencies and skillsets but also a mindset required to build authentic and passionate followership. This is precisely what California-based Parrish Partners brings to the table. As an internationally recognized leadership and management consulting firm, Parrish Partners is focused on helping CHROs create a culture committed to excellence and aligned with agile business strategies.

Parrish Partners

An Emergent Approach to Leadership Development

By implementing a carefully customized leadership development program, we ensure that the next generation of executives and managers are well-prepared to lead the emerging enterprise, the company they wish to become.

Michele Parrish,
CEO

Mark Parrish,
Co-Founder & Managing Partner





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How do they achieve this?

Parrish Partners has pioneered a unique concept known as '3D Intelligence,' a combination of the intellectual quotient (IQ), emotional quotient (EQ), and cultural quotient (CQ), to provide businesses with a range of customized services that include: executive coaching, executive search, leadership training, technology strategies and M&A transaction services. In contrast to other consultants which have long applied their

collective IQ to solve client problems, Parrish Partner goes two steps further and leverages both EQ and CQ to facilitate high levels of collaboration and productivity while creating positive change and a culture of excellence.

Michele Parrish, co-founder and managing partner of Parrish Partners, says, "As a new-age leadership development consultancy, we use just the right combination of products and services at just the right time to

create breakthroughs in individual, team and enterprise performance that others simply cannot." All of Parrish Partners' leadership development and training programs are customized, tailored to the entity within which an individual client operates. Since its inception in 2003, the company has leveraged this intimate approach to serve as a catalyst for its clients, enabling them to grow, adapt, and achieve unprecedented results. Parrish Partners takes pride in being size- and scope-agnostic, serving a broad range of businesses across numerous industries and ranging in scale from large Fortune 50 companies to early-stage ventures and startups. "We help our clients see leadership development as an investment strategy rather than an operating cost. By implementing a carefully customized leadership development program, we ensure that the next generation of executives and managers are well-prepared to lead the emerging enterprise, the company they wish to become," informs Mark Parrish, co-founder and managing partner of Parrish Partners.

A New Leadership Playbook

Every initiative of Parrish Partners aims to develop informed managers and inspired leaders and traces back to their process-oriented approach. "To excel in the current business landscape, leaders must possess the skills to manage disparate operations and diverse teams, while also being inclusive, leading through ambiguity and complexity, and catering to the needs of a constantly developing and sophisticated customer. This requires a certain tech-savvy leader, capable of influencing positive organizational and cultural change," states Michele. To that end, Parrish Partners offers businesses services that are uniquely tailored to specific requirements. Without an intimate understanding of an organization's challenges, simply implementing training modules and waiting for them to work is not the wisest move. The firm's experts carry out a thorough assessment of a company's leadership landscape, roles and

responsibilities, and operating practices to investigate the root cause of challenges before ever creating a strategy or offering services that enable them to achieve their client's organizational goals.

Through its core service—executive coaching (a four-part process)—Parrish Partners helps executive-level teams deliver top performance and achieve optimum results. First, Parrish's team of professionals engage with the client to obtain a detailed understanding of company culture, business climate, and key business objectives. Following this, Parrish Partners carries out a psychometric assessment to kick-start the coaching process, identifying a team's or individual's strengths and critical improvement areas. Subsequently, through a 360-degree feedback process, responses on the program are curated, and a comprehensive report summarizing signature strengths and weaknesses is compiled. Finally, coaching goals and measures of success are designed and regularly reviewed to ensure progress.

Parrish Partners offers leadership and management training as a service for high potentials (HI-POs), high profile (HI-PROs) and senior executives. "Most often, when it comes to training individuals at the executive level, businesses believe there is no need for further development of their skills or capabilities. That's simply not true. There is a constant requirement for people at the C-suite to upgrade their skills, modify their behaviors, and understand new technologies and their impact," remarks Mark. Parrish Partners' training services enable executives to use skills effectively to recognize that the constant changes in their business environment often require choosing a harder right decision over an easier wrong. The company's executive coaching raises the ability of an individual to obtain and retain new competencies to dramatically increase workforce productivity.

Another of the significant services offered by Parrish Partners is its executive search service. The company guides business leaders in finding the right candidate that not only perfectly fits a role but also aligns with a firm's culture. "Organizations, at times, need to replace executives or augment the executive team with the necessary skills to excel in the digital era. We are intimately aware of what

those abilities are and carefully cultivate a confidential network of competent professionals who would be a great cultural fit," affirms Michele. From its large network of truly world-class, diverse candidates, the firm helps companies source and hire executives that best fit their technical, executable and interpersonal challenges. All in all, Parrish Partners helps organizations orchestrate a successful leadership development program to strengthen current leaders and provide a clear pathway upon which HI-PO and HI-PRO leaders learn and grow.

Reshaping the Legacy Mindset and Making a Difference

Competing in today's fast-paced economy requires a commitment to staying aligned with new technologies that enable connection, collaboration, integration and efficiency. In light of this, Parrish Partners collaborates with leading technology experts to recommend and implement enterprise solutions that enable businesses to meet current and future goals. "We remain apprised of the latest emerging trends and process capabilities, allowing clients to remain focused on their core business and customers just as we remain focused on their future needs," adds Michele.

Parrish Partners also offers services related to M&A transactions and inorganic business growth. Perhaps the most daunting challenge an organization perseveres in preparing for and managing through the buying or selling of a business unit. There are sudden new requirements and far too numerous obstacles to overcome, including dealing with the sheer volume of prospective acquirers. To facilitate the process for all parties, Parrish Partners maintains an extensive network of prospective buyers, including ultra-high net worth investors and private equity groups. Whether it is a startup or a long-lived firm pursuing a strategic acquisition, Parrish Partners helps with sourcing funding to fuel the growth of both new and established businesses.

As a firm led by seasoned executives with a track record of achieving unprecedented results, Parrish Partners has for over 16 years remained true to its mission of 'Integrating Consulting, Coaching, and Training Disciplines to Create Cultures of Excellence' and in doing so has helped numerous clients grow,

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change and achieve new levels of success. A case in point that highlights this is its engagement with a large, 100-year-old consumer services company. To sustain their growth, the client needed to rejuvenate their organizational culture through stronger teamwork and collaboration. Parrish Partners used its executive coaching and leadership training to support their client in addressing this cultural challenge. The firm helped train and coach client members in the art and science of EQ skills. Through a new executive-level course, Parrish Partners enabled the client to qualitatively and quantitatively examine their culture, driving meaningful shifts to make their business performance ever better. Parrish Partners has been working hand-in-hand with the client for almost two years now and, through one-on-one interactions and team conversations with executives, they continue to enable the client to raise the bar for each executive and further facilitate positive change in targeted areas.


Taking Leadership to the Next Level

The uniqueness of Parrish Partners stems from its commitment to client relationships and customized programs. The company works long-term with each of its clients to help them develop tailored leadership development solutions.

The company's continued success is attributed to its relentless pursuit of excellence in the suite of products and services it offers. "We help businesses understand how to bring great leadership to their organizations each and every day. Each engagement is a success story because there is a positive change, and the well-defined process yields significant and measurable results," says Michele. Mark and Michele know that sustainable results are most often achieved through optimizing not only operations through investments of financial capital but also organizations via investments in human capital.

With their combined experience of over 50 years, an extensive global network of leading industry experts, and a passion for life-long learning and innovation, they and their team of professionals work ardently to create lasting, positive change for organizations through individual, team and enterprise excellence.

Looking ahead, Parrish Partners is pursuing three strategic initiatives. The company will continue to expand its services and capabilities by deploying emerging technology such as AI and data analytics tools throughout each of its programs. With regard to training, Parrish Partners recently created new executive-level virtual course offerings along with assessment tools and coaching programs to accelerate the adoption of new skills, behaviors, and mindsets. Additionally, the firm plans to bring on more leadership and culture development programs beyond the executive level—allowing firms to address a broader population more cost-effectively. Finally, Parrish Partners is expanding its services into family office management and advisory services, including launching new companies and developing real estate and alternative investment strategies. "We are combining cultural development, multi-generational family governance and a commitment to excellence as the fundamentals to sustainable results in this sector. Family office owned and operated businesses are growing, and they often need outside help. Our services support family offices in accelerating their growth through alignment around values and vision," reassures Mark.

Potential leaders may be found at all levels within a company, and identifying them isn't always easy. An effective leadership development program will help develop these high potentials by providing the skills and confidence required to ascend the career ladder. Having a partner like Parrish Partners to guide individual and team development through every step of the process proves invaluable. 

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*The annual listing of 10 companies that are at the forefront of
providing leadership development consulting services and impacting businesses*