



Simon Lead LLC
Be the Master of Your Destiny, Achieve Your Next Level of Success.

Learn About “M.A.F.F.” for RESULTS!

SCHEDULE A TIME TO LEARN MORE



M.A.F.F. COACHING MODEL

MINIMIZE - ACCELERATE - FUEL - FOCUS



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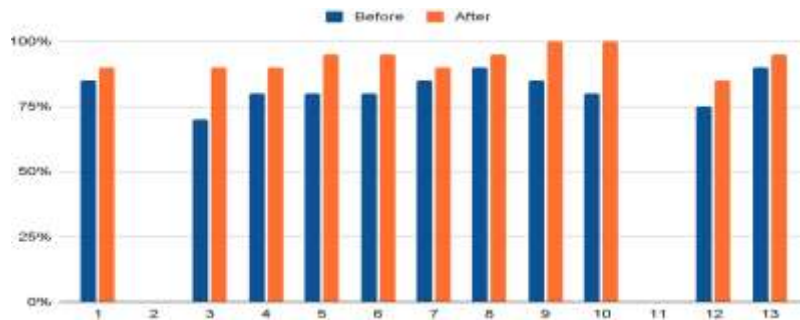
Shawn Simon: Impact Dashboard

N = 13 Participants, Feb. 2024 to Mar. 2025

Capability

Avg \$ Impact: \$10,343

10% Average Increase in Capability
85% of Participants More Capable



Communications

Avg \$ Impact: \$8,164

100% reported their communications improved

Stress

Avg \$ Impact: \$235,724

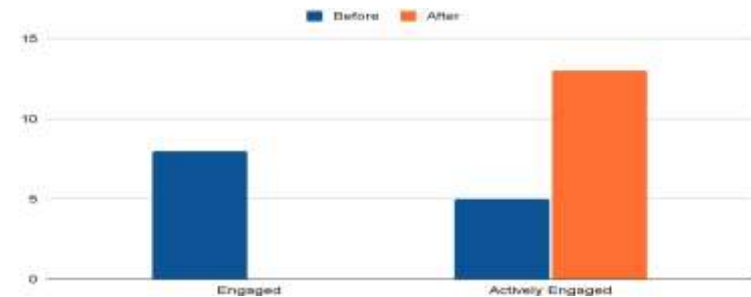
85% Less Stressed due to changes they're made

94 of those they work with Less Stressed due to changes they've made

Engagement

Avg \$ Impact: \$544,116

62% More Engaged



Efficiency

Avg \$ Impact: \$10,842

69% Increased Efficiency
9.9 Hours/Week saved on average

Retention

Avg \$ Impact: \$444,638

54% More Likely to Stay

Loaded Cost

\$253,941

Total Financial Impact

\$25,747,903



8989% = 37.89x average Return on Investment

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Shawn Simon: Impact Dashboard

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What Clients Have to Say:

“Working with Shawn Simon was a great experience as it provided me an opportunity to work more efficiently, understand the mindsets of people in my network, and sharpen my lifelong learning skills. The sessions with Shawn allowed me to be a better leader and manager and to use the skills that I learned in my daily interaction with my team and my peers.”

“Shawn's coaching has definitely helped me become a better leader. After soliciting and interpreting peer and employee feedback, I am leveraging opportunities to speak up as an executive leader. I have also focused on the proper leadership style (push vs pull) depending on the opportunity at hand. Engaging strategies to up-level my leadership have also been a significant result of my time with Shawn. These strategies include strategic delegation, communication, and responsiveness.

Finally, with Shawn's coaching, I continue to refine my presentation abilities. Specifically focusing on pace and audience engagement have provided me with improved feedback during our coaching engagement.”

“Extremely powerful experience with Shawn. The focus and dedication to hitting the topics that were relevant to me and impactful to my growth were definitely addressed and reinforced throughout the engagement.”

“It's an interesting exercise to put objective numbers to something that I really feel to be an invaluable experience. I think the themes of the coaching I received and the way the lessons have been woven throughout my everyday work experience has made me a more impactful leader and has raised the bar for my function within the organization.”

“I understand more around my communication style and how others may communicate, which was a significant theme in my 360 Feedback results. I have put more focus on the idea that Activity<>Results and the importance of delegation based on the level of decision-making needed. This has provided me the opportunity to focus my strategic thinking/planning to higher priority, executive level, items and decisions. I also took my coach's recommendation regarding increasing engagement of my team around setting goals and themes for the next year which helped to bring the team together and align our objectives.”

“Executive coaching with Shawn has benefited my organization by providing me the tools to support prioritization, effectively support my team with decision-making, and, more importantly, support my executive decision-making.”



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Introducing the **MAFF Model** Empowering Leaders for Exceptional Results

creation (© Shawn Simon 2025).

*Minimize and Remove
Accelerate Action
Fuel Your Strengths
Focus on Key Indicators*

*“Be the change that you
wish to see in the
world.”
Mahatma Gandhi*



Leadership Effectiveness

partnering with leaders, helping them identify and implement the changes they desire and need to make to reach their next level of success. This often includes enhancing strategic thinking, communication, confidence, assertiveness, time and energy management, delegation, and accountability.



Executive Transitions

new leader appointments, promotions, merger acquisitions, restructuring, succession planning (development of leaders), international to U.S.A



Team Performance Coaching

working with teams as a dynamic living system to become high-performance and sustainable teams. Developing high-performance teams.



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COACHING SPECIALTY AREAS



Leader Influence/Impact /Interpersonal Skills

coaching leaders to operate with greater EQ for more effective engagement, collaboration and results. Leveraging the neuroscience of the brain for greater influence and leading change



Executive Presence (EP)

working with leaders to develop their EP leadership qualities, which will enable them to better engage, align, inspire people to move and act.



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“MAFF MODEL”



Minimize and
Remove

Anchors and
Barriers address
any “kryptonite”
self , other and
business



Accelerate
Action

Anchors and
Barriers address
any “kryptonite”
self , other and
business



Fuel Your
Strengths

Anchors and
Barriers address
any “kryptonite”
self , other and
business



Focus On
Key Indicators

Anchors and
Barriers address
any “kryptonite”
self , other and
business

Shawn S. Simon

Executive Coach (ACTP/ICF), Certified Team Performance Coach (CTPC) and Transition Coach (CTC), Professional Behavior Analyst, Vistage International Trained CEO Coach, Bates ExPI Certified Partner and Leadership 4-Performance Consultant (former Fortune 100 SVP, VP, Director (sales, marketing, operations, contracting)).

Clients Served (a sample)

Boeing Aerospace, Prudential, Novartis, HIKMA, Parkland Hospital, Drugscan, Regeneron, BMS, Sanofi, Novo –Nordisk, Cardinal Health, CareSource, GuardianLife, Sunovion, Ferring Pharmaceutical, Janssen Pharm, Equity Health Navigant, Guidehouse, Aetna, Blue Diamond Growers, Growmark Inc, Williamson Eye Clinics

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1+215.620.1475 (text 1st please)



➤ Executive 1:1 Coaching

❖ M.A.F.F. MODEL /Schedule Complimentary Consult

➤ Transition Coaching

➤ Team Coaching for High- Performance

➤ Leadership Development Workshops

➤ Assessments: TCI/Team Diagnostic, Executive Presence (ExPI), Trimetrix EQ, Motivators, Disc, EQ, EchoL Listening Profile