

LEADERSHIP TRANSITION LAB

First of its kind Structured 1:1 Coaching for
CXOs/SENIOR LEADERS stepping into new roles.



Senior Leadership Transitions are High Stake Moments

Senior Leadership Role Transitions are high-stakes moments both for the leader stepping into a new role and the organization. Whether it's an internal promotion or a new hire, the first 6 months is when perceptions are formed, influence is built and business impact is expected.

This period can be overwhelming for leaders managing key stakeholders, aligning teams, adapting to a new culture and delivering quick wins.

Leaders often feel lonely as they are left to navigate this critical window alone, without a structured support.

High stakes. High expectations. Minimal support.

This is precisely why the Leadership Transition Lab is essential.

40% - 60%

of senior leaders fail within their first 18 months.*

Not because they lacked talent, but because they lacked the right support at the right time.

*(HBR & Heidrick & Struggles)



The LTL supports leaders by helping them gain early clarity, accelerate alignment, build trust with stakeholders, and lead with confidence.

The Leadership Transition Lab

The **LEADERSHIP TRANSITION LAB** is a first of its kind 1:1 structured offering for senior leaders in transition. It enables leaders to settle in a new role with ease and create an early impact in the first 180 days.

This assimilation & integration is critical to leadership success!

It is a strategic thinking partnership, specially designed for:

What leaders tell us about their struggles:

"Being new, I feel I can't show vulnerability – people are watching."

"The culture here is so different from what I know. Did I make the right move?"

"My former seniors are now my peers, they don't take me seriously enough."

"I'm used to leading from the ground. Now I feel disconnected from what's happening."



Laterally Hired Senior Leaders



New Internally Promoted Leaders

Key Features

- Unique programme based on global best practices
- 180-Day High-Impact Structured Executive Coaching
- Strengths Profiling of the Leader (StrengthScope)
- Stakeholder Interviews to align role expectations
- One to one, 100% customised sessions
- 2 coaching sessions a month × 6 months
- One key **SCALEUP** theme addressed every month
- Combination of coaching conversations and structured worksheets & exercises
- Additional ongoing support and customised reading material
- Mid-Point & End Point review with manager to align and make progress visible

What the LAB Offers

With our **SCALE UP Framework**, we provide leaders the mindset, tools, and clarity to lead with impact, covering one theme each month -



#	Theme	What it Covers
S	Self-Awareness	Discovering strengths, values, and blind spots
C	Culture	Decoding and navigating organisational culture.
A	Aligning Stakeholders	Building clarity and consensus on expectations early.
L	Leading Teams	Establishing trust, cohesion, and shared purpose from the start.
E	Executive Presence	Inspiring confidence through communication, influence & credibility.
U	Unlearning	Letting go of outdated patterns to embrace fresh strategies.
P	Purpose	Anchoring every decision and action to a clear purpose and long-term strategy.

What to Expect (6 to 8 months)

The programme is structured across 6 to 8 months with a clear theme each month and formal reviews to track progress:

Month 1	Assessments, Stakeholder Interviews & Learning Agenda
Month 2	Theme – Self (Self-Awareness)
Month 3	Theme – Culture
Month 4	Theme – Aligning Stakeholders
Mid-Point Review	With the leader's manager, align and make progress visible
Month 5	Theme – Leading Team
Month 6	Theme – Executive Presence
Month 7	Purpose & Vision
End Review	Final review with manager + decision on further Executive Coaching

Inside OUT | Outside IN

At A Brighter Life, we follow a philosophy of “*Inside Out*” and “*Outside In*” to bring about sustainable shifts in behavior.

Inside OUT

1. Becoming more self-aware of how one's Strengths & Values can drive integration
2. Understanding blind spots that may impact success adversely
3. Challenging the current limiting beliefs & old ways of thinking

Outside IN

1. Identifying the strengths of the leader
2. Understanding stakeholder expectations through interviews
3. Monitoring progress through stakeholder observations & feedforward





Why It Works

- Leader understands 360° expectations faster rather than discovering them organically
- Nudged to consider aspects of decision making that may not come into consideration naturally
- Gets a chance to reflect and share experience — feels supported rather than judged
- Leader is able to lead with more awareness
- Formulates a vision for the role and team within 6-8 months

Benefits for the Leader

- Leader does not feel alone in the first 6-8 months, has a sounding board to discuss thoughts and experiences
- Structure ensures all critical aspects of settling in are systematically addressed
- Programme ensures the leader finds space for zoomed-out, reflective thinking
- Leader experiences accelerated growth in leadership capacity with coaching support



Case Studies



Case Study I

The coachee, Vice President - Finance, in a well-known manufacturing group had spent many years in global roles and was finding it difficult to adjust to the work environment in India.

"The leadership challenge was to transition into a Strategic Thinker & Business Enabler Mindset."

His coaching engagement over 9 months enabled him to gain a greater understanding of how finance can play a strategic role in the organization.

He defined a few projects that had huge impact on the way finance was operating across the organization. He worked on his presentation skills and executive communication skills as well to increase impact.

"His seniors testified that they saw a remarkable difference in his confidence and the way he was conducting himself in office."

— Outcome after 9 months of coaching



Case Study II

An Indo-Japanese JV organisation hired a new CXO. The key leadership challenge was to elevate his leadership style to the more senior level and simultaneously adapt to the culture of the organisation as well as the Japanese way of working.

The CXO underwent a **Role Transition Coaching** with the following aspects being addressed:

- The leader understood that some of his leadership behaviours and expectations were not suitable to the new environment. He slowly let go of these and chose new ways of doing things.
- He reflected on the Japanese business etiquette, and learned to flex his leadership style without losing authenticity.
- He built a calmer and more impactful executive presence to establish credibility with the management.

As a result, he built a lot of trust with the Japanese stakeholders and was elevated to take on a **larger responsibility in the organisation within 10 months.**

"The CXO transitioned from feeling 'stretched and reactive' to 'strategic and composed' by the end of the transition coaching."

— Outcome after 10 months

We Have Coached Leaders Across



YOSHITA



Yoshita Swarup Sharma, is a trusted executive coach for CXO and senior leadership transitions, working with leaders at critical inflection points as they step into larger, more complex roles.

An **ICF Master Certified Coach (MCC)** with over 26 years of professional experience, including **15+ years in executive coaching**, she has partnered with leaders across 70+ organizations, delivering over 2,600 hours of coaching.

With earlier 12 year marketing leadership experience at Coca-Cola, Dabur, and Ranbaxy, Yoshita brings a strong business lens to her work. She enables leaders to navigate transitions with clarity, strengthen their leadership identity, and lead with confidence and impact.



Yoshita, our **Transition Expert** believes -
Stepping into a new leadership role is a chance for the leader to discover and grow into their next level as a human too!

CEO & Co-Founder, A Brighter Life
Executive Coach & Facilitator



Certifications

- ICF Certified MCC & Mentor Coach
- Strengthscope Certified
- Certified MBTI practitioner
- INIFAC Certified Facilitator
- Inner Child Therapy
- Advanced NLP Practitioner.

Profiles Coached

- CXOs / CEO/ MD/ Founder/ Promoter
- HODs, Directors, Senior Vice Presidents
- GMs
- Women Leaders

Awards



Exceptional Woman
of Excellence



Influential Coaching
Leaders India



Top Executive Coaching Leadership
Development Voice

Leaders Speak for Yoshita



Alok Karkera

Group Head @ Axis Bank | Ex Banker @ Citi



"I'm able to handle situations and people in a far better manner than before. It has been an absolute joy to work with Yoshita. She helped me acknowledge my areas of development in no time and guided me towards addressing them. Her empathy and patience are her assets which immensely helped me in my journey toward self-development. Sessions with her helped me recognize that strengths of mine which when in overdrive were in a way sabotaging my career growth. (It was very counterintuitive – because they were my 'strengths'!) She helped me understand how to check my certain strengths from going into overdrive. I highly recommend Yoshita to anyone who wants to undergo professional coaching with her."



Srinivas Pramodh Emany

Group CFO - Indifi



I have worked with Yoshita during important transition phases in my journey. Her coaching has had a meaningful impact on how I think, respond to situations, and show up as a leader. She played an important role during my transition to a CFO position. Her ability to connect leadership behaviour, self-belief & practical execution is something I found particularly valuable.

What truly differentiates Yoshita is her very high empathy combined with clarity of thought. She creates a space where honest reflection becomes possible without judgement, also nudging towards accountability & forward movement. She is not just a coach but also a trusted sounding board.

ASHWNI

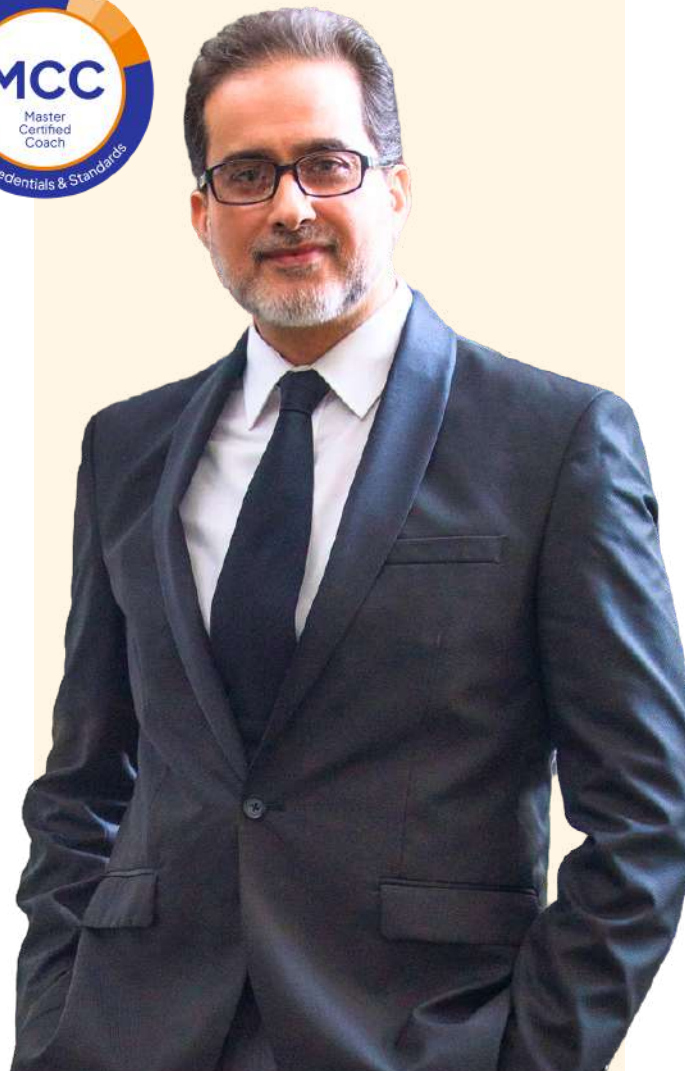


Ashwni Sharma is an ICF Master Certified Coach (MCC) and Marshall Goldsmith Certified Coach with 28+ years of experience, including 12+ years in executive coaching.

He works with senior leaders during high-stakes transitions where collaboration, trust, and alignment drive outcomes, helping them build clarity, calm authority, and effective leadership across teams and stakeholders.

Before founding A Brighter Life, he was part of the founding team at HomeShop18, scaling India's first home-shopping network from zero to \$100M+, with prior leadership roles at Coca-Cola and The Jewellery Channel across London and the US.

His work integrates inner awareness with structured coaching to align people, vision, and performance.



Ashwni, our **Transition Expert** believes -
*You were hired for what you know.
You will be trusted for how you show up.
The transition is where the real leadership begins.*



MD & Co-Founder, A Brighter Life
Executive Leadership Coach



Certifications

- ICF Master Certified Coach (MCC)
- Marshall Goldsmith Stakeholder-Centered Coaching | Certified Executive & Team Coach
- Marshall Goldsmith Global Leadership Assessment (GLA 360) Certified
- 18+ years of meditation and inner work
- Master NLP Practitioner

Profiles Coached

- CXOs / CEO/ MD/ Founder/ Promoter
- HODs, Directors, Senior Vice Presidents

Awards



100 Most Influential
Coaching Leaders - India



Top Executive Coaching
Leadership Development Voice



Global Top 100 Exemplary
Coaching Leaders

Leaders Speak for Ashwni



Barkathulla Khan
VP Operations, Visteon

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“Ashwni has a rare gift for holding up a mirror without judgment, helping you see your own patterns as the very things worth working on. Through his coaching I have grown in how I communicate with senior leadership, how I think and act as an enterprise leader beyond my own function, and how I collaborate across teams to solve problems together. What I valued most was how practical it was; every session left me with something concrete I could apply on the job straight away. The result is a calmer, more deliberate, more present version of myself as a leader. Ashwni carries his ICF-MCC credential not as a badge but as a lived practice. The rigour is real, and so is the warmth.



Deepak Kumar
CHRO - Sidel Group, Sidel

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"I engaged Ashwni as an Executive Coach to help me re-energize my team and support me navigate my organization through the challenging times. I have found his coaching and methods very insightful and innovative. Most importantly, his coaching has enabled my journey to a different level of leadership- collaboratively working with my peers and giving more space to and enabling the growth of my team. He is very thorough and uses a variety of methods both at the behavioral level and further deeper level that has made my leadership transformation easier and permanent. Thank you, Ashwni for your impactful and empathetic support and help me become the professional that I have the potential of becoming."

Let's Connect

If you are keen to
TRANSITION with ease.



Thank You!

A Brighter Life

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