

AIM Leadership

Effective leaders and their teams deliver short- and long-term impact. Doing this consistently and doing it well—especially amid chaos and in our fast-changing world—requires outside perspective and trustworthy counsel.

At AIM Leadership, founder Camille Preston, PhD., works closely with seasoned leaders to help them optimize performance and navigate challenges through the lens of business psychology. Her personalized, integrated approach builds on insights from psychology, neuroscience, and business to help leaders better understand themselves so that they can more effectively serve their teams, their organizations, and all stakeholders. Through penetrating questions, synthesizing data, and pattern recognition, Dr. Preston helps her clients identify new opportunities to grow themselves and their organizations and deliver sustainable results.

Those who work with Dr. Preston overcome unproductive habits, build greater resilience, harness awareness, and become laser-focused on priorities. AIM Leadership's approach is uniquely suited to these times, as COVID-19 presents even the best leaders with unprecedented challenges. CEOs and their teams are being called upon to show up with humanity and compassion and to build trust, cohesion, and resilience while motivating and engaging remotely. They are being asked to do this while managing new and shifting expectations and conceiving of new strategies and systems to accommodate an uncertain future.

The Impact of Business Psychology

Camille Preston founded AIM Leadership based on the philosophy that our work, home, and personal lives are inevitably interconnected. Driving sustainable change requires identifying and resolving the root causes of obstacles as well as strengths while harnessing and applying knowledge from diverse perspectives.

Dr. Preston's approach:

- **Problem Identification:** Identify and probe perceived challenges.
- **Root/Core Analysis:** Through inquiry and exploration, understand the origins of problems and challenges to gain insights into the levers and actions that will stimulate necessary change.
- **Reveal Interconnectivity:** Isolate the cause-effect relationship among issues, individuals, and systems.
- **Alignment:** Drive change with a focus on four types of alignment:
 - Internal (values, beliefs, practices)
 - External (words and interactions/choices)
 - Environmental (workplace culture)
 - System-level (work, friends, family, etc)
- **Solutions Mapping:** Through a clinical lens, identify the interventions that will be most impactful and easiest to put into motion.
- **Optimizing Growth:** Integrate multiple sources of data (priority maps, 360s, observations, etc.) to drive growth.

Read more about [business psychology](#).

Our Process

Dr. Preston and her team engage clients in a five-step process that is tailored to respond to each client's specific needs. Many clients move through the process, get to step 4, and then re-engage with new and different priorities.

AWARENESS

- AIM Leadership Proprietary Intake Process
- Priority Mapping Assessment
- 360 Feedback
- Additional Feedback and Assessments (reviews, MBTI, Hogan etc.)
- AIM Leadership Business Psychology Observations

Read more about [AIM Leadership's assessment tools](#).

Following the completion of our multi-tiered assessments, we synthesize data to generate recommendations to:

- See things that others don't
- Offer a holistic and independent perspective (integrating feedback and distilling/prioritizing opportunities)
- Establish a deep relationship and rapport to build a foundation of trust and drive learning opportunities.

ACTIVATION

- Alignment (e.g., a session with the client, HR and/or higher up)
- Priority mapping
- Feedback/metrics
- Psychology of leadership
- Systemic analysis (understanding the individual in relation to the broader system)
- Values alignment
- AIM Leadership business psychology (coaching/individual engagements)

AGILITY BUILDING

- Turn ideas into action
- Engage/challenge leader
- Expand capacity
- Systemic interaction (identifying how underlying problems are interconnected)

ACCOUNTABILITY

- Sustaining change
- Driving second-order change (e.g., taking individual learning and rippling the effects outward to team/organization)

INTEGRATION/ACCELERATION

- Assessment process (reflecting on the impact of the engagement)
- Identifying future opportunities for growth

* We have a similar process for working collaboratively with teams (e.g., c-suite, managers, etc.).

Client Statements

"Camille showed up with amazing and critical executive coaching at a crucial moment in my career. She challenged me to lift myself above the work that was eating my focus, and focus on the work that would truly drive impact. After working with Camille, I feel more in control. I own my work and decision-making process in a new way, and am delivering powerful results."

- Abe Murray, Product Manager, Verily

"Camille provided tools for our organization's leadership team--tools that have visibly improved how we operate. She offered clear and actionable ideas, including AIM Leadership's priority mapping process. She challenged us to critically examine our bandwidth, goal setting, and how we manage our energy on a day-to-day basis. Camille helped us

implement efficient strategies across the entire organization that enhanced how we run meetings and manage priorities, and she engaged our staff in a way that ensured everyone was aligned."

- Nadine Block, Senior VP, Sustainable Forestry Initiative

"Working with Camille, you quickly find that she is a master at deep listening and is able to make connections between issues that might seem unrelated. She asks penetrating questions that drive understanding, insight, and greater awareness and brings a fresh perspective to familiar problems. She challenges your perspective while providing you with the science, theory, and conditions needed to enact meaningful change."

- Brian Foster, Senior business advisor, Appian Corporation

Read more about our [client impact](#).

About Dr. Camille Preston

Dr. Camille Preston founded AIM Leadership in 2004 with the vision of applying the fundamentals of psychology to support leadership in high-growth, high-pressure business environments. Camille is a pioneer in business psychology. At the forefront of applying both individual and systems-based approaches in new ways, she supports CEOs and their teams to triumph over the challenges in disrupted, complex workplaces. Working with Camille, clients learn how to effectively map priorities, change behaviors to increase influence, and optimize holistic systems (individual + team + organization) to drive results. Most importantly, Camille helps clients dig deep to identify and resolve any underlying causes preventing their success.

Learn more about Camille on [LinkedIn](#)