

## AIM Leadership

For over twenty years, Dr. Camille Preston has been helping leaders take aim to effectively target and achieve their goals. With surgical precision, she goes deep fast, pinpoints opportunities, and integrates theory with experience to help her clients move the dial on top priorities. Camille focuses on powerful short-term wins that hold the capacity to drive long-term change.

"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

Precise, candid, and huge hearted, Camille helps clients cut through the noise to amplify their impact.

### How Business Psychology differentiates Leaders

Driving sustainable change starts by identifying and resolving the root causes of obstacles and then harnessing and applying knowledge from diverse perspectives to break down these obstacles. With its dual focus on dismantling both internal and external blockages to success, *business psychology* is specifically designed to tackle this work.

Dr. Preston's approach includes:

- **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](#).

Clients move through a five-step process tailored to meet their individual and team needs. Many clients move through the process, get to step 4, and then re-engage with new and different priorities or start again to expand the engagement to their team members.

### AWARENESS

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

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

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

### AGILITY BUILDING

- Turn ideas into action
- Engage/challenge leader
- Expand capacity (individually and at the team level with targeted coaching and training)
- 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

"Camille is brilliant, perceptive, and real. I have worked with her for over a year, and I have experienced dramatic shifts both personally and professionally. Camille delivered on her promise to help me unleash my potential, aim for excellence, take action, and leave impact."

- Liz Sheehan, Founder, C2C

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

## About Dr. Camille Preston

Camille is a pioneer in business psychology. Since launching AIM Leadership in 2004 to support leaders in high-growth, high-pressure environments, she has worked with the leaders of Fortune 100 companies (CBS, MARS, MGMirage, Zillow), startups (Affectiva, Globalization Partners), and public sector agencies (Sustainable Forestry Initiative, Police Executive Research Forum) both nationwide and around the world.

Working with Camille, executives learn how to effectively map priorities, change behaviors, and optimize systems to drive results. Most importantly, Camille helps clients dig deep to identify and resolve any underlying causes putting a brake on their success. Learn more about Camille's background on [LinkedIn](#)

The grit Camille brings to her engagements with leaders is not unlike the grit she brought to [building her family](#). Camille shares her life with her husband and two children in Cambridge, Massachusetts. When she isn't working, you can often find her running, doing yoga, and engaging in deep thinking in hot tubs.