



About Camille Preston, PhD, PCC

Dr. Camille Preston is a business psychologist and the founder and CEO of AIM Leadership—an executive leadership firm that works with leaders, teams, and organizations to align and optimize human capital to drive scalable and sustainable results.

Since founding AIM Leadership in 2004, Preston has helped hundreds of leaders navigate the challenges of today's disrupted workplace. She also helps teams work together more effectively by discovering how to map priorities, build trust, and optimize systems. A recognized thought leader on leadership, virtual effectiveness, and team optimization, Camille is the author of two books, *Rewired* and *Create More Flow*, a regular contributor to *Psychology Today*, *Fast Company*, and *Thrive*, and a sought-after keynote speaker.

Camille's Differentiators

- As a PhD-trained psychologist, she understands human development, the challenges of behavioral change, the neuroscience of peak performance, and how these things impact leadership development.
- As a partner at Blackhorn Ventures, she understands investor and board dynamics, delivering results, and the metrics of success.
- As an executive coach, she has coached leaders around the globe and across sectors.
- As a trainer, she has led large-scale change initiatives at organizations in sectors ranging from technology and finance to healthcare and the media (e.g., Zillow, Morgan Stanley, Tufts Medical Center, and CBS among others).
- As a speaker, she has delivered keynotes to over one hundred companies, including Google, Brown Advisors, GE, GM, Novartis, Wellington, Fidelity, and Capital One.
- As a thought leader, she has published two books and regularly contributes to *Fast Company*, *Forbes*, *Fortune*, *Psychology Today*, and other publications.
- As a change agent, she helps leaders and teams restructure and scale their enterprises while achieving new levels of clarity, trust, and alignment.
- As a person, Camille walks her talk; her commitment to live in alignment with her counsel creates a synergy that delivers results.

AIM Leadership's Differentiators

- Optimizing individuals to be more effective amid change by building bandwidth management and tapping into the neuroscience of peak performance;
- Growing leaders to stay engaged and ahead of their growing businesses/teams;
- Creating a safe space for confidential conversations and perspective sharing;
- Helping executives and leaders develop priority maps to optimize their performance and pursue personal and professional goals;
- Experience collaborating with HR leaders to fulfill organizational mandates and help facilitate the delivery of in-house, external, or blended curricula; and
- Experience launching training and coaching programs that offer the content and systems needed to make leaders more agile.

AIM Leadership's Process

The pandemic accelerated workplace change, impacting how we engage, learn, and lead. Cultivating an agile, resilient mindset is essential to reskilling and upskilling, rethinking collaborations, and promoting workplace wellbeing.

Here is how AIM Leadership's process can help you:



AWARENESS

- Open up through AIM Leadership's Proprietary Intake
- Prioritize with AIM's Assessment
- Understand blindspots through feedback and assessment
- Integrate feedback, assessments, and goals
- Generate focus to accelerate growth

ACTIVATION

- Prioritize and align growth upward
- Generate metrics
- Build capacity (psychology of leadership)

AGILITY BUILDING

- Turn ideas into action
- Expand capacity
- Anticipate breakdowns/barriers

ACCOUNTABILITY

- Sustain change
- Build systemic support
- Align forward

INTEGRATION/ ACCELERATION

- Assess impact
- Reflect and review impact of the engagement
- Identify future growth opportunities
- Celebrate and re-engage

Driving Sustainable Growth in the Workplace

Accelerated Growth

Developing individuals, teams, and organizations to be more agile, better manage complexity, and build capacity.



INDIVIDUAL

Trusted Advisement
Strategic Partnering
Business Psychology



TEAM

Capacity Building
Change Management
Alignment
Acceleration



ORGANIZATION

Facilitation
Keynotes, Retreats, and Events
Organizational Assessments

INDIVIDUALS

Leaders must balance the urgency of today's challenges with planning and preparing for the future.

AIM's coaching includes:

- Conversations focused on leadership development, strategic thinking, and business psychology
- Proprietary AIM Assessments and more than 20 other assessments
- Strategic prioritization and alignment

TEAMS

A team's capacity, culture, and ability to collaborate are critical. We support teams by helping them build resilience, agility, and trust.

AIM's team approach includes:

- Proprietary AIM Leadership tools, including our priority assessment, intake, team and organizational audits, and ERX (Effective Relationship Accelerator)
- Capacity building exercises to identify priorities, align values, and amplify impact
- Facilitated dialogues to help identify and fix team breakdowns and rebuild trust

ORGANIZATIONS

Understanding the larger system is essential to adapt, scale, and thrive amid today's changing workplace.

AIM's organizational approach creates change with:

- Programs and courses, including the AIM Leadership Deep Dive Program
- Assessments to understand the system, map priorities, and identify key levers for change
- Alignment of key stakeholder (e.g., cultivating a shared language)
- Systemic change

Testimonials

Coaching Client

“Camille was vital to my growth during the most tumultuous year of my life when I was leading my company through Covid, remote work, international supply-chain shutdowns, and a major renegotiation while also dealing with the death of both my parents. Camille’s focus on business psychology is unique and invaluable. She is personable in a way rarely found in corporate settings. I immediately felt that I was talking to someone who cared about me versus someone who was just putting me through a large corporate coaching process.”

- Punit Patel, President, Red Oak Sourcing, LLC

Team Client

“There is a clear before and after impact from our work with Camille. She helped us gain perspective and focus on the things that matter for us and our business. **She helped us identify challenges and introduced subtle nudges to our day-to-day process that were very effective in helping us direct the business in the right direction.** Camille brings rigorous research and a strong academic background paired with real world experience to her work.”

- Max Faingezicht, Co-Founder and Co-CEO, Telescoped

Organizational Client

“Working with Camille is extremely valuable. I used to think about coaching in terms of implementation and strategy, not as the psychological underpinnings of how people operate, engage, and relate. Camille brings a level of analysis that I didn’t even know existed or that I would benefit from until we started collaborating. Her research background combined with her analytical rigor affords her a level of credibility and clarity that I don’t typically associate with people in the coaching field. This is not fluffy BS. Camille’s methods are grounded in actual science. **Now that I understand how this level of thinking impacts performance and results, I’ve decided to invest in it for my entire leadership team.**”

- Stephen Davis, Co-President The Davis Corporation

Participant in the AIM Leadership Deep Dive

“AIM Leadership’s Deep Dive program is highly effective. In just one hour per week, **Camille creates an exceptionally intimate and connected experience that enables every leader to bring their full self to the conversation.** With a weekly reading and reflection as pre-work, Camille introduces new concepts, holds a mirror up so each participant can reflect on their actions, and then helps each leader adopt alternative strategies to be even more effective and successful at work.”

- Polly Pearson, Senior VP, Sharon Merrill Investor Relations

Build Capacity. Foster Wellbeing. Accelerate Growth. Ignite Impact.

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