

## About Camille Preston, PhD, PCC

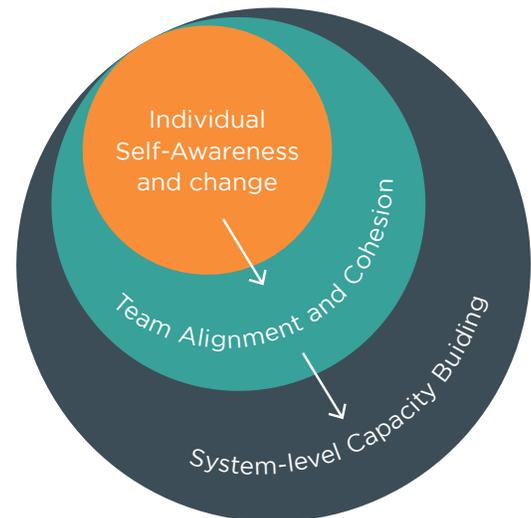


Dr. Camille Preston is a business psychologist and the founder and CEO of AIM Leadership—an executive leadership firm that helps drive system-level change by transforming leaders, teams, and organizations from the inside out. Combining insights from neuroscience, behavioral and organizational psychology, and leadership theory, Dr. Preston and her associates start with individual leaders and then partner with them to build more effective teams and organizations.

A recognized thought leader on virtual effectiveness and team optimization, Camille is also 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.

“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 to 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. 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 / Team 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 Companies / Organizational client

# Driving Accelerated Growth in the Workplace

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



## INDIVIDUAL

Trusted Advisement  
Strategic Partnering  
Business Psychology

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

### AIM's individual approach includes:

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



## TEAM

Capacity Building  
Change Management  
Accelerated Growth

Teams need to build resilience, agility, and trust to thrive.

### AIM's team approach includes:

- AIM Leadership's individual approach +
- Capacity-building exercises to identify priorities, align values, and amplify impact on teams
- Facilitated dialogues to help identify and fix team breakdowns and rebuild trust



## ORGANIZATION

Facilitation Keynotes  
Retreats and Events  
Organizational Assessments

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

### AIM's organizational approach includes:

- 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 stakeholders (e.g., cultivating a shared language)
- System-level change

"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. 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 / AIM Deep Dive participant

# 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

"Camille is so much more than just a coach. She brings a relentless focus on the whole person, and that approach has improved all aspects of my life."

**Stephanie Bauer Marshall**, CEO and Founder  
M3 Advisors / Coaching client

## 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 strategic partner with VC and PE firms, she has a lens of perspective on investor and board dynamics, delivering results and the metrics of success.
- As an executive coach, she has supported 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.
- As a speaker, she has delivered keynotes to 100+ companies, including Google, Brown Advisors, GE, GM, Novartis, Wellington, Fidelity, and Capital One.
- As a thought leader, she has published two books and is a regular contributor to publications such as *Fast Company*, *Forbes*, *Fortune*, and *Psychology Today*.
- 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 Impact

- Optimizing individuals to be more effective amid change by building bandwidth management and tapping into the neuroscience of peak performance;
- Expanding leaders' capacity to drive their own growth and support the growth of their team members;
- 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;
- Collaborating with HR leaders to fulfill organizational mandates and help facilitate the delivery of in-house, external, or blended curricula;
- Launching training and coaching programs that offer the content and systems needed to make high potentials, senior managers, and leaders more agile.

"This program has completely exceeded my expectations. The program content and format are consistently creating 'aha moments' that make me look at both personal and business situations in a different way. Camille invests in the individual."

**Lynne Barish**, Director of Operations  
Red Oak Sourcing / AIM Deep Dive participant

## Selected AIM Leadership's Clients

AIM Leadership's ideal clients are smart, successful individuals who are ready to level up their performance. They know there is more and want to get there faster. Camille and her team help them build the self-awareness, accountability structures, and tactical skills needed to achieve this goal.



“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-change 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 / Coaching client

“Camille super charges individual leaders and then amplifies this impact by working with their team, creating a ripple effect across their organization to accelerate and sustain growth. Also, working with Camille is challenging in the best of ways. She’s not afraid to hold up a mirror to leaders and point out flaws and obstacles at the individual and system level that no one else has the courage to raise.”

**Cappy Daume**, Managing Director  
The Davis Companies / Organizational client

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

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