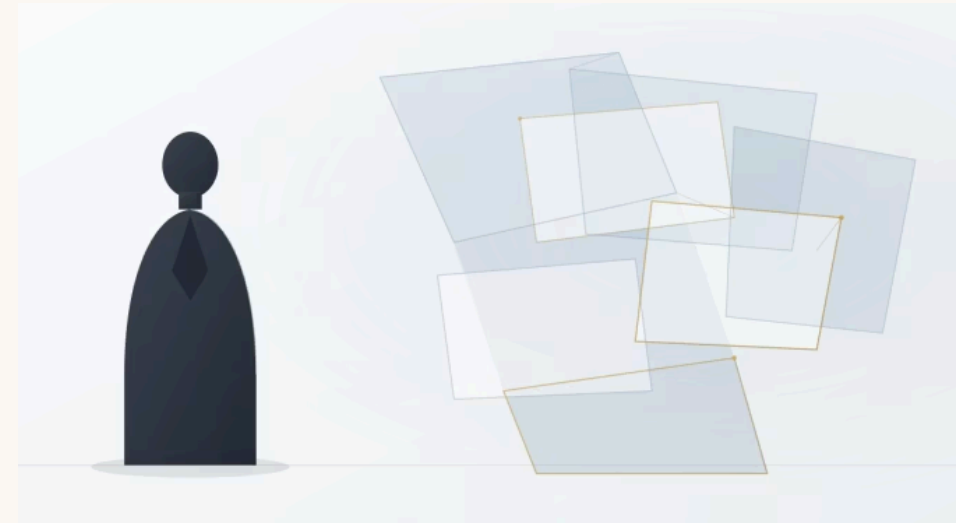


INTELLIVEN · MIRROR

Hold up a Mirror to your clients.

Bring the perspectives of the people around a leader into productive conversations about strengths, contributions, and opportunities to grow.

For coaches and independent facilitators



The People Around Leaders See What Leaders Cannot.

Bosses, peers, direct reports, and others see aspects of a leader's gifts, contributions, and opportunities to grow. Together, they know far more than any one person, including the leader.

Rarely does that knowledge reach the leader. People hesitate to share what they see, don't know how to bring it up, or discuss it with each other instead of with the person who could benefit most.

Mirror makes it easy to turn what others know into high-quality development conversations.

Mirror is for leadership development, not performance evaluation.

Make Leader Development a Regular Practice.

THE CHALLENGE TODAY

Too much depends on one person.

Whoever owns the conversation must gather input, make sense of it, and lead a constructive discussion. Few have been trained to do any of that.

The stakes feel high, so it gets put off, then rushed and done poorly, if it happens at all.

THE MIRROR APPROACH

Many perspectives. One clear portrait.

Stakeholders answer a few simple, private questions. Responses come easily, off the top of their heads, because no one is expected to deliver a formal evaluation. Each stakeholder's input becomes part of a larger, shared reflection.

Mirror builds one portrait from common themes and real observations. A coach or facilitator guides the leader toward insight, commitment, and a plan.

Mirror makes gathering input easy, synthesis systematic, and development conversations productive.

CASE STUDY: A COO'S STORY

A Single Voice Is Easily Ignored, a Pattern Changes Behavior.

01

Dismissed

A COO waved off his CEO's concern that checking his phone in one-on-ones made people feel dismissed.

02

Recognized

Months later, nearly his whole leadership team independently named that same behavior and its impact.

03

Changed

He got curious and put a sign on his desk:
"Tell me if I'm being disrespectful."

04

Trusted

He changed how he led and earned his people's trust. He later became CEO and led more than tenfold growth.

Five Simple Questions Surface What People Know.

01 What is this person especially good at?

02 What has this person contributed?

03 How has this person grown?

04 What should they focus on next?

05 What other input or advice would help?

The discipline is in gathering, synthesizing, and discussing responses. Mirror carries the discipline; a facilitator guides the conversation, keeps it constructive, and turns it into next steps.

Six Steps to a Valuable, Repeatable Client Engagement

01

Frame

Define the participant, purpose, period, and context with the client.

02

Invite

Identify stakeholders and invite their private reflections.

03

Gather

Collect candid observations through Mirror.

04

Synthesize

Examine the portrait, patterns, and supporting quotes.

05

Agree

Facilitate stakeholder discussion to establish a shared view.

06

Discuss

Prepare and support the Development Leader in a conversation about findings, priorities, and next steps.

Mirror handles the mechanics. You provide the judgment, facilitation, and coaching that turn feedback into development.

Turn Mirror into a Recurring Client Service

Facilitate Mirrors

Frame the review, gather perspectives, build stakeholder agreement, and guide the leader's development conversation.

Executive Coaching

Help the leader set priorities, build capabilities, and work through challenges.

Follow-up Mirrors

Assess progress, recognize growth, and identify new development opportunities.

Each engagement delivers substantial value and opens the door to more.

Mirrors lead naturally to ongoing coaching, follow-up reviews, and opportunities to provide similar services to other leaders in the organization.

Your Expertise Brings Mirror's Full Potential to Life.

The Participant is the leader being reflected on. The Development Leader leads the development conversation, and you prepare and support them.

- Help the Development Leader and Participant select stakeholders who have seen the leader in different contexts. Their involvement builds ownership.
- Review and refine the synthesis with the Development Leader. Use the AI-powered Mirror Companion to sharpen the portrait while retaining control over what it says.
- Facilitate the session where stakeholders discuss their observations and agree on a shared portrait.
- Prepare the Development Leader to discuss the portrait with the Participant. Support the conversation without taking it over.

Mirror creates perspective, not a verdict.

A Live Group Session Turns Individual Inputs into One View the Group Owns.

Stakeholders read the draft synthesis beforehand, then meet in a room or on video to get it right.

01

Examine together

Review section by section. Name what the group agrees with and what needs sharpening.

02

Test the draft

Identify what is missing and what stakeholders cannot support.

03

Resolve differences

Drop unsupported points, or present them as genuine differences of view.

A reflection the group has argued through and stands behind.

Skilled facilitation matters. The instinct is to check out, so your job is to draw people in and get the important things said.

Full responses are available only to the Facilitator and Development Leader. Selected quotes may appear in the shared portrait. Agree with stakeholders in advance whether quotes and submitted input will identify their authors

Mirror Scales from One Leader to an Entire Organization.

INDIVIDUAL REFLECTION

4–10

Stakeholders are the sweet spot

Enough range to show a pattern, and still a manageable group to bring together.

TEAM OR COHORT

Everyone at once

One setup for the entire organization

Each member gets a private link for every person they are giving input on, with the questions to answer.

Each client organization stays separate, with its own sponsor, pool of Mirrors, and reflections. Teams, divisions, and cohorts draw from that pool within a twelve-month engagement.

A Participant today can lead someone else's development conversation tomorrow.

Clients Get a Portrait That Is Fair, Specific, and Ready to Act On.

An anonymized example of what Mirror can generate from a leader's self-reflection and feedback from colleagues and other stakeholders.

WHAT THE ORGANIZATION KNOWS ABOUT YOU

One of your less visible strengths is the steadiness you bring when circumstances become difficult. Others notice an optimism and composure that help people stay grounded and continue moving forward. What may feel ordinary to you has become an important source of confidence for those around you.

A PRODUCTIVE TENSION

Your instinct is to move quickly when you see what needs to happen. That decisiveness creates momentum. As the organization becomes more complex, however, consequential decisions increasingly depend on bringing the right people into the thinking early enough for them to contribute, prepare, and execute well.

ENDURING GIFT

Decisive action on hard calls

You are increasingly willing to address organizational weaknesses directly and make difficult personnel, operating, and strategic decisions once the direction is clear. People see this as an important evolution in your leadership.

"I have never received such fulsome, thoughtful, helpful input as I did from my team using Mirror."

CEO of an organization with \$15M+ in annual revenue

Simple Pricing. You Decide What to Charge Your Clients.

\$2,000

Per client organization per year

Includes one Mirror for a prospective client sponsor to try before committing, or for a participant after the organization joins. Also includes training and support for your first engagement.

\$500 per additional Mirror

Each participant who receives a Mirror.

\$4,500

Example: Six Mirrors with one included and five at \$500 each

\$2,000 plus five participants at \$500 each, for the year.

Have clients pay us directly, or bundle Mirror's cost into your own fees and charge whatever you choose.

About Mirror

Mirror combines decades of executive leadership experience with deep organization development expertise.

We have used this method for decades. Thanks to AI, it is now available to far more leaders and organizations. Mirror brings this accumulated experience into a simple, AI-enabled process that makes high-quality leadership development accessible and repeatable.

Mirror was developed by IntelliVen founder and managing partner Peter DiGiammarino based on a design by Dr. Ron Fell and with help and support from Paul DiGiammarino, Dr. Elizabeth Haas Edersheim, David Halwig, Reid Jackson, Eric Palmer, and Raymond Strecker, drawing on decades of executive leadership experience and extensive work with leading organization development practitioners.

Their work is enhanced with guidance on organization development best practices provided by: Peggy Alfonso, Danielle Bowditch, Tasha Capen, Dr. Katherine Farquhar, Dr. Brent Green, Dr. Dory Hollander, Dr. Bob Marshak, Fred Nader, Dr. Joyce Reynolds, Kris Schaeffer, Mary Vargas, and Karen Wall.

Experience Mirror Before You Commit

01

Experience a Mirror Yourself

We'll set you up with a free Mirror so you can see how it gathers perspectives, reveals patterns, and supports a meaningful development conversation.

02

Give a Prospective Client Sponsor a Free Mirror

Invite a CEO or senior leader to try Mirror with our guidance and support. Let them discover its value before deciding whether to introduce it to their organization.

No cost. No obligation. Discover what Mirror can make possible.

Try Mirror Yourself. Then Introduce It to Your Clients.

Experience Mirror firsthand, with our help, and explore how to bring it into your coaching practice.

Let's get your first Mirror underway.

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