



Sharlee Ruthman  
CONSULTING

**Leadership and Management Development  
by Design**

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Empowering organisations through effective leadership and management development strategies to achieve sustainable growth and profitability.

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# INTRODUCTION



Sharlee Ruthman Consulting is a vibrant new-generation firm focused on revolutionising businesses and organisations through cutting-edge leadership and management development strategies.

Our enthusiasm is rooted in helping organisations reach their full growth potential by prioritising investment into their people.

We are committed to partnering with our clients to create customised programmes and solutions that drive impactful change and foster a culture of continuous improvement.

Our team of experienced professionals is dedicated to providing tailored strategies that address the unique leadership and management development needs of each organisation. We believe in the power of collaboration and strive to build long-term relationships with our clients, guiding them on their journey toward sustainable success.

# ABOUT US

## **Our Passion: Investing in Employee Development for Organisational Growth**

We recognise that for organisations to expand and continuously maintain a competitive advantage, investing in employees and their skillsets is crucial. Organisations that prioritize human capital development and foster a robust employee-centric brand often become the employers of choice, successfully attracting and retaining top talent in the industry.

## **Our Purpose: We help organisations create a strong Employee Value Proposition (EVP) that subsequently drives organisational growth**

Establishing a compelling Employee Value Proposition that highlights opportunities for career and personal development requires thoughtful planning. This process begins with understanding the organisation's strategic intent, identifying the essential competencies needed to achieve this strategy, assessing the gap between current and required skills, and aligning leadership and management development strategies to meet overarching goals.

Having clear career progression plans for all employees allows them to understand what is necessary for advancing their careers within your organisation. This clarity empowers employees to take charge of their professional growth, as they gain insight into the behaviors, mindsets, and capabilities that are rewarded. By eliminating uncertainty for both the employee and the organisation, the processes of promotions, performance discussions, and the creation of learning and development plans become more transparent, equitable, and efficient.

## **Our Aim: To help organisations avoid the consequences of poorly thought-through leadership development**

Organisations lacking clear leadership and management development strategies often experience higher levels of employee turnover due to untransparent and biased promotion processes, training and development that does not aid the attainment of strategic and personal goals and a weaker employee value proposition in the market for talent.



### **Sharlee Ruthman**

Founder and Managing Director

Master of Business Administration (GIBS)  
Post-Graduate Diploma General Management (GIBS)  
Post-Graduate Diploma Business Administration (GIBS)  
Professional Business Coaching Programme (GIBS)  
Btech Marketing

## **Our Commitment at Sharlee Ruthman Consulting**

At Sharlee Ruthman Consulting, we are dedicated to helping you differentiate your organisation in the highly competitive talent and labor market while driving growth and success through effective leadership and management development practices.

Our comprehensive and evidence-based consulting approach allows us to design customised solutions tailored to each client's unique objectives. This can include creating a learning and development strategy, establishing an internal training academy, conducting learning needs assessments, developing leadership and management competency frameworks, implementing training programs, coaching employees, conducting leadership assessments, or assembling a panel of vetted training providers.

We are committed to supporting your organisation's growth through effective leadership and development practices!

# WHAT WE DO?

We offer full-service leadership and management development consulting services with a measurable and tangible impact on metrics that count for you including your top and bottom-line growth, employee engagement and satisfaction levels, and talent retention rates, to name just a few.

Below is a list of areas where we can assist you to enhance your impact in.



## Learning and Development Strategy

We help organisations align their learning and development functions with their overall strategic goals, with a specific focus on their L&D strategy. This includes streamlining internal L&D application and approval processes, selecting educational institutions and service provider partnerships, and enhancing training monitoring and evaluation systems.



## Leadership and Management Training

To shift not only employee mindsets but also entrench new behaviors that align with the organisation's strategic direction, we conduct an in-depth needs analysis to understand the skills and capability gaps at various levels and within different departments, as well as at the individual level and then design or source learning solutions that are fit for purpose.



## Corporate Training Academies

We assist organisations in establishing their internal training academies for both technical and non-technical/soft-skills training by advising on standard operating procedures, legal requirements and registrations, instructional design training, technological enablement through appropriate learner management systems, academic learning resources, physical learning facility set-up, jobs roles of academy staff and service excellence training to internal academy support staff.



## Competency Framework Development

We assist organisations in identifying the core capabilities that set them apart in their industry, and then align their competency framework, performance evaluation processes, and learning and development functions with the key skills that need to be developed within the wider organisation at different job grades, job groups, and roles.



## Coaching

Coaching is crucial for organisational and professional growth in complex environments, thus making business coaching essential for success in competitive markets. We provide team, group, and individual coaching for leaders and managers to help them enhance their leadership capabilities and achieve greater success for their organisations and themselves.



## Leadership Assessment Tools

We help organisations select the appropriate leadership assessment tools based on their specific needs. Choosing the right tool is crucial for achieving desired results, as selecting the wrong one can be costly and even harmful. Our services include researching, procuring, administering, and debriefing the right tools to ensure the intended impact is achieved.



# SHORT COURSES

We recognise that corporate learning must align with specific organisational needs to achieve measurable business outcomes. Our selection of targeted short courses in leadership and management can be delivered either online or in-person for your team.

Reach out to us for a consultation to identify the most suitable options for your employee development requirements.

We can also customize courses to fit your unique context, industry, and business objectives.



## Leading through Complexity Short Course

### → Mid-Senior Managers

This two-day short course supports leaders in gaining a deeper insight into the dynamic environments they must navigate while leading their teams. It also aids in enhancing adaptability by fostering personal resilience and strengthening leadership skills.



## Impactful Presentations and Public Speaking Short Course

### → Mid-senior Managers

The skill to deliver captivating presentations and engage in larger meetings can significantly impact your career trajectory. Even the most brilliant ideas can lose their appeal if we find it challenging to "sell" them effectively. This course is designed to help you boost your confidence and master the art of presenting.



## Graduate Workplace Readiness Short Course

### → Graduates

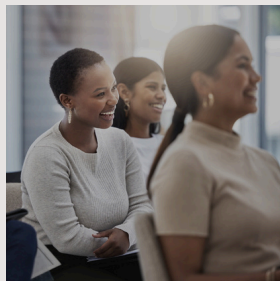
This course assists organisations that would like to expedite the ability of their interns and young professionals to create value and contribute to the growth of the organisation. By focusing on areas like self-awareness, time management, professional business writing and communication, emotional intelligence, commercial acumen, and working with a multi-generational workforce, this course acclimatises young, new hires to the dynamics of organisational life.



## Developing Managerial Coaching Capabilities Short Course

### → Senior Managers

The coaching method presented in this course enables senior managers to tap into the profound depths of intrinsic motivation and resourcefulness of their team members. This approach highlights how a manager can leverage the unique strengths of each team member and empower them to take charge of their own success.



## Managing and Leading a Sales Teams Short Course

### → Senior Managers

This course supports sales managers in creating a robust and skilled sales force by utilising proven sales processes alongside the effectiveness of sales coaching to boost your team's performance.

# COACHING

Today, leaders and managers find themselves having to navigate very complex roles as they go about doing their jobs. The pressure and workplace dynamics that leaders face today are unprecedented.

From managing demanding stakeholders with conflicting needs, to leading and managing diverse teams. From pressure to keep ahead of competitors to providing an environment for employees to taking care of their emotional and mental health needs. Today's times requires leaders to make sound decisions for all stakeholders and still drive business performance.

Having a space that assist leaders to "think about their thinking" and create an environment where leaders can do their best thinking by processing, internalising and assimilating what is going on in the world around them, and then by asking incisive questions, coaching is proven to help make leaders more effect in their roles.

With a deep understanding of the interconnectedness between individuals, the organisations they represent, and the environments in which they need to operate, we bring a human-centered approach to business coaching, holding space for both to flourish.

We appreciate the complex dynamics that influence all stakeholders in business and how coaching can be leveraged to maximise returns for all stakeholders. We understand that individuals rely on business, just as much as business needs well-functioning and effective human capital to succeed, and secondly, that the needs of business and the needs of the individual are inextricably intertwined. The better aligned these needs are, the better the outcomes for all.

We provide team, group and one-on-one business coaching to leaders and managers to help them on their leadership journeys and achieve higher levels of success.

COACHING IS NOT  
JUST A NICE-TO-  
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