

# R E S T E R V M A N me

*Fabulous  
& 50*

AMY BELL

*Meet Ashley  
Michaelson*

MODEL, ACTRESS,  
BLOGGER, & ALL  
AROUND FEMALE  
ENTREPRENEUR

GIFTED  
WITH LIFE...

*Jenna  
Simonetti*

*SPECIAL  
FEATURE*

LIVING WITH  
LYME DISEASE

# COACH BOBBIE GOHEEN

BY AMY BLUM

## DYNAMIC EXPERTISE IN LEADERSHIP

Roberta (Bobbie) Goheen didn't set out to become a leadership coach.

Working her way up at a Fortune 100 company to its executive suite, she helped found and administer its corporate university and was responsible for training and communications for all new corporate initiatives, products and technologies.

"My leadership coaching came as an outgrowth of real world experience," says Goheen. "The training programs were, of course, a piece which helped managers create a great environment... and I was managing and leading for many years."

There were a few things Bobbie believed: "If people wanted to grow, they could. If people had drive and passion and a goal, they would achieve it. As a leader, it was my job to treat people with dignity and respect, and to support them in achieving their goals while aligning them with the business goals. I was fortunate to have been surrounded by high achievers who had a passion to do the uncommon."

More than 20 years and 50 world class programs later — 17 of which are now college certified — Bobbie continues to lead clients through Synthesis Management Group, the company

she founded in 2000. She has worked with companies around the world, on all continents, with thousands of people and hundreds of clients, helping create a consistent pattern of executives and companies achieving their goals by investing in themselves and their teams.

Her work is as much art as science because there is "no one-size-fits-all formula" that covers the unique realities of her clients, whether smaller entrepreneurial companies or large Fortune 100 corporations. "While both have

In the larger companies, I'm moving amongst dynamic relationships and creating alignment across many competing programs to achieve an outcome that could be years away."

So, in 2018, what is leadership coaching? Who needs it? And what makes a good executive leader?

Leadership coaching provides a dedicated time in a CEO's or leader's schedule where the work is on self, an investment on behalf

of the organization to ensure that the individual, executive, or leader is continuing to grow and learn — along with the organization.

Coaching gives leaders an opportunity to step back, question their assumptions, gain perspective, and become the leaders they aspire to be.

And how do leaders stand out? "They have an ability to build good companies that celebrate their customers, their teams and their

community," adds Bobbie. "You rarely hear the word 'I' from them. They know the heart of success for their businesses and organizations has a 'we' focus that honors all involved."

Unlike many leadership coaches whose main objective is getting their own name front and center, Bobbie Goheen is about putting her clients first: celebrating them and their successes.

"Bobbie is one of the most intuitive and insightful people I know," says client and Novatek Communications president Amy



Andrea Fitzgerald - *Sidco Filters*


huge relationship components, what they have to navigate and how decisions are made are exponentially different."

"The entrepreneurial companies are focused on selecting the right pieces to continue to lead growth in the marketplace and in their company. They are writing the rules as they go along. They are often in a creation-activation-adjustment and make-it-happen phase. The cycle of thinking, doing, correcting and achieving are faster.



Laurie Broccolo- Broccolo Tree & Lawn Care





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Amy Castronova. "She can see, feel, and identify core issues faster than anyone I've worked with, and has a vast toolbox of strategies, methods, and teachings that bring the perfect amount of structure and heart. She's the first person I go to when I'm unclear, because she has a wonderful way of holding space, challenging your thinking, and providing resources for you to find the way."

In addition to her business travels, individual and team coaching, and facilitation of the Rochester and Buffalo chapters of the Women Presidents' Organization, Bobbie runs monthly Rochester area roundtable leadership groups: Fusion Leadership and the Women Executives' Leadership Development (WELD) Forum, complemented by one-on-one executive coaching sessions.

These dynamic "think tanks" allow leaders to gain insight from others and share sensitive issues in an environment of trust. The Fusion forum works as a peer advisory group focusing on growth, clarity, insight, and improved performance. Members serve as each other's "advisory board." WELD brings like-minded businesswomen with the courage to be truthful, creative, and open to explore better ways to build business and lead others.

Although members' industries may be different, their challenges are similar: employee

interests, company morale, investor demands, customer satisfaction, and juggling growth and profitability.

"Bobbie is the first person I go to when I need clarity in making a difficult business

the truth inside myself that is preventing me from seeing the correct path forward. At the end of the discussion, I have more than advice about what to do—I have certainty that I am making the right decision for the right reasons."

And how does this busy leadership coach find a work-life balance?

"I live...."

I love spending time with my husband and sons (when they are home from college)

My dogs are sweeties

I go to concerts, theatre, movies, and museums

My husband and I entertain often

We travel

I journal

I paint

I read

I make sure I laugh at least 10 times a day

I work out five times a week

We have a summer home in the Thousand Islands and I go there quite often

I love meeting new people

I am present in the moment

I meditate

I go hiking

I swim

We do things to make the world a tad bit better

Sometimes I do nothing but watch the clouds drift by, the fire dance, or the stars breathe

I believe in fairies."

I believe in fairies."

I believe in fairies."

To learn more, email [meaghan@getsynthesis.com](mailto:meaghan@getsynthesis.com)

or visit [www.getsynthesis.com](http://www.getsynthesis.com) where there are links to Bobbie's podcasts, blogs, and upcoming webinar series, "Fast Track-ers."



Patricia Larabee- Rochester Clinical Research

decision," says Anne Zimmer, CEO of Black Button Distilling. "She listens to the factors complicating the decision process, makes sure all aspects of the situation have been fully considered, and challenges me to find

*"Bobbie is the first person I go to when I need clarity in making a difficult business decision. She listens to the factors complicating the decision process, makes sure that all aspects of the situation have been fully considered, and challenges me to find the truth inside myself that is preventing me from seeing the correct path forward. At the end of the discussion, I have more than advice about what to do - I have certainty that I am making the right decision for the right reasons."*

**Anne Zimmer, CEO Black Button Distillery**

# Fusion Leadership

For people making a path not following one.

*"I am always amazed at Bobbie's ability to take abstract business discussions and then verbally package into concise clear objectives that can be implemented. Great personality and integrity is obvious to anyone that meets her, but take a few minutes and find out what she can do for your business and you will also be amazed at the depth of her experience and advice."*

**Laurie Broccolo, Environmental Landscape consultant at Broccolo LEEDS**

❖ **Dynamic Think Tanks**

❖ **Peer Learning Action Roundtables**

❖ **Professionally Facilitated Meetings**

❖ **One-on-One Leadership Coaching**

**Take the next step in your leadership journey today.**

**Call 585.461.5204 to request your membership application.**

**[www.getSynthesis.com](http://www.getSynthesis.com)**



*"A Fusion forum is a pool of talent and experience, of camaraderie and brutal honesty, of integrity and friendship. It is a place to learn, teach and share, to empathize, challenge and push."*

**Tony Harris, CEO E&I Electronics & Innovation**