

LEADERSHIP INSIGHTS

Stop Guessing: Budgeting for Strategy and Leadership

What should your organization budget for strategy, leadership development, embedded executives, or coaching? A useful answer starts with a better question: **What does your organization need the investment to accomplish?**

Once the outcome is clear, leaders can make better decisions about scope, capacity, and duration. A facilitated planning session is fundamentally different from a multi-month strategy process. Leadership development intended to change behavior requires more than a one-time event. An embedded executive accountable for results also requires a different investment than an advisor providing periodic guidance. Recognizing these distinctions helps organizations establish more realistic budgets before an important need becomes urgent.

Start with the Need

A realistic investment begins with four connected considerations.



What might a realistic planning range look like for each of these investments?
👉 Read "Stop Guessing: A Practical Guide to Budgeting for Strategy and Leadership Support" by Wade Britt, MIBS and Matthew Mitchell, PhD.

SERVING YOUR WORLD

What happens when coaching extends beyond one leader?

Research shows that individual coaching can strengthen self-awareness, confidence, goal clarity, and behavior change. But when multiple leaders across the same organization receive individual coaching around the same time, the impact can extend further—helping reinforce shared leadership practices, surface common organizational challenges, and ultimately influence culture.

This approach is reflected in Bâton Global's **Leadership Package**, which is designed for leadership teams that want to grow individually and as a collective force.

Individual coaching creates a ripple effect

When leaders from the same organization receive separate, one-on-one coaching during the same period, the impact can extend beyond individual growth to shared leadership practices and organizational culture.



Explore what the research says about the impact of individual coaching - and what can happen when that impact extends across a cohort of leaders.
👉 Read "Individual Coaching in Leadership Development" by Jeffrey Kappen, PhD.

💬 The Bâton Experience: In Their Own Words

"Thank you for today's session! I really learned a lot and know it will help me be a better coach. Super helpful! Super grateful!"

- Senior Vice President, Insurance

Melissa Merrifield is a C-suite marketing leader, growth strategist, and brand transformation expert with more than 25 years of experience helping organizations accelerate revenue, strengthen brands, and build scalable marketing systems. She brings deep expertise in revenue growth strategy, brand development, demand generation, digital transformation, strategic partnerships, and executive communications across healthcare, nonprofit, financial services, professional services, and growth-stage business environments.

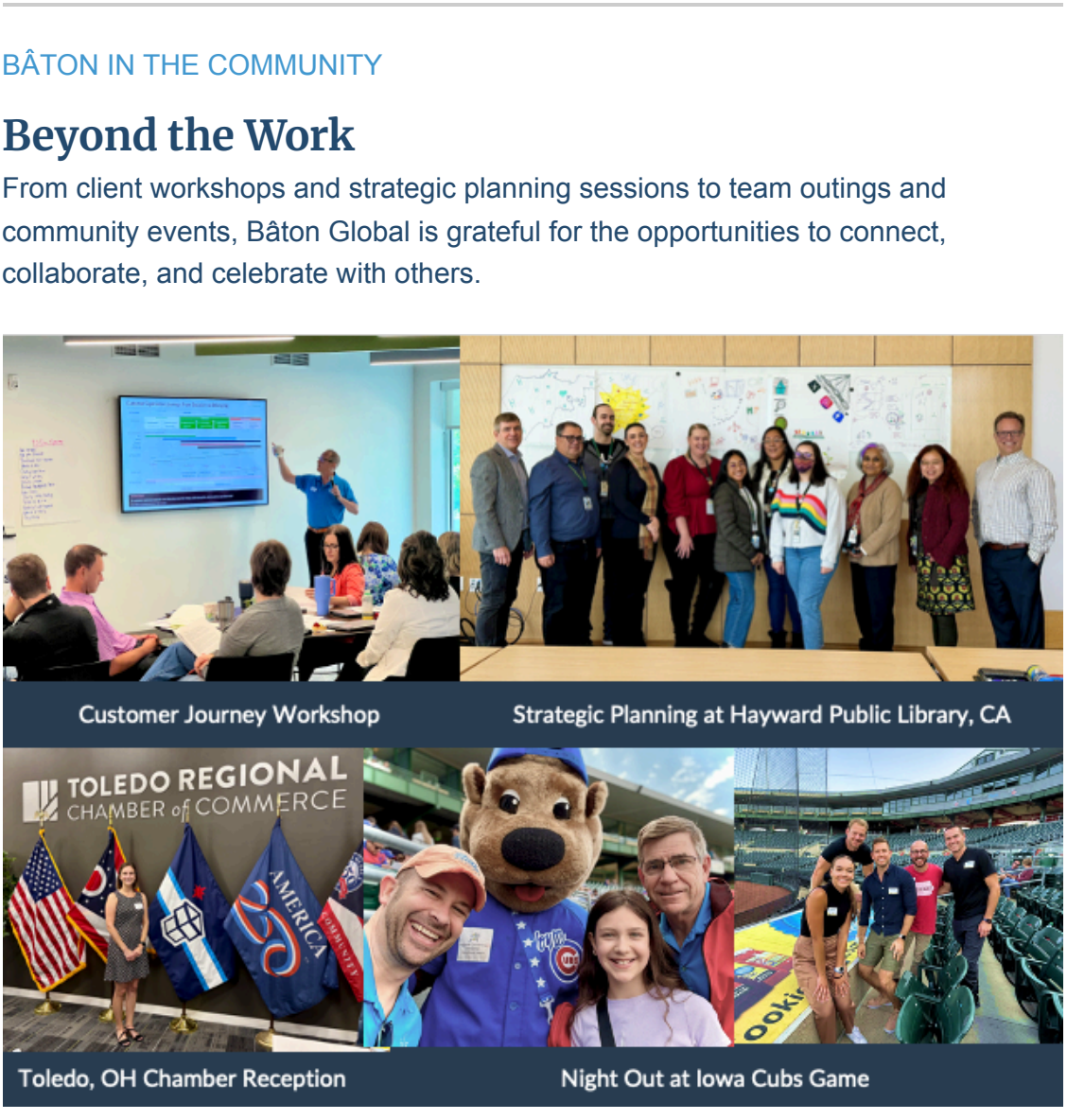
View Melissa's Profile

Need experienced leadership support?
👉 Learn more about Bâton Embedded Executives and explore how experienced, firm-backed leadership can support your organization.

BÂTON IN THE COMMUNITY

Beyond the Work

From client workshops and strategic planning sessions to team outings and community events, Bâton Global is grateful for the opportunities to connect, collaborate, and celebrate with others.



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