



# “Consulting brings ideas. Coaching delivers results.”

**Bill specializes in both.**

His company, **SourceOne Innovations, Inc.**

[www.bill-hooker.com](http://www.bill-hooker.com) offers a blend of consulting and coaching services for leaders of small and diverse businesses and their teams that yields measurable results in increased sales, employee retention productivity, and profitability.

## A Certified Executive Coach and Long-time Senior-level Business Executive Who’s “Been There, Done That”

### Business Consulting

*How Does Bill Help Leaders and Their Teams Reach Their Business Goals?*

- Developing a clear vision that’s aligned with the goals and objectives of the company or organization
- Clarifying and prioritizing business goals and related actions
- Creating, monitoring, and reassessing accountability parameters

### Coaching for High Performing Teams

*How Does Bill Help Leaders Build and Sustain Successful Teams?*

- Developing a customized, iterative process to build and maintain a supportive, high energy, performance-based culture
- Creating a common vision
- Defining roles and responsibilities
- Communicating effectively
- Streamlining processes
- Resolving conflicts constructively

### Executive Coaching

*How Can Unbiased, Confidential, Individual Coaching Help You Improve Your Business and Career Decisions?*

- Encouraging bold, confident moves that result in successful decisions
- Guiding your team and taking to the next level
- Assessing how well your career meets your personal and financial objectives
- Developing strategies to move your career forward
- Identifying options that may involve a career change
- Challenging beliefs and attitudes that may be holding you back



To learn more about becoming a better leader, boosting your team’s performance, managing your career strategically, or considering career alternatives visit [www.Bill-Hooker.com](http://www.Bill-Hooker.com) or contact Bill at 215-595-7503.

More...



# Workshops and Publications

Bill offers informative and motivating programs with practical solutions.

## Building a Positive Team

Teams that are highly motivated and positively focused are not only fun to be part of, but also accomplish far more than teams struggling with structure, mission, or morale. And as the leader, you set the tone. Bill's workshop will show you how to create a team that's productive and positive, and introduce you to ways to address the challenges you face.

## Insider's Tips for Getting a "Yes!" From the Decision Makers

As a senior-level corporate executive, Bill bridged the gap between suppliers and buyers. His "Getting a Yes" workshop will help you develop an insider's edge that enables you to identify the decision maker's needs quickly and offer creative solutions that increase your value.

## Communications Workshop

This workshop helps teams recognize, understand, and appreciate various communication styles, and how this knowledge increases productivity and effectiveness. Participants come away from this workshop with a better understanding of the strengths and weaknesses of their particular communication styles. Bill introduces a model for how to best communicate with team members with differing styles and formulate strategies for working together to increase productivity and overall satisfaction.

**For information on these programs, or for a customized solution for your organization, contact Bill at 215-595-7503, or [Bill@Bill-Hooker.com](mailto:Bill@Bill-Hooker.com).**

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## White Paper

"The Right Executive Coach Can Help You Become a Better Leader" white paper and helpful blogs articles can be found at [www.Bill-Hooker.com](http://www.Bill-Hooker.com) under the "Blog" tab.

## What People Are Saying

*"Like many of today's sourcing professionals, Bill juggled two roles, he was the Supplier Diversity Manager in addition to being a Senior Category Manager. Those dual roles enabled Bill to leverage his sourcing knowledge and experience to become an exceptional supplier diversity professional. Bill is a seasoned change agent and I look forward to collaborating with him on future projects."*

Ralph Moore, President, RGMA

*"Bill is a natural coach...He has a highly intuitive nature, demonstrates full-on engagement to any conversation, and has a unique way of asking questions that open up new ways of thinking."*

Mike Malinchok, Managing Partner, S2K Coaching

*"Bill's greatest assets are his ability to truly listen with a future vision, and his ability to focus on his client's happiness. I highly recommend Bill to anyone looking to make positive changes towards future growth."*

Marian Janes, President, Jancom Associates

*"Thanks for being my coach!!! You have inspired me to move FORWARD!!!"*

Julie Riga, Bayer Health Care



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