ADVANTEDGE LEADERSHIP

CAPABILITY STATEMENT · 2026

SBA Woman-Owned Small Business
UEI SK51CWA6CAV6 CAGE 9SMN2
Medford, Oregon · Nationwide

EXECUTIVE COACHING · LEADERSHIP DEVELOPMENT · CULTURE · AI ADOPTION

Leaders who change on the job, measured by the people who work with them.

AdvantEdge Leadership develops the leaders, teams and cultures that decide whether a strategy, and now AI, actually works. Anna Barnhill, MCC, has coached more than 500 senior leaders over sixteen years, in technology, finance, healthcare, government and law enforcement. Justin Barnhill, LSSMBB, brings the operator's side: Lean Six Sigma discipline and executive roles in private equity-backed companies. One methodology and one set of measures run through the coaching, the culture work and the AI adoption.

CORE COMPETENCIES

01 Executive coaching and advisory
One-to-one coaching for C-suite, senior and emerging leaders; dyad and triad coaching; new leader assimilation; emotional intelligence coaching.

02 Executive team development
Alignment on decisions, roles and the few behaviors that matter, built on the team's real agenda and the two-day From Conflict to Confluence workshop.

03 Culture transformation
Values people actually live and trust that holds under pressure, built on the House of Empathy, with a culture and engagement baseline and a re-measure.

04 AI adoption and AI literacy
Executive alignment and manager capability for an AI mandate, plus hands-on AI literacy training, custom automations and AI assistants, led by Justin Barnhill.

05 Keynotes, workshops and training
Keynotes of 45 to 90 minutes, half-day to multi-day workshops and offsites, and modular training programs for leadership teams and emerging leaders.

06 Leadership assessment
Eleven instruments, including the EQ-i 2.0, EQ 360, Energy Leadership Index, MBTI and CPI 260, each debriefed by a certified coach and re-measured at close.

DIFFERENTIATORS

- **Measured by stakeholders.** The people who work with each leader rate the change at ninety days and at close, using Marshall Goldsmith's Stakeholder Centered Coaching. We guarantee behavior change for clients who fully engage in the process.
- **Master-level coaching.** Anna Barnhill holds the ICF's highest credential, Master Certified Coach (top 1% globally), and is a Professional Fellow of the Institute of Coaching, McLean/Harvard Medical School.
- **Process discipline.** Every engagement runs the Lean Six Sigma DMAIC cycle: define, measure, analyze, improve, control.
- **EI × AI.** The human skills that make AI adoption stick and the hands-on literacy that makes the tools pay off, delivered together.
- **Reach past the coaching room.** The Leaderwired Institute extends development to every manager, in 17 languages, advancing each one only on demonstrated mastery.

PAST PERFORMANCE

Eighteen-month leadership and culture engagement, a major U.S. financial institution (2026)

100%	+10 pts	13% → 1%	84.4%
of participating executives rated more effective by their own stakeholders	psychological safety across the teams involved	staff turnover over the same eighteen months	of employees reported positive shifts in how their team works together

Measured by stakeholders, staff and HR records.

COMPANY DATA

LEGAL NAME	Barnhill Group Consulting, Inc.
DBA	AdvantEdge Leadership
UEI	SK51CWA6CAV6
CAGE	9SMN2
SIZE	Small business
SAM.GOV	Active registration

CERTIFICATIONS

- SBA Woman-Owned Small Business (WOSB)
- WBENC-certified Women's Business Enterprise (WBE)
- NGLCC Certified LGBT Business Enterprise (LGBTBE)

NAICS CODES

611430	Professional and Management Development Training
541611	Administrative Management and General Management Consulting
541612	Human Resources Consulting
541618	Other Management Consulting
541990	All Other Professional, Scientific and Technical Services
611710	Educational Support Services

PSC CODES

U008	Training/Curriculum Development
U099	Education/Training: Other
R499	Professional Support: Other

UNSPSC

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POINTS OF CONTACT

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annabarnhill.com
Medford, Oregon · on site across Southern Oregon, virtual nationwide

LEADERS FROM Google · PayPal · Tesla · Amgen · eBay · Morgan Stanley · ServiceNow · Genentech · Amentum · Uber · Cigna · Verizon · Federal Reserve

HOW AN ENGAGEMENT RUNS: THE ADVANTEDGE IMPACT MODEL

1 DEFINE	2 MEASURE	3 ANALYZE	4 IMPROVE	5 CONTROL
Intake with the executive sponsor: the problem, the objective and how success will be measured.	Assessments and stakeholder interviews establish the baseline.	Gap analysis and a written Leadership Development Plan.	Coaching and skill building on the plan, with feedforward from stakeholders.	Stakeholder mini-surveys at ninety days and at close, so the change holds.

Lean Six Sigma's DMAIC cycle, applied to leadership development and culture change.

COACHING PROGRAMS

PROGRAM	LENGTH	DESIGNED FOR
Accelerate	3 months	First-time managers and emerging leaders
Transform	6 months	Directors and leaders stepping into more scope
Empower	12 months	C-suite and senior leaders, coached by Anna
The Collective	Monthly	A peer group of senior leaders in Medford
Catalyst	12 to 18 months	The whole organization and every leader in it

Also: dyad and triad coaching, new leader assimilation and emotional intelligence coaching. Individual program prices are published at annabarnhill.com/programs.

AI ADOPTION AND AI LITERACY

AI Adoption & Culture Transformation

For executive teams with an AI mandate: a readiness diagnostic across the bench, executive alignment and the adoption plan, and measures at ninety days and at eighteen months.

AI Literacy & Consulting, led by Justin Barnhill

Hands-on help for teams. Start with one workflow; AI literacy and prompting training built on the team's real work; custom automations and AI assistants grounded in your own policies; workflows redesigned and measured in hours returned.

SPEAKING AND TRAINING

KEYNOTES The Leadership Upgrade · The Five AI Leadership Shifts · The Neuroscience of Leading Through Disruption

WORKSHOPS CLEAR PACE Communication · From Conflict to Confluence · The Emotionally Effective Leader · Strategic Leadership · The House of Empathy · The AI-Empowered Leader, with Justin Barnhill

PROGRAMS Executive Leadership Excellence · Emerging Leader Development

ASSESSMENTS

EQ-i 2.0 · EQ 360 · ARSENAL · Energy Leadership Index · MBTI · CPI 260 · TKI · Change Style Indicator · FIRO-B · Working Genius · Team and culture assessments

Method. Organizational psychology, Lean Six Sigma and evidence-based behavioral science (CBT, ACT, MBSR). Stakeholder Centered Coaching rests on Goldsmith and Morgan's study of 11,480 managers in eight corporations (*strategy+business*, 2004): leaders who followed up consistently with their colleagues improved markedly; those who did not improved barely more than chance.

TECHNOLOGY

The Leaderwired Institute

Every manager, at every level, in 17 languages: evaluated, developed with an AI tutor, coached by AI Coach Anna and advanced only on demonstrated mastery.

- Diagnostic core: the Conversational Leadership Evaluation
- AI tutor with strict mastery gates
- 100% unscripted practice scenarios
- Reinforcement between sessions with AI Coach Anna

16	124	708	1,502
PROGRAMS	COURSES	COMPETENCIES	SCENARIOS

KEY PERSONNEL

Anna Barnhill, MCC

Co-founder & CEO, AdvantEdge Leadership and LeaderWired Institute, Inc.

- ICF Master Certified Coach, top 1% globally
- Professional Fellow, Institute of Coaching, McLean/Harvard Medical School
- Master's degrees in Industrial-Organizational Psychology and the Neuroscience of Learning
- Marshall Goldsmith Stakeholder Centered Coach; Lean Six Sigma Black Belt
- Learning facilitator, MIT Professional Education; writes for Forbes; author of *Leaderwired*

Justin Barnhill, LSSMBB

Co-founder & COO, AdvantEdge Leadership and LeaderWired Institute, Inc.

- Lean Six Sigma Master Black Belt (Ohio State)
- Marshall Goldsmith Stakeholder Centered Coach
- Former CEO and COO of private equity-backed companies; turned a $50M annual loss into $40M EBITDA in under a year
- Forbes Business Council; leads AI literacy and consulting engagements

Kathy Maichel, PCC

Associate coach

- ICF Professional Certified Coach, 1,200+ coaching hours
- Bilingual, English and Spanish
- Energy Leadership Index Master Practitioner; EQ-i 2.0 and EQ 360 certified
- Performance and resilience coaching

IN THEIR WORDS

> "I've participated in multiple team-building sessions she's led, and I can honestly say they've transformed how my colleagues and I work together."
>
> **Space and Critical Infrastructure Leader, Amentum**

> "Her ability to look at everything from an objective perspective … was key to my ability to direct my team toward success."
>
> **Charlie Hu, Director, U.S. Department of Defense**

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