



Liderança Group

Business + Workplace Accelerators™

**ONE
COMPANY**

**FIVE
BRANDS**

FUTURE-READY LEADERSHIP

Equip your leaders with the skills to navigate change, drive innovation, and inspire high-performing teams.

GROWTH-DRIVEN STRATEGIES

Optimize your workplace with solutions that enhance collaboration, boost productivity, and fuel business success.

PEOPLE-CENTERED INNOVATION

Transform your organization with programs that develop talent, foster agility, and create a thriving work culture.

OUR WORLD OF WORK IS RAPIDLY CHANGING WE HELP YOU STAY AHEAD

Liderança Group delivers modern workplace solutions that help you execute your transformation strategy, drive growth, develop leaders, and foster innovation. Let's create a thriving future together.

A Message from Cathy Light

At Liderança Group, relationships are at the heart of every success story. For over two decades, we've partnered with VC and PE firms, consulting organizations, and enterprises of all sizes to accelerate growth and unlock human potential.

Our approach is simple but powerful: we're **humble, nimble, and deeply relational**, meeting people where they are and building the trust that drives transformation. Whether guiding a start-up founder, aligning portfolio leaders, or revitalizing a global enterprise, we help people focus, adapt, and perform with clarity and purpose.

Through our family of brands and tools, we deliver data-driven insights, leadership development, and organizational transformation strategies that drive measurable results.

At the heart of everything we do lies **leadership accountability**, the defining driver of sustained success. True transformation begins when leaders take ownership of their actions, align their teams around shared purpose, and model integrity from the top down. When accountability becomes part of the culture, performance, trust, and innovation naturally flourish, much like a well-tended garden that thrives through consistent care, nourishment, and attention.

Transformation doesn't happen through strategy alone. It takes time, intentionality, and a relentless commitment to growth. Wins happen when people trust one another, align on what matters most, and execute with accountability and heart. That's why our clients, from investors to executives, view us not just as consultants, but as partners in performance and catalysts for change.

As we enter 2026, a year that brings both disruption and opportunity, our mission remains clear, to help organizations lead with courage, connection, and authenticity. Because when people become your competitive advantage, transformation follows.



Cathy Light

Group CEO, Liderança Group

liderancagroup.com | 1-866-864-8200

cathyl@liderancagroup.com | Connect on LinkedIn

Join the Modern Workplace Solutions Community on LinkedIn!

One Company. Five Brands.

We've been in your shoes, and we get it.

With deep corporate and entrepreneurial experience, we quickly identify what's working, what needs improvement, and how to drive meaningful change. Our strategic approach helps businesses grow, people thrive, and workplaces evolve.

Let's build success together.



Assessment Leaders

We help employees and employers align for success—finding the right fit, setting growth goals, and boosting engagement. Using proven leadership and culture assessments, including our proprietary tools and partnerships with The Five Behaviors of a Cohesive Team, Everything DiSC, Skillssoft, and eSkill, we make hiring and development both effective and enjoyable.

assessmentleaders.com

Be Well Perform Well

We help organizations build a culture of well-being through proprietary tools and expert guidance. Our wellness specialists provide tailored recommendations and resources that empower individuals, teams, and company cultures to thrive.

bewellperformwell.com

Workplace Data Center

We collaborate to transform workplace data into actionable insights, fostering productivity and engagement. Through advanced analytics and AI-driven solutions, we empower organizations to optimize workforce performance, enhance satisfaction, and drive sustainable growth.

workplacedatacenter.com

FROM OUR CLIENTS

“Our VC firm brought Cathy and her team in to assist me and my executive group in team development, alignment and hiring. Our rapid growth outstripped our in-house talent acquisition management capabilities. We worked with Assessment Leaders for

two years and they did a fantastic job helping BigFix scale our HR functions and leadership capabilities.”

- Dave Robbins, former CEO of BigFix, now an IBM owned company



Comprehensive Solutions for Organizational Growth



HR Leaders

We specialize in building and maintaining world-class HR operations that align business needs with employee success. Through effective communication, compliance, and efficiency, we create motivated, engaged workplaces that drive retention and performance. Whether you're in start-up, turnaround, or growth mode, our experts provide the strategy and support to help your company thrive.

hrleaders.com



Leadership Balance

As part of the Leadership Balance® brand, Winning Teams Win combines proven leadership principles with strategies to build cognitive competency, mental resilience, and a growth mindset. Our programs support individuals, teams, and organizations - covering key areas such as Women in Leadership, Latest Technology, and AI. With powerful program analytics, we track progress and accelerate leadership development for lasting impact.

WinningTEAMSWin.com
leadershipbalance.com



OUR FOCUS

Liderança Group, Inc. is a business and workforce acceleration firm with 5 global divisions that focus on

- ✓ Growing your business
- ✓ Developing your people
- ✓ Improving your workplaces



“Cathy and her team have a unique ability to look at both the strategic and tactical conditions of a team and craft the optimal leadership program for long term success. She brings a high level of operational experience to the industries she serves.

Cathy’s “can-do” attitude, experience, team-orientation, and deep business relationship skills allow her to be incredibly effective with her clients.”

- C. Lloyd Mahaffey, Former CEO,
SmartStory Technologies, Inc.

Guiding Your Growth at Every Stage

At Liderança Group, we support organizations at every stage of growth, from start-up to maturity and beyond. With over two decades of global experience, we've partnered with VC and PE firms, as well as enterprise and mid-market leaders, to strengthen performance, accelerate growth, and align leadership across portfolios. Each phase demands a unique strategy, and our expertise ensures that wherever you are in your journey, we help you focus, adapt, and lead with confidence.

1

START-UP STAGE: BUILDING THE FOUNDATION

CHALLENGES: Limited resources, rapid pivots, early culture shaping, defining roles and direction, focused on product/service development.

- HOW WE HELP:**
- Establish HR systems and scalable best practices through **HR Leaders**
 - Identify leadership potential and cultural fit with **Assessment Leaders**
 - Build clarity, focus, and resilience through **Leadership Balance***
 - Integrate early-stage wellness and engagement strategies via **Be Well Perform Well**

2

GROWTH STAGE: SCALING WITH STRATEGY

CHALLENGES: Aligning people and processes, managing rapid hiring, and sustaining performance through expansion.

- HOW WE HELP:**
- Develop data-driven workforce strategies with **Workplace Data Center™** analytics
 - Strengthen cross-functional alignment through the **SPAE™ Framework (Strategy, People, Alignment, Execution)**
 - Coach emerging leaders to maintain high performance and culture
 - Optimize HR operations for compliance, efficiency, and retention
 - Partner with VC and PE firms to scale portfolio companies and strengthen leadership capacity

3

MATURITY STAGE: SUSTAINING PERFORMANCE AND INNOVATION

CHALLENGES: Preventing stagnation, maintaining engagement, and adapting to market shifts.

- HOW WE HELP:**
- Reignite innovation through leadership development and continuous learning
 - Refocus strategy and accountability systems to sustain momentum
 - Use **Be Well Perform Well** to reinforce organizational health and well-being
 - Evolve HR systems and leadership models to align with new growth demands
 - Support PE and investment-backed firms with operational excellence and leadership optimization

4

TRANSFORMATION STAGE: REPOSITIONING FOR THE FUTURE

CHALLENGES: Market disruption, digital transformation, and evolving business models.

- HOW WE HELP:**
- Guide leadership teams through change management and strategic repositioning
 - Align culture, metrics, and communication to new strategic priorities
 - Deploy transformation roadmaps powered by **Workplace Data Center™** insights
 - Build agile leadership pipelines equipped for uncertainty
 - Partner with VC and PE stakeholders to accelerate transformation and value creation

CHANGE BRINGS INCREDIBLE OPPORTUNITY

5

RENEWAL STAGE: REINVENTING AND ACCELERATING AGAIN

CHALLENGES: Rebuilding after disruption, mergers, or leadership transitions; restoring clarity and confidence.

HOW WE HELP:

- Facilitate strategic planning sessions using **SPAETM** + AI to redefine success
- Re-establish trust and alignment across teams
- Implement renewed communication and engagement rhythms
- Inspire purpose, performance, and unity through executive coaching
- Support investors and leadership teams in repositioning for sustainable growth

Your Growth Partner at Every Stage

From early-stage ventures to mature enterprises, and from VC-backed start-ups to PE-owned transformations, Liderança Group partners with organizations to accelerate performance, build resilient leadership, and sustain growth.



Liderança Group
Business + Workplace Accelerators™

FUTURE-READY SOLUTIONS FOR A THRIVING WORKPLACE

**Partner with us to accelerate growth, empower people,
and modernize workplaces, ready for 2026 and beyond.**

1.866.864.8200 | www.liderancagroup.com | info@liderancagroup.com

©2026 All Rights Reserved Liderança Group. All rights reserved.

