CAPABILITY STATEMENT

About Us

Change and complexity are constant companions in today's organizations. The Sparks Group is an executive coaching and leadership development firm that helps leaders, teams, and organizations grow capacity – not just skills – to meet and leverage challenges and opportunities today and in the future.

certified WBENC WOMEN'S BUSINESS ENTERPRISE

Core Competencies

- 1:1, Group, and Team Coaching
- Leadership Development Programs
- Training & Facilitation
- Strategic Planning
- Change Management
- HR Consulting
- Inclusive Leadership
- Assessments
- Speaking Engagement

Differentiators

- Certified Corporate Ready (CCR)
- WBENC & WOSB certified
- Large, diverse bench of practitioners
- Vertical Development expertise

Point of Contact

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Corporate Data

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D-U-N-S Number: 062230089
NAICS Codes: 611430, 541612
UIE: XS4DMBD5C5N7
UNSPSC Codes: 80101509, 86101605, 86101601, 80101513

What is Vertical Development?

Vertical development is the framework that describes how adults mature. Instead of the typical leadership development focus on skills and competencies – vertical development transforms the way leaders think, unlocking new ways of approaching complexity, change, and growth.

A leader's stage(s) of vertical development is highly correlated to their leadership effectiveness and ability to get results.

Horizontal development is akin to adding apps to a phone. Vertical development is akin to upgrading the phone's operating system.

Horizontal Development

Vertical Development

COMPASS GROUP · Boise Cascade · GALLO · SOCIETY OF BEHAVIORAL MEDICINE · EY · UNIVERSITY of ROCHESTER MEDICAL CENTER · WILSON SONSINI · NOVANT HEALTH · MYERS & CHAPMAN

Past Performance

Compass Group

The Need

Compass Group, a large and complex organization, sought a strategic partner to bring structure and clarity to its leadership development efforts. The organization needed a trusted provider capable of managing the full spectrum of executive coaching and leadership solutions, while eliminating the complexity of sourcing, vetting, and coordinating multiple coaches and consultants. Just as importantly, they needed a partner with the credibility and presence to effectively engage stakeholders across different business lines with many senior leaders and multiple programs.

The Intervention

Compass Group established a master services agreement with The Sparks Group, gaining access to a vetted network of more than 40 trained and certified practitioners. Beyond serving as a partner for executive coaching and leadership development, The Sparks Group worked collaboratively to customize and co-create solutions as needs evolved. Through proactive communication, strong coordination, and thoughtful problem-solving, they brought structure to complex initiatives and ensured seamless delivery across engagements.

The Impact

With The Sparks Group as a centralized strategic partner, Compass Group delivers a consistent, high-quality leadership development experience across various groups. Their coaches and facilitators quickly earned the trust and respect of executive and senior leader populations, strengthening leadership capability at the highest levels. Streamlined processes, reduced administrative burden, and scalable offerings have improved efficiency and value. Most importantly, The Sparks Group's long-term, impact-focused approach ensures Compass Group continues to develop leaders with clarity, confidence, and meaningful outcomes — not just programs, but sustained growth.

"The Sparks Group manages complexity with clarity and purpose. They are more than a vendor — they are a trusted strategic partner who earns the confidence of senior leaders and delivers lasting impact."

Angela Genaro Ruilova
Vice President, Talent Development