

Page Title (HTML purposes, shows on Google search results)	Who We Are The Sparks Group
Meta Description (summarizes page into one sentence to display on search results below page title)	The Sparks Group specializes in vertical leadership development and helps organizations equip leaders to meet modern-day demands.
Primary Keywords (what users may type in to search for your type of services)	Vertical leadership development
Secondary Keywords	
Recommended URL	https://sparksgrp.com/who-we-are/

ABOUT
<logo>

SCHEDULE A CALL

HEADLINE

VERTICAL LEADERSHIP DEVELOPMENT

The Spark You're Looking For

THE SPARKS GROUP

SUBHEADING

Because change is inevitable, but how we approach it is everything.

HEADER CTA LINK

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YOU'RE IN THE RIGHT PLACE

Not all leadership training is created equal.

As an HR leader, we don't need to tell you that our businesses operate in an increasingly complex marketplace. You've seen how difficult it is to nurture leaders within your organization without the proper framework. And flopped past training can leave a bad taste in everyone's mouth.

We understand how frustrating it can be to struggle with poor or non-existent leadership development at your organization.

Because here's the thing:

- It's not about teaching a leader what to think and developing skills.
- It's about enabling them to think critically when new situations and information arises.

You deserve a partner who can develop your team's leadership capacity and help your business succeed well into the future.

Vertical leadership development is key.

After participating in and teaching lackluster leadership development programs myself, I saw how leadership development as a whole needed to be reinvented. In 2015 I started assembling a team of experts passionate about igniting vertical development within leaders, teams, and organizations.

Let us be the spark that ignites your team's success.

-Jessica Bronzert
founder & chief change-enabler

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What It's Like to Work With Us

- We tell it like it is. → Call us irreverent or edgy, but we lay it straight.
- We have your back. → Change can make enemies. We'll help you navigate haters.
- We make it fun. → We're not your typical corporate training squad.

But don't just take our word for it. Hear from our past clients:

[The Sparks Group] and I dug in to generate new insights about the connection between my beliefs and my behavior, and how those beliefs/behaviors were working for me, and how they weren't ... with their support and accountability I made real gains making the changes that were important to me. For anyone considering working with a coach, you can't go wrong with [The Sparks Group]. I wholeheartedly recommend them.

Shelli Brunswick, COO, The Space Foundation

Celebratory Milestones

148 Companies reached	3,500 Leaders trained	7 Years serving clients	\$5 million Tracked client growth
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Meet the Team

We are diverse, seasoned leaders and leader developers passionate about producing sustainable business results. After you contact us, we'll help you select the best partner for your team's needs.

Jessica

Favorite change:

"Helping turn a failing healthcare nonprofit around by developing 2 core leadership positions."

or

Often heard saying:

"It's not about being liked."

Alan

Favorite change:

"Working with a young business owner to find the confidence to lead his team."

or

Often heard saying:

"Let's do this!"

FINAL CTA

Ready for a leadership development partner who garners compliments instead of complaints?

SCHEDULE A CALL