



HerEDGESM Growth Navigator

***Gain Clarity and Prioritize What Matters
Make Decisions Under Pressure That Hold
Improve Communication to Speed Alignment***

**HerEDGESM is a private navigation coaching experience
for women in leadership roles.**

If your decisions carry consequences, and complexity and change are constant, *HerEDGESM* will help you develop critical decision discipline, so individual and group decisions move forward faster, are accepted across stakeholders, and translate into sustained, measurable business results.

The Growth Navigator Role

A Growth Navigator is a trusted thinking partner and coach, with an external vantage point and decades of experience in leadership roles. The work focuses on reducing decision-blind spots created by change, complexity, and competing demands.

With *HerEDGESM*, leaders gain a clearer view of the decision landscape, pressure-test assumptions, sharpen judgment, and make tradeoffs explicit. The result is faster, higher-quality decisions, fewer reversals, wider acceptance, and stronger execution. The outcomes influence revenue and cost control, and assert organizational confidence.

Why This Matters Now

In highly complex, shifting environments, leaders operate under intense decision load and velocity. As complexity increases, organizations expect leaders to demonstrate decision efficacy and effectiveness to improve business performance. This is accomplished by an underlying decision-making discipline and framework, the foundations of *HerEDGESM*.

Leaders who engage a *HerEDGESM* Growth Navigator gain:

- Faster, clearer decisions with fewer reversals
- Stronger judgment under pressure, even with incomplete information
- Cleaner tradeoffs when everything feels important
- Decisions that hold across stakeholders and over time
- Momentum from clarity, not urgency
- How and when to use AI to augment and improve the decision process



How HerEDGESM Navigation Works

Through structured navigation sessions, leaders strengthen their decision discipline by surfacing and evaluating the forces that distort decision quality and judgment. Using decision filters and scenario maps, the HerEDGESM working framework clarifies priorities, signals assumptions, and aligns a roadmap for faster decisions and stronger execution.

The Navigation Framework

- **Orientation** – Separate signal from noise to understand the forces shaping decisions.
- **Context Mapping** – Reveal dynamics and hidden pressures that pull decisions off-course.
- **Re-Alignment** – Clarify priorities, test assumptions, and make effective tradeoffs.
- **NorthStar Anchoring** – Use your “North Star” to filter decisions, choices, and priorities.
- **Decision Architecture** – Design repeatable decision filters and scenario maps.
- **Advantage** – Establish navigation discipline, improve judgment and execution.

HerEDGESM Primary Programs

HerEDGESM Decision Compass

*A three-session engagement that examines conditions shaping decisions, surfaces assumptions that undermine clarity, and examines constraints and tradeoffs. The engagement establishes clear decision filters that also serve as the baseline for those who move on to the **Navigation Journey**.*

HerEDGESM Navigation Journey

A six-session immersive engagement designed to expand decision filters and create scenario maps to pressure test assumptions and establish priorities. The program strengthens how leaders align and communicate their decisions, and accelerates and improves execution to improve outcomes.

Why Leslie Laredo?

Leslie Laredo is an experienced, successful, multidisciplinary thinker who specializes in helping leaders navigate complexity and improve decision quality under pressure. With more than three decades of experience advising executives and training teams to adapt to disruption and transformation, Leslie brings a rare ability to synthesize competing signals, anticipate how complexity surfaces risks and tradeoffs, and impact how decisions are made. She created HerEDGESM to support leaders with substantial experience who need decision discipline to multiply their impact in high-visibility leadership roles.

Next Steps

Schedule a brief conversation to determine if HerEDGESM is the right fit for you or your company, and which program(s) would be most effective for you.

For Individuals, HerEDGESM strengthens your decision-making discipline and improves organizational and personal results.

For Organizations, HerEDGESM delivers distinct leadership benefits by reducing decision risk, improving employee retention, limiting costly delays and reversals, and improving execution amid complexity and pressure.

Call Leslie Laredo at 561-571-0500 or email leslie@laredogroup.com