



THE DARING
VENTURE

TRANSFORMING LEADERS AND TEAMS FROM THE INSIDE OUT

The Daring Venture

Courageous Leadership. Measurable Impact. Sustainable Culture Change.

Company Overview

The Daring Venture is a Minneapolis-based leadership development firm founded in 2014. We partner with organizations to build strong, healthy, and courageous workplace cultures through executive coaching, evidence-based feedback systems, and multi-level leadership development programs.

We integrate research-backed methodology with practical application to drive sustainable behavior change across leaders, teams, and organizations.

WBENC Certified Women-Owned Business

Core Services

Executive Coaching

Individual executive coaching engagements designed to strengthen leadership effectiveness, emotional intelligence, and values-aligned decision-making.

Focus Areas:

- Courageous leadership & accountability
- Psychological safety & trust
- Difficult conversations & feedback
- Emotional intelligence & resilience
- Leadership clarity during change

Delivery: 1:1 confidential coaching

Outcome: Sustainable behavior change aligned to organizational goals.

Transformational Feedback

Our signature Shift Positive® 360 Method transforms traditional feedback into a structured, development-focused growth process.

Framework:

- Strengths
- Growth Areas
- Allies

Includes:

- Structured stakeholder input
- Facilitated debrief
- Coaching integration sessions
- Progress survey follow-up

Measured Impact:

96% of participants report positive behavior change in follow-up surveys.

Culture of Coaching

A multi-month implementation model that embeds coaching principles into daily leadership practice.

Leaders develop capability to:

- Clarify expectations and roles
- Ask forward-focused, accountability-based questions
- Increase ownership across teams
- Strengthen feedback and performance conversations
- Align behaviors with organizational values

Outcome: Scalable leadership operating system that improves engagement, retention, and collaboration.

Client Case Studies

Transforming Leadership Culture at University of Minnesota

The Opportunity

Staff struggled with low engagement scores, inconsistent feedback, and communication silos.

Our Approach

- Co created year long programs Leaders with Heart & Cultures with Heart over multi year period

Intensive staff/leadership development programs rolled out first to leadership team, next manager level, then whole staff. Program included topics such as: courageous conversations, trust, coach approach, daring leadership and feedback.

Included 1-1 Coaching

Outcomes

- ✓ **Improved engagement scores**
- ✓ Significant improvement in leadership communication
- ✓ Teams reported stronger trust and psychological safety
- ✓ Leaders became more accountable and growth-oriented

Staff Engagement Survey Results

Metric Improvement after 1 year

Commitment to Excellence +10%

Clear Expectations & Feedback +14%

Effective Environment +12%

Authority & Empowerment +24%

“This work brought immeasurable value to our management team... We strengthened our leadership capabilities a great deal—both individually and collectively. This shared experience helped us build a common language around courage and vulnerability, and it expanded our trust in each other.”

– Laurie McGinnis, Director, CTS

Empowering Courageous Leadership Across the Feeding America Network

The Opportunity

Feeding America and its Network Partners sought to build more effective, courageous, and connected leaders across their national network—leaders who could navigate complexity, support high-performing teams, and lead with empathy in a mission-driven environment.

Our Approach

Over four years, The Daring Venture delivered a multi-tiered leadership development initiative that blended practical skill-building with deep personal reflection.

Key Program Components:

- **Leadership Development Program**

150 leaders across Feeding America and Network Partners participated in a comprehensive leadership program with integrated. Cohort model of 15-20 leaders per cohort. Included 1:1 executive coaching.

- **Executive Coaching for participants and extended coaching engagements.**

- **Team Effectiveness Program**

130 food bank leaders participated in a year-long program focused on team trust, accountability, and communication.

- **Quarterly Workshops**

200–500 participants joined custom 90-minute virtual workshops offered quarterly over two years, extending the reach of leadership tools and strategies.

Shift Positive 360 Feedback+ Coaching with Select leaders

The Impact

Why It Mattered

CTS named the leadership development program as the number one reason for their cultural and performance transformation.

This case reflects our holistic approach – coaching, feedback, and cultural shift in alignment with organizational strategy.

Leaders reported significant growth in both mindset and skills, including:

- Adopting a coach approach to empower their teams
- Responding with intention rather than reacting under pressure
- Cultivating trust through aligned behaviors and honest dialogue
- Creating space for empathy, feedback, and courageous conversations
- Leading change with openness and self-awareness
- Building team accountability and celebrating wins

“I’ve developed much better tools to have difficult conversations, lean into empathy, and facilitate trust with my team. I’m learning to be less defensive and more focused on how I want to lead.”

Feeding America Leader

Why It Mattered

This multi-year partnership helped shape a more resilient, connected, and human-centered leadership culture across the Feeding America network—amplifying their ability to serve communities with courage and care.

:

Organizational Impact

Our work supports:

- Increased engagement and retention
- Higher leadership effectiveness
- Stronger cross-functional collaboration
- Reduced cost of disengagement and conflict

- Alignment between leadership behavior and strategy

Programs are structured with accountability, measurable milestones, and follow-up integration to ensure sustained impact.

The Daring Venture Team

The Daring Venture, dedicated to transforming individuals, leaders and teams from the inside out through the power of Executive Coaching, Transformational Feedback and Culture of Coaching.

As highly experienced ICF PCC-level coaches we bring decades of experience in leadership roles, facilitation, executive and leadership coaching, to our work with nonprofit and for-profit organizations across diverse industries.

Client List includes:



Contact for more
information



Molly Conlin Peterson, Founder & Coach

Molly@thedaringventure.com

www.thedaringventure.com

