

**Chambers Group's coaching model, 7Chambers, connects the head, heart, and spirit for individuals groups, organizations, and communities across race, gender, sexual orientation, and culture.**

*Profile : Founded in 2005, Chambers Group is a leadership development firm specializing in executive development, individual and team coaching, and integrating diversity and human capital planning. The founders, Dr. Barbara Riley and Dr. Delyte Frost, have been consultants to Fortune 100 companies for 25 years. Chambers' Leadership Matrix guides leaders in implementing change, achieving power, and realizing measurable results.*

**Project goals**

- Express the vision of a new firm.
- Create an identity that is fluid and expressive.
- Communicate dynamic experience.
- Differentiate the offerings.
- Achieve balance between business discipline and spiritual values.

**We always imagined we could attain a visual identity as rich as our view of the world.**

Dr. Delyte Frost  
Dr. Barbara Riley  
Founders  
Chambers Group



# Chambers Group



## Process and strategy

Chambers Group needed to find a way to balance the social justice and spiritual values of the partners with a strategic business model that would appeal to large companies. Chambers Group's process with Stellarvisions began with a series of conversations that explored the idea of connecting head, heart, mind, and spirit. During these initial meetings, Chambers was evolving and designing its coaching and leadership models. Stellarvisions created a series of personas and scenarios of senior managers and HR professionals who would either choose or refer Chambers Group. These personas activated intensive discussions about the essence and dynamics of the Chambers process, and the needs and perceptions of Chambers clients. The creative team and the partners collaborated to identify unconventional ways to communicate with a broader audience. The number 7 had implicit, explicit, and ancient etymology that was important to the partners.

## Creative solution

From the inception of the conversations, Stella Gassaway, firm visionary and creative director, wanted the identity and the web presence to embody the intense, individual, enlightening, and empowering experience of working with the Chambers Group. Stellarvisions immersed itself in thinking through a different cultural space: Jacob's Ladder, the I Ching, yin and yang. The identity needed to express the integration of life and work, and the endless cycle of learning and living. Gassaway instinctively knew that the identity would comprise a wordmark and an avatar. She designed a series of interchangeable elements—called the elements of change—which will be integrated into the coaching process itself as well as into the communications of the company. The new website mimics Chambers' coaching process: a series of questions leads the visitor on a journey and calls on visitors to engage and make choices. Chambers makes people feel safe, heard, and seen. The website uses images and metaphor and is not text heavy.

## Results

The meaning and the formation of the elements of change are in constant transformation and engender lively discussions between the partners and the creative principals. The new business was launched in 2005 with an invitation to 7+1 Intensive, a year-long process for intensive change: A multicultural group of women will meet for three days a month for eight months. The new business has launched Chambers into a bright future, with consulting contracts in place for a year out. The website is launched, and the new card and letterheads are in full use. Unlike most consulting groups, the physical becomes spiritual, the yin and yang of Chambers.

### Leadership Matrix intelligence quotients

IQ	Knowledge Intelligence
EQ	Emotional Intelligence
TQ	Thinking Intelligence
DQ	Diversity Intelligence
PQ	Purpose Intelligence
JQ	Job Intelligence
SQ	Spiritual Intelligence



conscious



context



choice



courage



competence



confidence



create