

- Create Extraordinary Results and Employee Engagement-

Generating results in today's complex business environment demands that we harness the best thinking and focused action of each employee.

Coaching is a better way to lead if you want to:

- Deliver high performance business results
- Build deep employee engagement and a culture of accountability and ownership
- Retain and develop top talent
- Unleash innovation, teamwork and collaboration

With changing customer demands, increased competition and new generation of workers, you must create an environment where associates feel empowered to take action, take risks, and cooperate and collaborate with others to accomplish mission critical objectives. **This demands leaders transform from being a "Manager" to being a "Coach".**

A Coaching Culture:

- Creates engagement by focusing on individual's strengths and developing their potential.
- Creates accountability by transferring the ownership and responsibility for problem solving and finding solutions from the leaders to the employees.
- Drives results through collaboration and teamwork.

Research Shows Three Times Greater Business Impact is Generated by Leaders Who Coach and Develop Employees

Bersin & Associates, a premier research and consulting firm, found that senior leaders who coach and hold others accountable for coaching are three times more effective at producing improved business and talent results than those who do not.

Specifically, the study found that:

- Senior leaders frequently fail to model effective coaching. Only 11 percent of senior leaders regularly coach their employees.
- Managers lack the necessary skills to coach their employees, and this presents the most severe challenge to effective management of employee performance. The research shows that organizations effective at teaching managers to coach deliver higher levels of employee productivity, employee engagement and financial performance.
- At most organizations, there is a "disconnect" between the intended purpose of performance management and the reality. Companies want goal alignment, but more often focus entirely on performance appraisal. This is why the coaching element has such impact.

What graduates say about **COACH2LEAD**

"The single most impactful leadership skill I have ever learned."

"I wish I had learned this 30 years ago."

"Coaching is our future."

Quotes from senior leaders who have been through this program.



Flexible Format for Maximum Results in Minimal Time

A Flexible Leadership Development Program Designed for Today's Busy Executive:

- Can be conducted live in-person OR remotely via webinar
- Stand-alone program OR embedded as part of a larger initiative
- One-day workshop with follow-up OR seven 90 minute modules spread over weeks
- Invest as little as 2 hours a week to embed the essential leadership skill of coaching

Blended Learning Approach for Lasting Behavior Change

- Seven interactive learning modules teach the critical performance coaching skills every manager needs
- Modules can be taught live in-person or in virtual webinar format
- Modules are also recorded and available for review or if a live class is missed
- Comprehensive Coaching Field Guide with each module includes interactive coaching diary to document learning and insights
- Peer-to-Peer coaching-buddy practice sessions help leaders clear the "coaching discomfort hurdle", making coaching second nature to them
- On-the-Job Practice applying new skills produces immediate, real-world results
- Also available as an [online self-study e-course](#)

7 Integrated Learning Modules

- Module 1: The Business & Scientific Case for Coaching
- Module 2: Core Skill: Artful Questioning
- Module 3: Core Skill: Artful Listening
- Module 4: Coaching Conversations: Developing People
- Module 5: Coaching Follow-Up: Creating Habits
- Module 6: Career Coaching: Retaining the Best People
- Module 7: Developing Your Authentic Coaching Style

Learning Outcomes:

- Successfully apply the performance coach approach to everyday work issues
- Understand the differences between coaching and other leadership styles, and make satisfactory judgments about when and how to apply the coach approach
- Successfully apply the coach approach in career development/performance conversations to decrease turnover and improve retention

Affordable Scalable Solution for Large Organizations

- White label private branding option allows for customization and special messaging
- Train-the-Trainer services to build in-house delivery capabilities
- Unlimited seat license for scalable roll-out across large organizations
- Consulting services to build in-house coaching communities of practice to sustain a culture of coaching