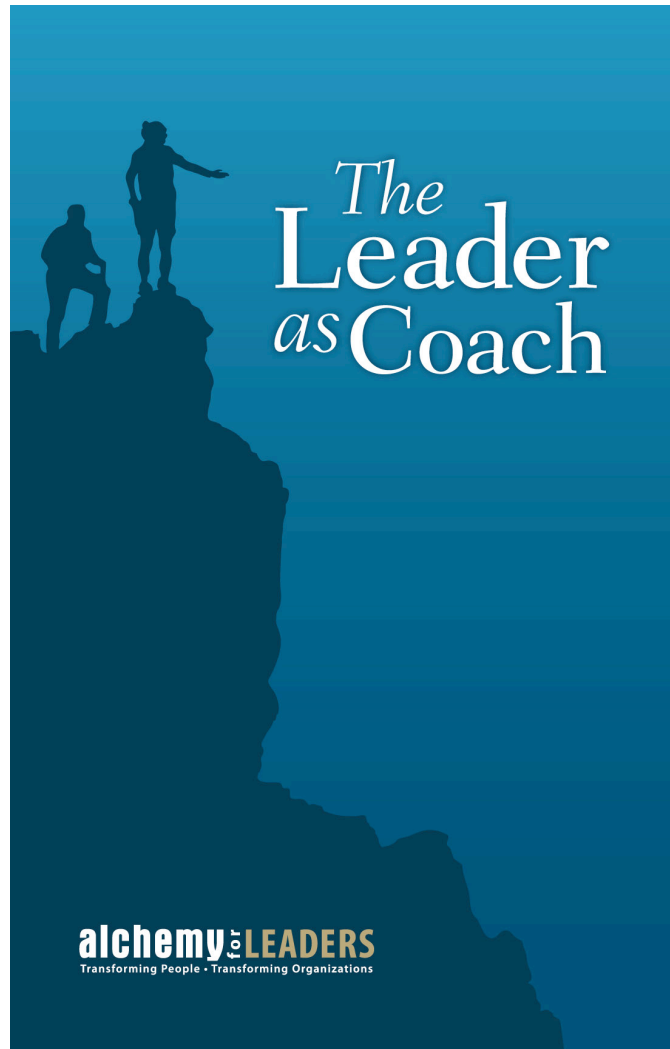


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# The Leader as Coach

## Course Overview

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**alchemy to LEADERS**  
Transforming People • Transforming Organizations

## Our Philosophy and Approach

Leaders perform at their full potential and capacity when they are given the opportunity to grow and evolve. Alchemy for Leaders is a consulting firm dedicated to developing leaders who know how to lead themselves, develop the talent around them, create team synergy and foster strategic collaboration between departments and strategic partners. We partner with senior leadership teams to customize our training design so that your core values, mission and strategic objectives are integrated into our programs.

## Rationale for Training

**The Leader as Coach:** Creating high-performing teams starts with the development of each of its members. This course will prepare your leaders to coach effectively and facilitate behavioral change that benefits your team and your clients. Participants will learn a four-step process for coaching and practice the three core coaching competencies: developing presence, building relationship, and creating meaningful encounters. Your leaders will learn the theory, process, and tools for catalytic coaching that guides individuals to communicate and act with power and effectiveness.

## Course Outline

Presentation of theoretical framework for the course:

- The Four-Step Coaching Process
- Emotional Intelligence
- Stages of Behavioral Change

The course is designed primarily around the Four-Step Coaching Process:

- Identify Coaching Opportunities
- Prepare for Coaching
- Coach the Individual
- Support New Behaviors

## Course Objectives:

- Recognize the benefits of coaching and its multiple applications
- Expand the scope of coaching opportunities
- Execute the four steps of coaching
- Demonstrate the three coaching competencies
- Apply the stages of behavioral change with coachees
- Implement multiple tools to enhance coaching practice



## Course Design & Exercises

The training design is highly experiential, allowing participants the opportunity to practice multiple coaching tools drawing on real world challenges and situations. The tools and exercises covered in the course include:

- The Three Tools of Empathy
- Mapping Your Internal Coaching Influences
- The Eight Styles of Coaching
- Whole Brain Coaching (Thinking Styles)
- Initiating Behavioral Change
- Giving Effective Feedback
- Motivating and Inspiring Others
- Why Employees Don't Do What They're Supposed to Do

Another tool, called The Three-Sentence Challenge, helps individuals see a current issue or challenge with new eyes and possibilities. Current mindsets, assumptions, and conclusions are challenged in this highly effective reframing method.

## Peer Development Follow-Up

Training participants are assigned to small peer groups that meet periodically following the training to ensure that the learnings and insights from the course translate to new behaviors and practices. These peer development groups provide mutual support, coaching, and accountability.

## Course Feedback from Participants:

*As a business and IT executive and consultant for more than 30 years, I have been a part of numerous trainings. The Leader as Coach course delivered by Alchemy for Leaders was by far the best training I have ever experienced in my career, including my years with FedEx. I highly recommend this course for anyone who aspires to be an effective coach.*

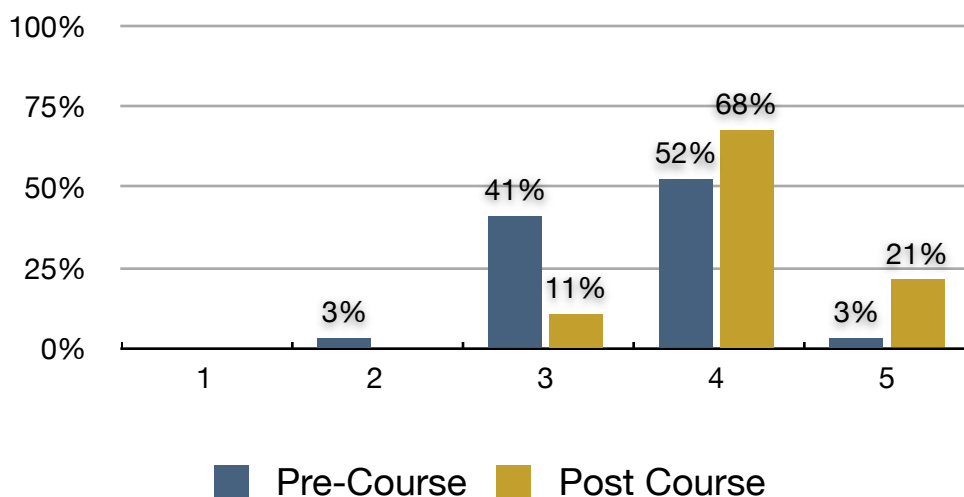
*To be honest, I was not looking forward to sitting through the Leader as Coach training. There were too many proposals to be closed and too many meetings to attend for this to take up two full days on the calendar. However, once the introductions were made and the first break-out session was completed, I knew this was a class worth attending. The manner in which Ed and Brian walked us through the materials was very easy to digest and apply to our everyday activities. Sometimes we need to slow down for a bit in order to improve the ways we help grow our people and ourselves. I highly recommend course.*

*The course and tools will help me improve my coaching abilities significantly.*

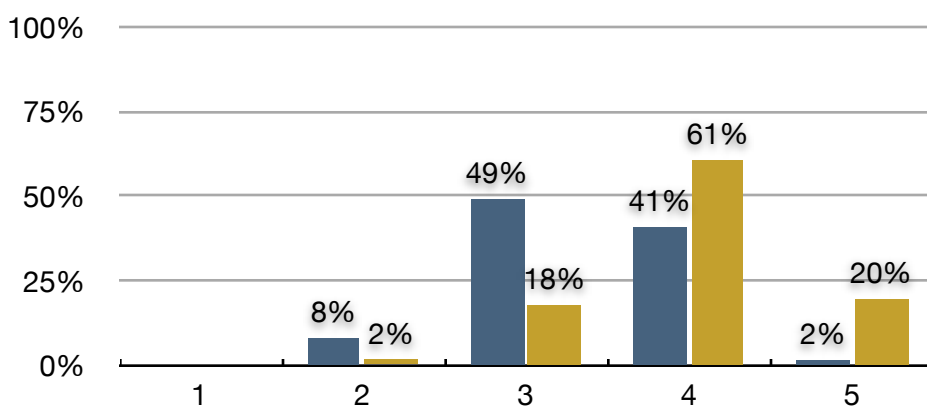
## Measuring the Results

Course participants have consistently raised their levels of confidence and competence with coaching, as shown in the graphs below. These results, based on four trainings delivered in the 2nd quarter of 2011, indicate how participants ranked themselves on a 1-5 scale (1 being the lowest and 5 being the highest). For example, the number of leaders who scored themselves as a 4 or 5 with delivering quality coaching went from 55 percent to 89 percent.

### Confidence as a Coach



### Competence as a Coach



**For more information about this and other courses offered by Alchemy for Leaders, contact Brian Jaudon at 407.388.8440 or email [brian@alchemyforleaders.com](mailto:brian@alchemyforleaders.com).**