



The Coaching Clinic[®] Licensing Program

Following are more detailed documents to assist you in understanding the value of attending The Coaching Clinic Licensing Program.

Licensing Program Overview

- A detailed description of the program including the agenda.

Coaching Clinic Overview

- Describes the benefits, who should attend and outlines the agenda of a typical Coaching Clinic

What is Coaching

- Provides a 10-point summary of what coaching is and what coaching is not.

What are others are saying

- Eight testimonials from participants of The Coaching Clinic and/or the licensing program.

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In-Depth Overview Of The Four Day Coaching Clinic[®] Licensing Program

Corporate Coach U
Coaching Clinic[®]
Licensing Program

*Performance-focused strategic
corporate coaching skills for
managers, leaders and coaches*

Four Unique Reasons The Coaching Clinic® Licensing Program Is Preferred Around The World

1. It really is performance-focused... Gallup, the famed research company, performed some landmark research in 1999 that revealed the impact of coaching-related issues on hard-figure performance...

Gallup uncovered 12 employee statements, now known as the Q¹², as consistently critical to retention of employees, business-unit productivity, profitability and customer loyalty.

Would your managers' employees volunteer all of these statements? ...

1. "I know what is expected of me at work"
2. "I have the materials and equipment I need to do my work right"
3. "At work, I have the opportunity to do what I do best every day"
4. "In the last seven days, I have received recognition or praise for doing good work"
5. "My supervisor or someone at work seems to care about me as a person"
6. "There is someone at work who encourages my development"
7. "At work, my opinions seem to count"
8. "The mission/purpose of my company makes me feel my job is important"
9. "My associates (fellow employees) are committed to doing quality work"
10. "I have a best friend at work"
11. "In the last six months, someone at work has talked to me about my progress"
12. "This last year, I have had opportunities at work to learn and grow"

Gallup examined 15 fast-growing companies that showed sustained profitability and revenue-growth and compared them with other medium-performance companies.

Employees within the fast-growth companies gave their companies higher scores in all 12 statements. But...

The highest single score was "At work, my opinions seem to count", and the overall consensus was that having managers clarifying expectations is these days a given, but relationship-building, fulfillment and rewards may be a source of strong competitive advantage.

The Coaching Clinic was built ground-up to help achieve this, and has been used by organizations to achieve tangible and sustainable changes in performance...

"I have greatly improved my ability to help individuals and teams get the best out of themselves and this has in turn been a significant benefit to the organization I work in" ...British Columbia Ministry of Education

"Introducing CCU to supervisory and managerial staff was a fundamental skills refresher and enhancement to work towards a more useful performance management strategy" ...Ontario Legislative Assembly

2. It solves your biggest HR problems... The Program explicitly addresses the four most commonly found problems in relation to their human resources...

1. It teaches you how to help your managers attract staff
2. How to help them retain staff
3. How to help them motivate staff
4. And how to help them develop staff

Essentially it helps you help your managers leverage their human capital.

3. It's proven... The Program has been corporate-tested and refined for several years, and incorporates the best concepts of coach training, to provide outstanding, leading-edge education and coaching skill/competency development.

The Coaching Clinic helps you install and maintain a "coaching culture" in your organization which

- develops leadership
- facilitates breakthrough performance, and
- gives a competitive edge.

This model of coaching incorporates literally hundreds of specialized skills, principles, concepts, practices and nuggets of wisdom. Some of the companies who've gained from it include:

- American Express
- British Telecom
- Abbott Labs
- 3M
- American Heart Association
- IBM
- Jet Propulsion Labs
- Nissan

Read the testimonials page for genuine comments from senior managers around the world.

4. It's guaranteed... The Program is so explicitly geared to helping you train your managers in performance-enhancing coaching skills that Corporate Coach U offers a unique guarantee.

Other courses lock you in well before the event actually starts.

The Coaching Clinic gives you all four days of training and then, just before you graduate and leave with your manuals, if you decide the Program will not be of value to your organization, we'll arrange a refund of all you paid us.

But we're confident you'll agree that what you take away can change your manager's coaching skills and help your organization gain better performance from its staff.

What's Included

1. 4-Day intensive Program
2. Complete Facilitator Manual and Participants Guide to support your delivery of a 2-day Coaching Clinic workshop to your managers
3. On-going free personal support from CCU professionals
4. CD-ROM with workshop slides, templates for planning, and marketing documents
5. Authorization to purchase Coaching Clinic materials
6. Access to the Facilitator-only section of the CCU Website



Including... the leadership proficiency tool, coaching clinic review telecalls, CD ROM content, articles, 7 Principles of business-coaching, and more

Background to the Program... Your 4 Key Learning Opportunities

The licensing Program provides you, personally, with license to deliver the Coaching Clinic to organizations either as an internal or external facilitator.

...You even take this license with you if you leave your current organization.

The objective of the Program is to fully prepare you for successful delivery, providing you with the opportunity to...

1. Participate in the Clinic
2. Deepen your understanding of the key learning ideas, or 'teach-points'
3. Teach-back to your fellow participants three sections of the material, and
4. Receive developmental feedback to develop coach-facilitator skills.

The Program is conducted over four days.

By the end of the 4th day you'll have seen the critical material delivered three times, and you'll feel comfortable in delivering it yourself to your organization.

1. Participation in the Clinic

You and the other 23 participants fully participate in The Coaching Clinic as you would if you were a manager/leader inside an organization.

In doing so you understand the developmental opportunity for your audience first-hand as well as the potential challenges that arise in the classroom.

2. Deepening Understanding

Fieldwork assignments are designed to provide you with the opportunity to develop your core knowledge of key teach-points and relate them to your own business experiences.

As a trainer of the licensing Program it will be beneficial for you to complete the fieldwork assignments yourself.

3. Teach-backs

The purpose of the teach-backs are to provide you with the opportunity to work with the material in the Facilitator Guides and begin to develop a comfort level with delivering key teach-points.

Three teach-backs are conducted by each participant: on day two and three the teach-backs are 10 minutes in length, and on day four the teach-backs are 20 minutes each.

4. Developmental feedback

Teach-backs provide the opportunity for developmental feedback.

When you conduct the teach-back, observer notes are completed by your fellow participants and the trainer and then provided to you.

Time is allotted for peer feedback as well as trainer feedback.

Your Two Manuals And How They Work

You'll get two manuals from the Program...

The Participants' Guide is what your managers will use and refer to. It is structured as a reference guide to support users both during and after attending the clinic. This also allows you the flexibility to adjust the agenda to suit your environment.

The Facilitator's Guide is what you use. It is structured to be a reference tool for you, so you can respond to coachable moments within the 2 day Clinic you deliver. It also gives you prompts for pre-Clinic preparation and closing the Clinic.

Both are invaluable tools beyond merely the delivery of a Clinic.

Your managers will probably refer to their Participants' guides repeatedly in the daily course of exercising their roles as managers with a coach-approach.

The Structure of Your 4 Days

The following table provides the four-day agenda for you

| | |
|--------------|--|
| | <p>Topics <i>During the four day Program you will experience being a participant in The Coaching Clinic® and will have three opportunities to facilitate portions of the content of The Coaching Clinic® by leading a Teach Back to the group.</i></p> |
| Day 1 | <p>A.M. - Introduction to The Coaching Clinic® Licensing Program Day One of The Coaching Clinic® 1) Being a Coach</p> <ul style="list-style-type: none"> • A Model of Trust and Creating “Coachable Moments” • Personal Paradigm Shifts of Masterful Coaches • Coaching within an organizational context <p>2) The Five-Step Process of Coaching in the Workplace</p> <ul style="list-style-type: none"> • The Coaching Conversation Model <p>P.M. - 3a) Coaching Skills</p> <ul style="list-style-type: none"> • Contextual Listening • Discovery Questioning <p>End of Day One debrief and assign fieldwork in preparation for Teach Backs tomorrow morning</p> |
| Day 2 | <p>A.M. - Teach-backs: Session 1 - 10 minutes each P.M.- Day Two of The Coaching Clinic® 3b) Coaching Skills (continued)</p> <ul style="list-style-type: none"> • Messaging • Acknowledging and Celebrating <p>4) Personal Coaching Styles Inventory© (PCSI)</p> <ul style="list-style-type: none"> • Defining Your Personal Style & Recognizing The Styles of Others • Coaching Across Styles <p>End of Day Two debrief and assign fieldwork in preparation for Teach Backs tomorrow afternoon</p> |
| Day 3 | <p>A.M. - Day Two of The Coaching Clinic® (continued) 5) Implementing Coaching in The Workplace</p> <ul style="list-style-type: none"> • Creating a Powerful Definition of Coaching • Coaching to Commitment • Challenges to Coaching • Creating an Action Plan to Implement Coaching <p>P.M. - Teach-backs: Session 2 - 10 minutes each End of Day Three debrief and assign fieldwork in preparation for Teach Backs tomorrow morning</p> |
| Day 4 | <p>A.M. - Teach-backs Session 3 - 20 minutes each P.M. – Teach-back continued <i>Administrative details, preparing to facilitate the Program, ongoing support, and other questions participants may want answered.</i> Certificates and closing</p> |

The Coaching Clinic®

Overview

The Coaching Clinic for managers-leaders who wish to have a fully developed and tested coach-training product for large and small organizations.

The Coaching Clinic program generates rapid development of individuals and teams, and increases leadership potential. It has been brought into corporations worldwide by CCU trained and licensed facilitators, and has earned the reputation as a comprehensive training for managers in core coaching skills.

Benefits of The Coaching Clinic

Through the Coaching Clinic, organizations and individuals can

- discover coaching as a powerful model of management and leadership
- experience and practice “state-of-the-art” coaching tools
- learn the structure and process to integrate a coach-approach to management
- position the organization for rapid growth
- apply learning within the workplace immediately.

What does the Coaching Clinic do?

The Coaching Clinic effectively trains individuals in the skills necessary for coaching within an organization. It is a fully developed model, which managers, leaders and coaches can implement immediately in their organization to

- promote innovation and accelerate results
- effectively develop and retain valuable organizational members
- improve organizational communication and team effectiveness, and
- deepen commitment to personal, professional and organizational goals.

The Coaching Clinic challenges participants to raise their standards for their own skills and competencies.

Agenda

DAY

One **The Coaching Clinic: Being a Coach**

- A Model of Trust and Creating “Coachable Moments”
- Personal Paradigm Shifts
- Coaching with the organizational context

The Five-Step Process of Coaching in the Workplace

- The Coaching Conversation Model[©]

Coaching Skills

- Contextual Listening[©]
- Discovery Questioning[©]

Two **The Coaching Clinic: Coaching Skills (continued)**

- Messaging
- Acknowledging

Personal Coaching Styles Inventory[©] (PCSI)

- Defining Your Personal Style & Recognizing The Styles of others

Coaching In Organizations

- Challenges
- Great leaders
- Action Planning



Eight Testimonials... private and public organizations around the world, many of them household names, regard CCU's Coaching Clinic as yielding value for them and their organizations...

"The Coaching Clinic and Facilitator Licensing Programs are extremely effective in teaching the coaching skills required for individuals to immediately apply coaching in their work and personal environment and to bring coaching to corporations. The most powerful aspects of the program are the simplicity of the material, and the variety of ways used to deliver and reinforce the information. If you are looking to bring coaching to corporations, the clinic is a great place to start."

Susan M. Valdiserri
Sales and Competency Strategist
IBM Sales Center of Excellence

"Our managers really learned from The Coaching Clinics about having a meaningful conversation with their staff. They have moved from thinking they (the manager) had to have an immediate answer to getting the person they coach to come up with a solution to a *path* to a solution. Our managers really like coaching, and do it because they feel like it enhances their ability to get work done and accomplish meaningful things."

Tom Turner
Vice President
O'Neal Inc

"Our goal is to introduce a coaching approach to management that focuses on inspiring people to take the lead wherever they are in the organisation. CCU's Coaching Clinic helps us shift from a traditional to a more inclusive, empowering style of management, and people are excited about it."

Bub Hughes
Manager, Leadership and Coaching
British Telecom

"Many people find discovering the power of coaching to be a revelation. In my 30 years in the corporate world and in my 15 years as president of the corporation, the most powerful experience I had was my formal training with Corporate Coach U (Coaching Clinic Facilitator and Corporate Coach) in terms of growth as a leader."

Wayne Jones
Former President
Kodak's Eastman Gelatine Corporation



“As I went through the Coaching Clinic, I began to realize that coach training makes an excellent tool for gaining the skills required for giving good feedback. Once people get a taste of coaching, they really embrace the concept that coaching not only helps them work more effectively with other staff, but also that it adds skills to their portfolio. The continuing result is that all of this feeds into our major initiative of performance excellence.”

Mike Muldoon
Director of HRU
Abbott Laboratories

“Introducing CCU to supervisory and managerial staff was a fundamental skills refresher and enhancement to work towards a more useful performance management strategy. The coaching conversation model provides a usable tool for diverse situations. It works and builds confidence in the user and provides a basis of communication in which all parties are heard and understood. The initial feedback at the Assembly is enthusiastic.”

Marilyn Abraham
Director, Human Resources
Ontario Legislative Assembly

“The Coaching Clinic has become the cornerstone training program for our Professional Business Advisor (PBA) development program. CCU has trained over 150 MEP senior consultants who serve small manufacturers throughout the United States. The coaching skills learned enable our PBAs to build strategic relationships with the CEO and executive team, and support the client to develop their own strategic road map for enterprise-wide transformation. Corporate Coach U plays an integral role in expanding our impact on small manufacturers by developing strategic relationships with client executives.”

Dan Pitkin
Strategic Management Services
U.S. National Institute of Standards & Technology, MEP

“The Coaching Clinic was an on-going gift to me. Like any really good investment, it is paying a lot of interest and as I revisit the materials from time to time the capital continues to grow. I use the skills developed during the workshop not only in individual coaching/ advising arrangements, but also in managing a work-team and in my personal relationships. I have greatly improved my ability to help individuals and teams get the best out of themselves and this has in turn been a significant benefit to the organisation I work in.”

Gerald Morton
Manager, Research, Data Analysis and Reporting
British Columbia Ministry of Education