



Insights4Results  
Developing Leadership Talent & Succession

# Coaching4Results

## Coaching Skills for Leaders

*“Do the difficult things while they are easy and do the great things while they are small. A journey of a thousand miles must begin with a single step.”*  
—Lao Tzu

# Leader<sup>as</sup>Coach

## Do your leaders possess a proven, clear, and adaptive roadmap for creating an organization of competent, self-directed employees?

Most leaders believe that setting ambitious goals and merely providing regular corrective feedback will create the results they need. Research and experience prove that this is NOT enough.

**Coaching4Results™** equips leaders with the concepts, tools and behaviors to support ongoing personal and organizational learning. Coaching skills, however, are not an accidental byproduct of management; they are highly refined and teachable skills.

**Leaders who coach and develop** their people are investing in short-term performance gain, and long-term growth of their organization. It is a strategic investment in winning – developing leaders who are consistently able to be:

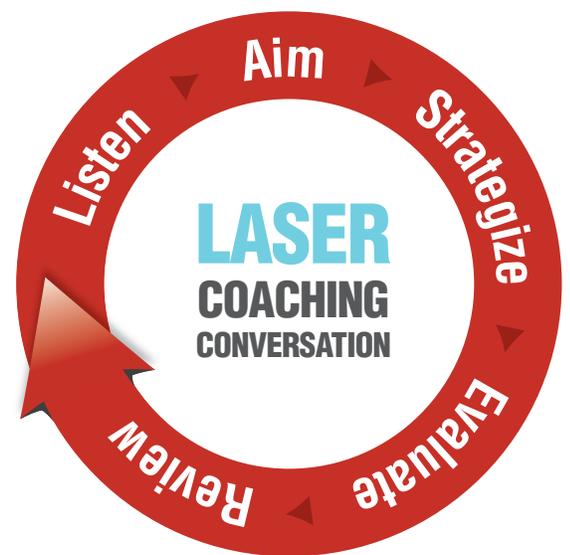
- Creative — they innovate and adapt to change
- Accountable — they outperform goals and competition
- Engaging — they draw their people together and bring out the best in them
- Groomed for success — they meet current and future demands

**How to Coach, When to Coach, Who to Coach:** Coaching is NOT the right approach to every situation, and not every employee is ready for coaching. By becoming expert at matching employee readiness with managerial approach, leaders drive results, productivity and increase employee engagement.

**Coaching4Results™** leverages insights of the **Managing4Results model** to define and refine management effectiveness in general, and coaching in particular. In addition, effective coaching with the LASER model equips leaders to get the most from their time, relationships, efforts and actions.

### Coaching4Results™ Benefits:

- Increased levels of personal and professional satisfaction: a key talent-retention factor
- Accountability and effectiveness at the individual and team level
- Clarity and alignment of individual and organizational purpose
- “On-the-job” learning for greater personal and organizational success
- Consistent adaptive and creative responses to change
- A method for facilitating generative individual and organizational change



# Learning Process

## Audience:

**Coaching4Results™ is designed for all levels of management and leadership.** Leaders learn by using specific, “real world,” on-the-job coaching skills that immediately increase effectiveness.

## Objectives:

Coaching is distinct from training, mentoring or disciplining. It offers a powerful problem-solving process, as well as a clear platform for teaching, developing and enhancing performance results.

## Leaders will develop skills that drive individuals and teams to higher levels of performance by:

- Setting and reaching breakthrough performance goals
- Confidently addressing difficult performance issues
- Focusing on priorities and actions
- Motivating performers in unique and adaptive ways
- Building trust through effective communication
- Implementing key actions for giving and receiving feedback
- Applying a functional coaching model to everyday work situations

**Coaching**  
accelerates results  
& learning through  
trust, curiosity &  
collaboration

## Coaching4Results™ empowers leaders to:

- Help their people realize opportunities for career growth and life-long success
- Enhance relationships with their direct reports and improve performance outcomes

## Learning Model:

**Coaching4Results™** is a detailed, experiential learning process that provides leaders with the necessary tools to develop and refine leaders in real time.

The hands-on, application-based learning provides coaching models, skills and competencies. Leaders will become effective coaches by: **1. Learning** coaching concepts, **2. Practicing** coaching skills and competencies, **3. Being** coached.

*Through Coaching4Results I was able to explore many facets of being a leader and coach and as a result I feel more confident in my leadership role. I know that I can guide my team through uncertain times to achieve our desired results!!*

—Tina Patton  
Regional Director, T-Mobile

*This program is a safe, engaging, and extremely competent learning experience. I have more depth and maturity in my coaching work, and feel closer to being masterful at leading the inquiry to discover clarity and insights towards my people's successes.*

—Debby Swanson  
Director of Talent Development, Sony Electronics

# Behind Every Good Result is a Great Insight.

LOOKING FOR A BOXED APPROACH? **YOU WON'T FIND IT HERE.**

Our approach is an exchange; an exchange of dynamic listening and deliberate question asking. We ultimately identify the key leadership and talent factors that influence your organization's issues and successes. Then we apply our breadth of experience in working with companies like yours and people like you to develop a model of your company's leadership culture, language, symbols and values.

As partners, we collaborate with you to mold, customize, and implement an application uniquely designed for your people, values, and systems, and strategies. Our consulting, training, coaching, and assessments serve to reflect your culture, even as it enhances your results.

## OUR CLIENTS INCLUDE:

Children's Hospital, San Diego	PETCO Animal Supplies
L-3 Interstate Electronics Corp	Ametek
Alcon Laboratories	City of Poway
Sony Electronics	Kleinfelder Engineering
T-Mobile	Barney & Barney
Cox Communications	J.R. Filanc Construction
HHSA, County of San Diego	San Diego State University
City of Chula Vista	UC San Diego
San Miguel Fire District	Cal State San Marcos
Mission Federal Credit Union	TEC Worldwide
Scripps Bank	AIG/SunAmerica
Discovery Bank	ITW Space Bag & Valeron



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