

Behind Every  
Great Employee  
Is a Great Coach



# COACHING ESSENTIALS<sup>®</sup>

Help managers learn how to coach their people

Coaching is the single most important managerial skill that separates a highly effective manager from the rest. The problem is, most managers don't understand how critical coaching is for the development, growth, and performance of their people. Because they don't know how to use coaching in their leadership style, their employees stay stuck on projects, becoming discouraged and demotivated.

We know how frustrating it can be when your managers aren't developing their people as effectively as they could be. Your managers deserve training that will deepen their leadership skills, so they can better accelerate the development and performance of those they lead.

Coaching Essentials<sup>®</sup>, authored by Blanchard Master Certified Coaches, teaches managers how to use coach-like behaviors so that productivity goes up, teams are more unified, and the company performs better overall. Our program embraces the tried-and-true coaching competencies as defined by the International Coaching Federation; our expert authors have spent more than 20 years mastering the language and practices that make these methods immediately useful.

BRING OUT THE BEST  
IN YOUR PEOPLE



Accelerate  
Learning &  
Development



Create  
Autonomous  
Problem-Solvers



Retain Your  
Talent



Build Your  
Leadership  
Bench Strength



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## Coaching Process Model



## Coaching Skills Model



Listen to Learn



Inquire for Insight



Tell *Your* Truth



Express Confidence

## WHO SHOULD ATTEND?

Managers and individuals seeking to develop coaching skills in order to increase the effectiveness and competence of those they lead

**Ken**<sup>THE</sup>**Blanchard**<sup>®</sup>  
COMPANIES

### Shawn K. Woods & Associates

Leadership Development, Talent Management, Executive / Personal Coaching  
398 W. Army Trail Road #124-358  
Bloomington, Illinois 60108  
Phone: (331) 551-8686  
Website: [www.shawnkwoods.com](http://www.shawnkwoods.com)  
Email: [info@shawnkwoods.com](mailto:info@shawnkwoods.com)

## PROVEN FORMULA TO CREATE A CONSISTENT COACHING CULTURE IN YOUR ORGANIZATION

Implement Coaching Essentials in your organization as a one-day, face-to-face workshop or as three 2-hour virtual sessions. Both designs include compelling visuals and materials, engaging videos, and proven learning activities that teach participants the following key concepts:

### COACHING PROCESS

- Connect – Build trust and positive relationships
- Focus – Identify topics and goals
- Activate – Collaborate to develop a plan for action
- Review – Clarify agreements and discuss accountability

### COACHING SKILLS

- Listen to Learn
- Inquire for Insight
- Tell *Your* Truth
- Express Confidence

Managers will learn how to identify the most helpful coaching style for the situation and how to put it to work in your organization. They'll have many opportunities to practice these new skills.

By integrating coaching skills into your management training, you get highly effective managers who know how to conduct powerful coaching conversations that create connection, increase trust, and help their team members perform at their best.

### READY TO GET STARTED?

Here's how to implement a successful training initiative in three easy steps:

1. Decide – we'll help you decide who gets the training and why
2. Prepare – we'll help you order materials and prepare the facilitator
3. Deliver – we'll help you deliver impeccable training at your company

### Contact me at

[info@shawnkwoods.com](mailto:info@shawnkwoods.com) or call

**331.551.8686 to Get Started**



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