



# AT A GLANCE...

When your leaders are “Great Coaches” they are equipped to have more effective, regular conversations with team members to help move execution and performance forward faster so you can increase productivity and engage your talent.

## BUILD A COACHING CULTURE WITH LEADER AS GREAT COACH

### WHY SHOULD COMPANIES IMPLEMENT AN INTERNAL COACHING CULTURE?



Accelerate execution for performance



Enhance team member professional growth



Speed up trust and engagement

## Empower Your Leaders To Become "Leader Coaches"

More and more organizations realize that building an internal coaching culture and capability is a definite competitive advantage. Leaders in a "Leader-As-Coach" culture become catalysts of their employee's forward motion and talent growth towards excellent performance.

If your leaders at all levels know how to have regular, powerful coaching conversations that develop and engage their team members to solve problems, innovate and make better decisions, your organization has the potential for faster talent growth and higher performance.

Coaching is ranked **90%** of conversations miss the mark. **#1** as the most highly correlated with positive impact.

\*Research done by Bersin & Assoc (Deloitte)

## What our clients say...

“Seeing an employee grow and succeed because you’ve enabled them is very rewarding.”

“We can accelerate the performance of many leaders with ‘Leader as Great Coach’ in a global and strategic way.”

# OUR METHODOLOGY FOR DELIVERING SUCCESS

When your leaders gain powerful coaching skills, tools, and the right coaching mindset, both performance and development improve. Our Churchill coaching teams partner with our clients to:

1. Align on a plan to ensure sustainable change and coaching adoption.
2. Implement a robust stakeholder engagement strategy.
3. Execute a communication plan that speaks to why, what, and how coaching is beneficial.
4. Deliver a highly experiential global coaching training experience tailored to your unique business and cultural needs.
5. Create and lead (or co-lead) your ongoing learning path for coaching sustainability and implant new skills and habits at work.
6. Define a clear way to measure and celebrate successes, including coaching certification.
7. Leverage "Leader as Great Coach 2.0" options to further accelerate coaching mastery.

# WHY CHOOSE CHURCHILL...

- ✓ **Real-world leadership experience.** Our 200+ Executive Coaches, Consultants and Trainers have rich leadership experience in private and public sectors as well as coaching and training certifications.
- ✓ **Strengths-accelerated approach.** Using CliftonStrengths® we accelerate the natural untapped talent in your people, for more authentic and sustainable growth, and to maximize new leadership mindsets, skills and capability.
- ✓ **A focus on outcomes.** We have high standards for our clients, and expect your organization to receive significant benefits from our partnership. As such we have a methodology for measuring results.
- ✓ **Global footprint.** Churchill's team is diverse with experts across North and Latin America, Europe, Middle East and Asia-Pacific. We can scale delivery to meet your regional and cultural needs.
- ✓ **An agile and flexible partner.** Through building a high trust partnership we meet you where you are, to provide you what you need. We collaborate to deliver constant improvement and a laser focus on your unique needs.

“ This amazing program helped me recognize how the conversations we are having today could significantly improve. I now see the importance of using a flexible style-coaching based on each employee situation and need. The experience inspired me to want to be a Great Leader Coach and helped me get there! ”  
-US Leader, eBay

**READY TO BUILD A COACHING CULTURE IN YOUR ORGANIZATION?**

**Start the conversation.**

**Contact us today to discuss your needs.**

**Solutions@Churchill-LG.com**

**888-486-8884**

