

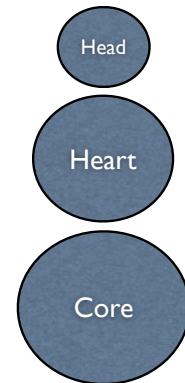


Success to Significance Executive Coaching

Roles, Responsibilities and Process

Why does S2S Executive Coaching succeed over standard learning approaches?

- Learning can happen on three levels, head, heart and core, but only the third creates sustainable change. Most delivery methods are focused on stimulating new thoughts or emotions in order to inspire awareness and change behaviors, which, for a short time new behaviors can emerge. However, even though activating our head and our heart is important, they don't on their own create lasting change. If they did, we'd all be successful, wealthy, happy and our perfect weight. Translating new knowledge into sustainable behavior requires a change at our core, the place containing the key values and decisions that make up our personality and how we see our place in the world.



S2S Executive Coaching often works on all three levels: The Head, Heart and The Core.

- Common approaches to learning are often one-time events. Coaching is an on-going reinforcement process of reflection, discovery, action and reassessment.
- S2S Executive Coaching is confidential, safe, un-biased and void of company politics and agendas.
- S2S Executive Coaching follows or pulls from the five levels of leadership:

- Level 5. Evangelizing a Movement → Systemic transformation
- Level 4. Stewarding Organizational Change → Inspired culture
- Level 3. Catalyzing Teams → High performance collaborations
- Level 2. Empowering Others → Trusting relationships
- Level 1. Mastering Me → Foundations of emotional intelligence

What is the process?

Assessment: In many cases, clients participate in a customized 360 assessment. This process starts with the client and his or her business leader identifying coaching objectives followed by the MFI coach creating a list of 360 interview statements and questions. Several stakeholders are asked to participant in a virtual or face-to-face assessment sessions.

After all the numeric and written data is collected a report is generated and delivered to the client. This report shows a global view of the client's performance, leadership and communication style. It also shows strengths and uncovers blind spots.

Customization: While the 360-assessment report is discussed the client and coach identify coaching objectives, goals to reach, skills to learn and apply, challenges to overcome and strengths to bolster. Human Resource representatives and business leaders are consulted. The game plan is set.

Coaching: Coaching sessions are scheduled as often as once a week either in person or over the phone. Dialogue through email is encouraged. Coach and client agree to a set of ground rules that cover such things as confidentiality, honesty, punctuality, integrity, staying in action, accountability and trust. Clients are often asked to bring topics for discussion to coaching sessions. The coach provides honest feedback, draws from hundreds of other coaching experiences, teaches when necessary, challenges and always keeps their client's highest potential in mind. The coach will also assign homework. Coaching sessions might also include video taping a client presentation or observing the client during meetings.

Impact Analysis: A measurement tool is established during the initial meetings with the client, Human Resources and the business leader. Some examples include:

- Impact on Individuals goals as shown through the MFI Coaching Scorecard
- Impact on the S2S Triple Bottom Line Scorecard
- A second 360 can be used to show progress
- Performance reviews, feedback from peers, employees, customers, leaders
- Written client and coach evaluations

What are the typical reasons to use an S2S Executive Coach?

- High potential clients needing to sharpen their leadership skills
- Transitioning from a manager to a leader: a doer to a knowledge broker
- Communication style flexibility
- Building a team
- Organizational development
- Executive presence
- Difficult employees, peers and/or leadership
- Leading change

- Holding others accountable
- Coaching other to coach
- Career transition in and outside current company

Success to Significance Executive Coaching Agreement Form

What are the responsibilities of the S2S Executive Coaching client?

1. Be on time and prepared for all meetings or calls
2. Tell the truth
3. Return emails and phone calls within 24 hours
4. Be reflective and self aware
5. Be receptive to feedback, and when appropriate, accept it
6. Stay in action and be committed to achieve goals
7. Co-lead meetings and call
8. Be responsible to the coaching relationship and process

What are the responsibilities of the S2S Executive Coach?

1. Tell the truth
2. Be on time and prepared for all calls or meetings
3. Return emails and phone calls within 24 hours
4. Be committed to the client, their goals and their greatest good
5. When needed, use measurement tools, assessments, resources, past experience
6. Hold all sensitive information in the strictest of confidence
7. Provide updates to coaching clients manager
8. Be responsible to the coaching relationship and process

Coaching Client

date

S2S Executive Coach

date