



# KINDLE EMBERS COACH TECHNIQUE

Personal Leadership  
EPIC Success, Life & Legacy  
MIND-BODY-SPIRIT



# COACHING, AN UNDERSTANDING

Intuit  
Intellect

# COACHING, WHAT IS ?



is about

Asking Qs

Listening

Being Neutral

sharing no advise, know-how or expertise !

# COACHING, WHAT IS ?

acts as laser on thinking,  
cuts thru maze of confusion,  
brings forth, hitherto; unknown,

## Ideas & Options



# COACHING, WHAT IS ?



Raises awareness of **You,** & on  
**Circumstances**

coaching neither is, mentoring or training nor even consulting; it is not advising / sharing what needs to be done; nor is to provide with solutions !

# COACHING, IN A NUTSHELL



Creates

# Awareness

# COACHING, IN A NUTSHELL



Enhances

# Perceptions

# COACHING, IN A NUTSHELL



Expands

# Horizons



# COACHING, IN A NUTSHELL



is to take Coachee-Client,  
where s/he can't

## Reach Alone !

# COACHING, IN A NUTSHELL



Generates  
Pathways / Possibilities / Avenues /  
Opportunities / Alternatives

## Options !

# COACHING, LEADERSHIP DEVELOPMENT — ICF SURVEY



## TOP METHODS OF COACHING



Face-to-face in an **individual** or **group setting**

TOP ADVANTAGES

**INTERNAL**  
Knowledge of company culture

VS.

**EXTERNAL**  
Higher level of coach training experience

# COACHING, LEADERSHIP DEVELOPMENT — ICF SURVEY



TOP IMPACTS

- 1 Increased engagement
- 2 Faster on-boarding into new roles
- 3 Faster leadership development

OUTCOMES OF STRONG COACHING CULTURES



**Strong financial performance**  
**Higher employee engagement**

# COACHING, STATISTICS – ICE SURVEY

SUCCESS  
 INNOVATION  
 VENTURE  
 SALES  
 MARKETING  
 COMPETITION  
 OPPORTUNITIES  
 IDEAS

## Why Coaching Works

There are an estimated 47,500 professional coaches across the world bringing in an annual income close to **\$2 billion** each year.

How has coaching grown so rapidly? **Because it works!**

**99%** are satisfied with the overall experience.

*In fact, 96% indicated they would repeat the process given the same circumstances that prompted them seeking a coach in the first place.*

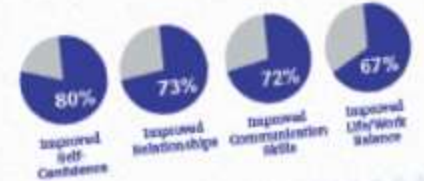
### Increased Productivity

Professional coaching explicitly targets maximizing potential and in doing this unlocks latent sources of productivity and effectiveness. At the heart of coaching is a creative and thought-provoking process that supports individuals to confidently pursue new ideas and alternative solutions with greater resilience in the face of growing complexity and uncertainty.



### Positive People

In the face of uncertainty caused by workforce reductions and other factors, expectations remain very high. Restoring self-confidence and self-trust to face the challenges is critical to meet organizational demands.



### Return on Investment

The coach-client relationship generates learning and clarity for forward action with a commitment to clear measurable outcomes. Coaching offers a good return in investment for individual clients and offers a significant return on investment for companies.



Source: 2011-12 Global Coaching Client Study  
 For more info, visit us at [www.icecoach.com](http://www.icecoach.com) or contact us at [info@icecoach.com](mailto:info@icecoach.com).  
 © 2012 ICE Coach Federation. All rights reserved. ICE Coach Federation is a 501(c)(3) non-profit organization. All other trademarks are the property of their respective owners. All other trademarks are the property of their respective owners.

# COACHING, TECHNIQUE !



Focus on

# Discovering Solutions

# COACHING, TECHNIQUE !



Based on Internal-Individual Strengths

# Overcome Challenges !

# COACHING, TECHNIQUE !



Effort towards

# Achieving Goals ..



# COACHING, TECHNIQUE !



Practices & combines  
Left Intellectual Reasoning to  
Right Intuitive Reflective

## Whole-Brain Thinking

# COACHING, APPROACH



an

## Acceptance

‘ you can not teach a man anything,  
you can only help him/her discover  
within himself !’

~ Galileo

# COACHING, APPROACH



ICF Coaching

## Code of Ethics

- # Conducts Professionally
- # No Conflicts of Interest
- # Maintains Confidentiality
- # Responsible, Accountable Behavior

# COACHING, ENGAGEMENT



Coach embodies,

- # a Neutral Attitude
- # is Non-Judgmental
- # actively uses Deep Listening
- # creates an Environment of Trust & Faith
- # knows, 'it is all about the client/coachee'
- # Practices what he Preaches !

# COACHING, ENGAGEMENT



Client displays

# Courage

# is Humble

# is Disciplined

# is Committed

# has Trust

# COACHING, ENGAGEMENT



## Session progress

- # Identify Areas of Improvement, AOIs
- # COACH Techniques
- # SMART Action Steps
- # Other HOMEWORK !
- # Ownership & Accountability

# COACHING, ENGAGEMENT



## Efficiency

- # Ideal 6-9-12 Coaching Sessions
- # Client works on Action Points
- # is Results Ready, for next session
- # Client ready to face fears, AOI
- # Responsible, Accountable Behavior

# COACHING, ENGAGEMENT



Coach

## Approach

- # Believes individuals have all the resources within them to achieve what they want
- # Each behavior has a positive intent
- # Individuals always make the best possible choice available at any time
- # There is no such thing as failure, only feedback ..
- # Change brings, Change !



# COACHING, SPECIFICS



## TOPICS, Executive Coaching

# Improve Employee Engagement, Enthusiasm & Innovation

# Advanced Communication Skills

# Reduce High Attrition Levels; Improve Employee Loyalty

# Improve Customer Service Levels

# a Value-added Option, after / during Leadership Training

# Create Stronger Relationship with your Clients

# Increase Sales, Achieve Corporate Goals

# Help Managers handle their Workload

# Build Happy, Effective Teams, Repair Strained Relationships

# Keep Star Performers Engaged, Growing !

# COACHING, SPECIFICS



## BENEFITS, Executive Coaching

- # working relationship with direct reports, 77%
- # working relationship with immediate supervisors, 71%
- # team work, 67%
- # working relationship with peers, 63%
- # job satisfaction, 61%
- # conflict reduction, 52%
- # organizational commitment, 44%
- # working relationship with clients, 37%

# COACHING, SPECIFICS



## BENEFITS, Organizational Coaching

# productivity, 53% increase in executives coached

# overall quality, 48%

# organizational strength, 48%

# customer services, 39%

# reduced customer complaints, 34%

# retaining executives who received coaching, 32%

# cost-reductions, 23%

# bottom-line profitability, 22%



**JOURNEY,** TO AN EPIC, GENUINE LIFE & LIVING !

If realized, IT IS GOLD !