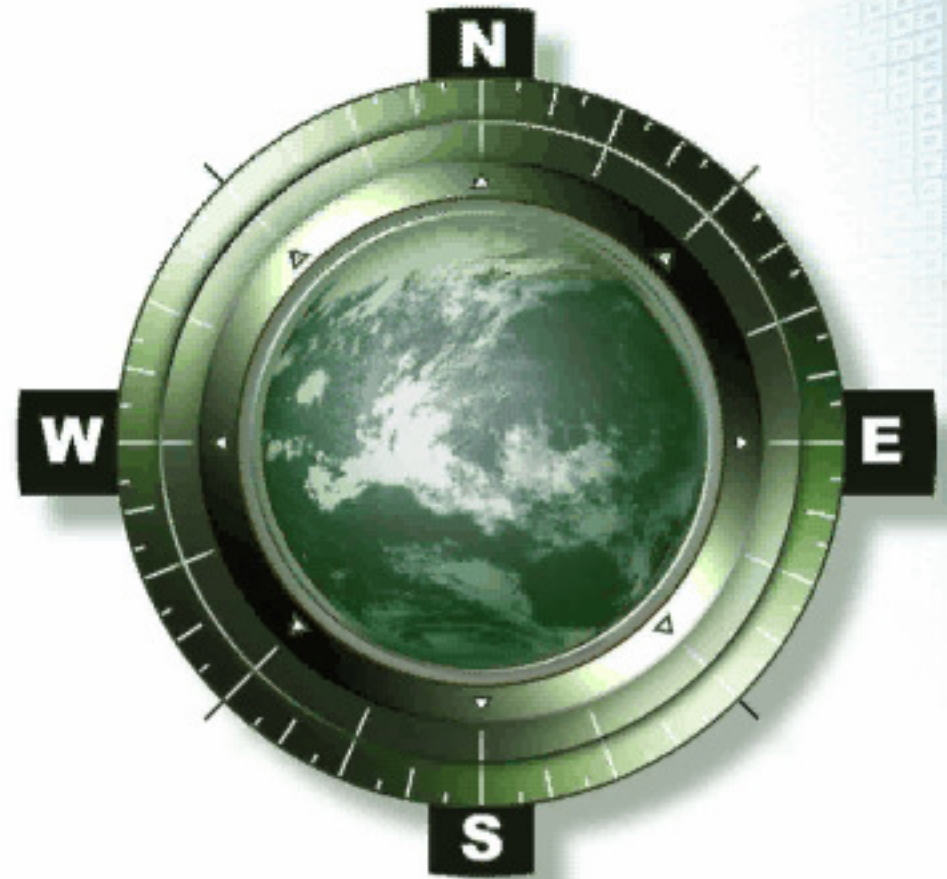
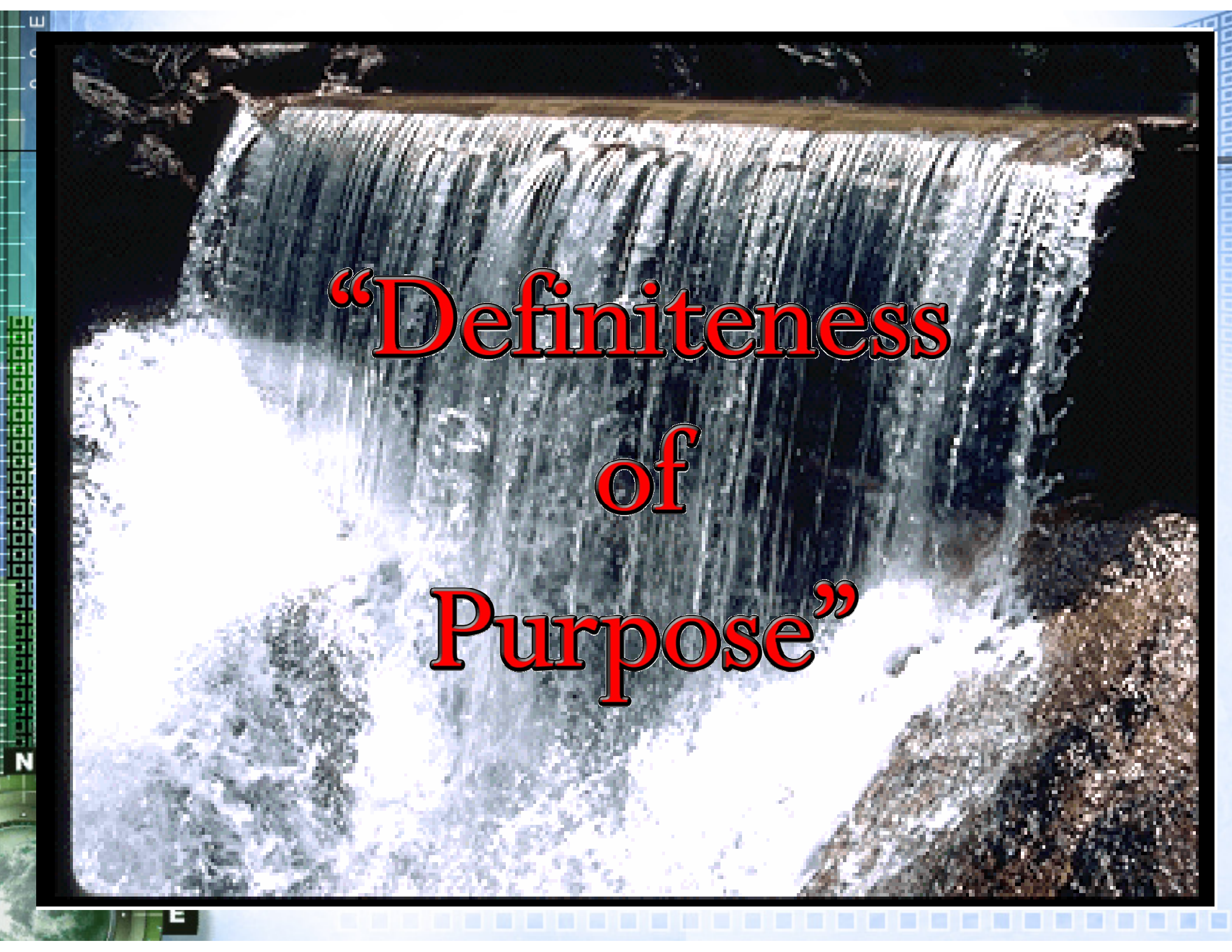


Coaching for Success!

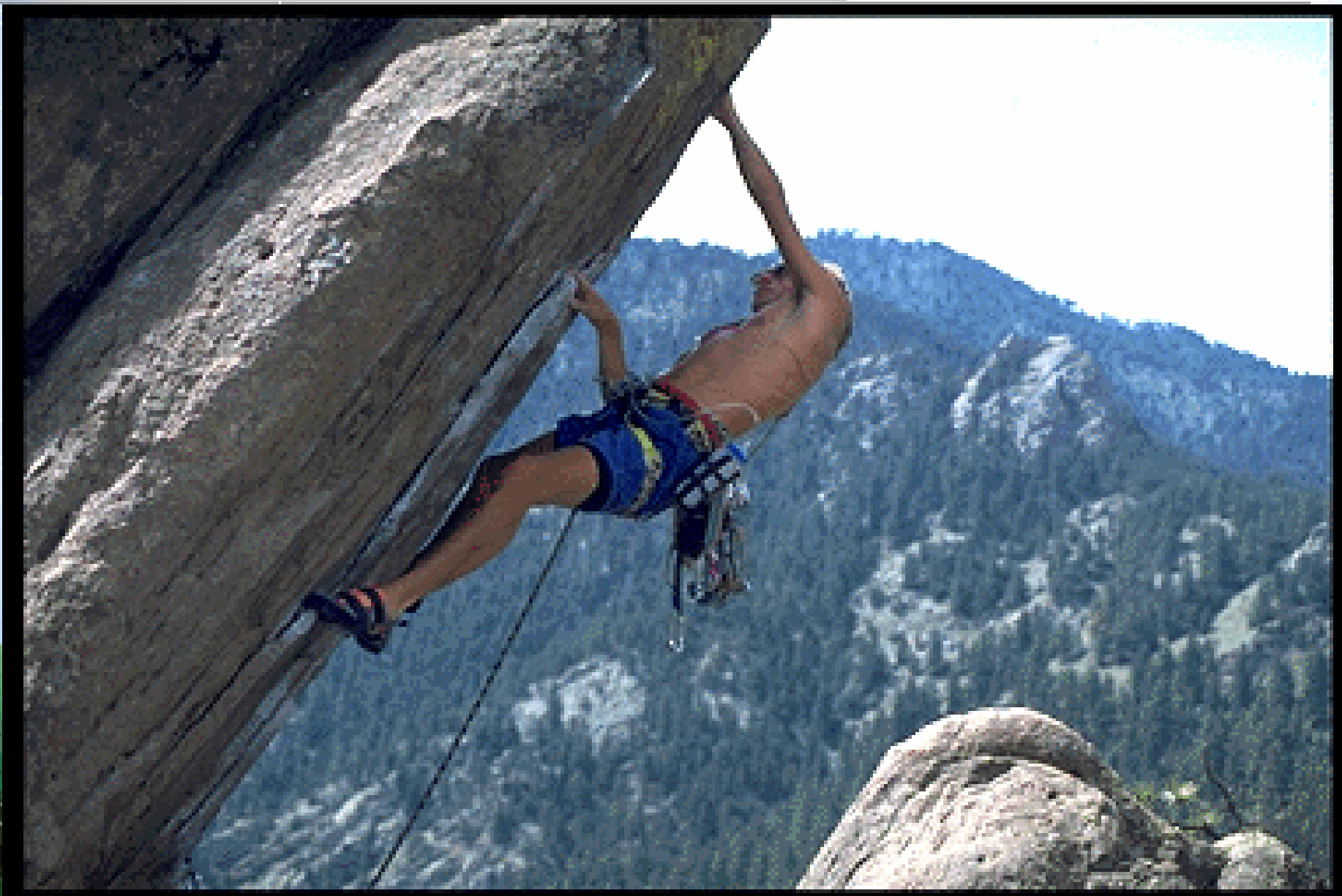


*How to coach anyone in business or
in your family to “substantially”
improve their skills and ability*

A wide waterfall cascading over a ledge into a pool of water. The water is white and frothy as it falls, creating a misty spray at the bottom. The surrounding rocks are dark and wet. The text "Definiteness of Purpose" is overlaid in a red, stylized font with a black outline.

**“Definiteness
of
Purpose”**

FOCUS on Strengths & Opportunities



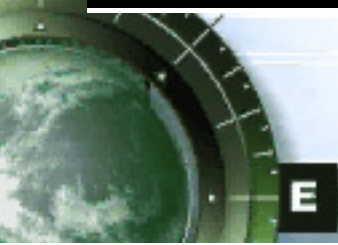
ASSESS the Terrain **CONSTANTLY**



CONSISTENCY

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SELF-DISCOVERY

**“A Journey of a
thousand leagues
begins with a
Single Step.”**



Develop A Team Approach





COMPLIANCE
VS.
COMPETENCE



SKILL VS. PROCESS



Competence



ASKING



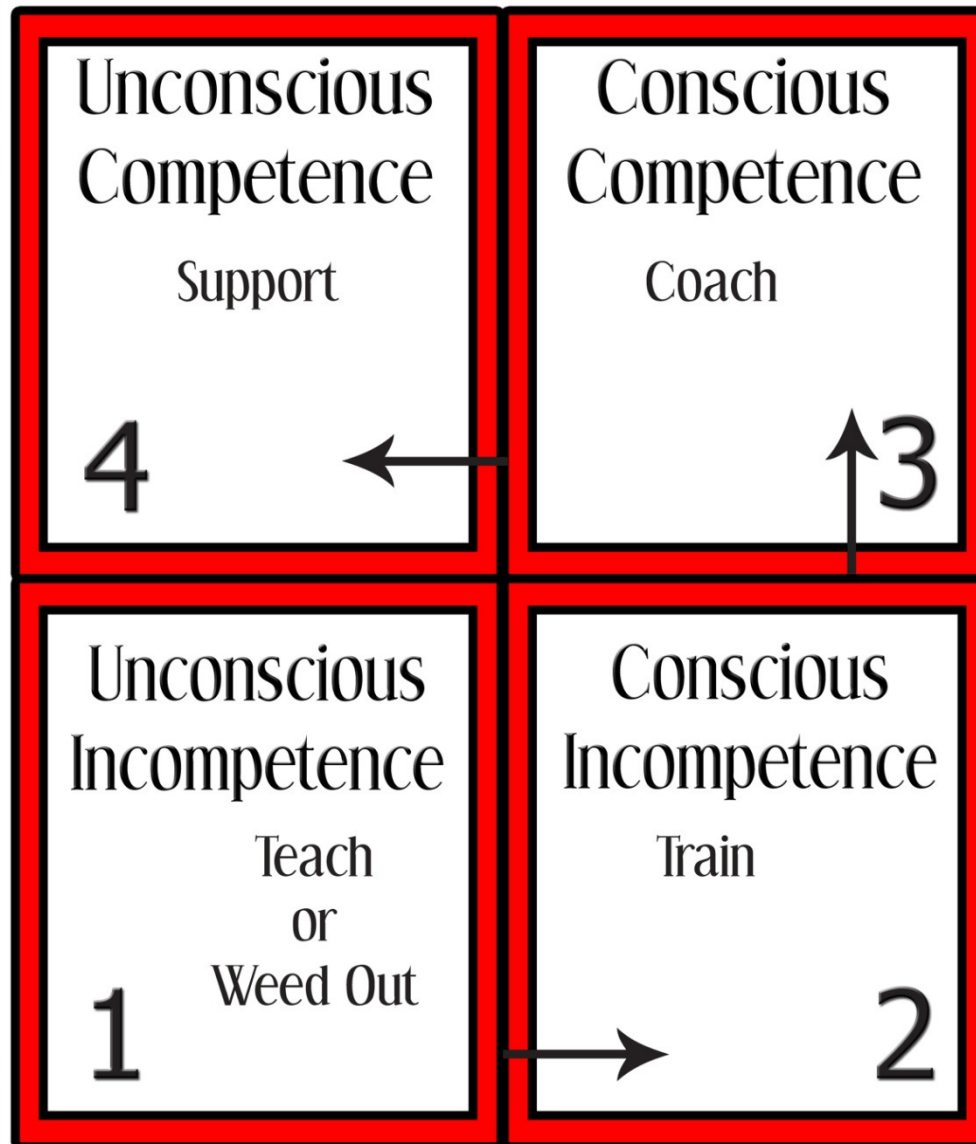
Compliance



TELLING

The Competency Model

Natural Progression to Competent Performance



What is Coaching?



Coaching is...

- **Asking First**
- **Situational**
- **Process for Self-Evaluation**
- **Skills Based**
- **Getting a Specific Commitment**

Coaching is not...

- **Telling**
- **Pre-Planned**
- **Directive**
- **Compliance Driven**
- **Taking the “Monkey”**

Coaching Principles



- **COACHING** is absolutely a **SALE!**
- The Person *Asking the Questions* directs the conversation
- **NEVER ARGUE !**
- The first sale I must make *is to MYSELF!*
- If I as the Salesperson says it, the Customer **DOUBTS** it.

Coaching Principles

- **If I ASK it, and the Customer TELLS me it is TRUE!**
- *If I am telling, I am not SELLING.*
- **A Sale is always made—either To Do It or Not To Do It.**
- *Questions are THE ANSWER.*
- **Never answer a question until you know WHY it's being asked!**



Why Coach?



- ❖ The BEST way to help people develop a Skill
- ❖ Increases employee satisfaction
- ❖ Leads to Higher Productivity
- ❖ Helps to build “bench-strength”
- ❖ Builds Loyalty
- ❖ Builds Trust

Steps of the Coaching Model

Professional Solutions Coaching



Observe
and Prepare
to Discuss

Did Well's

Do Differently

Commitment

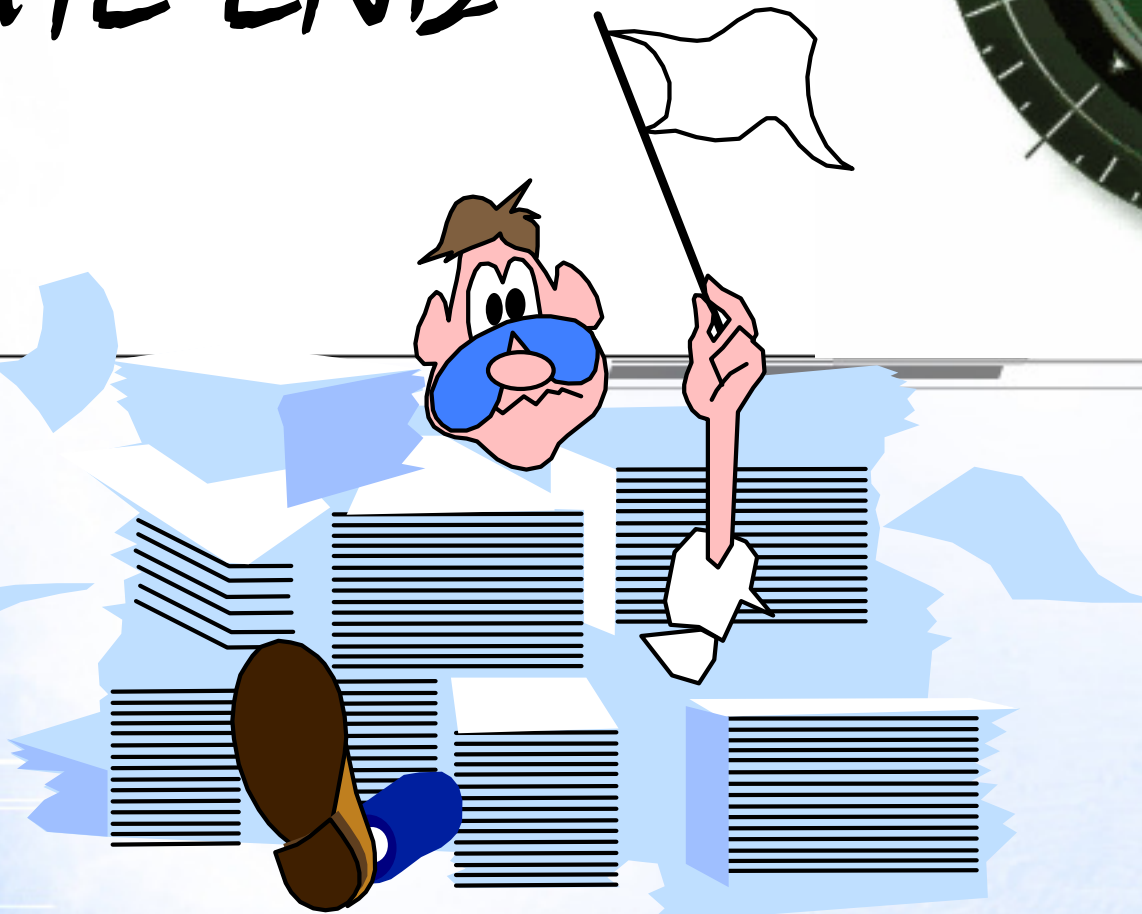
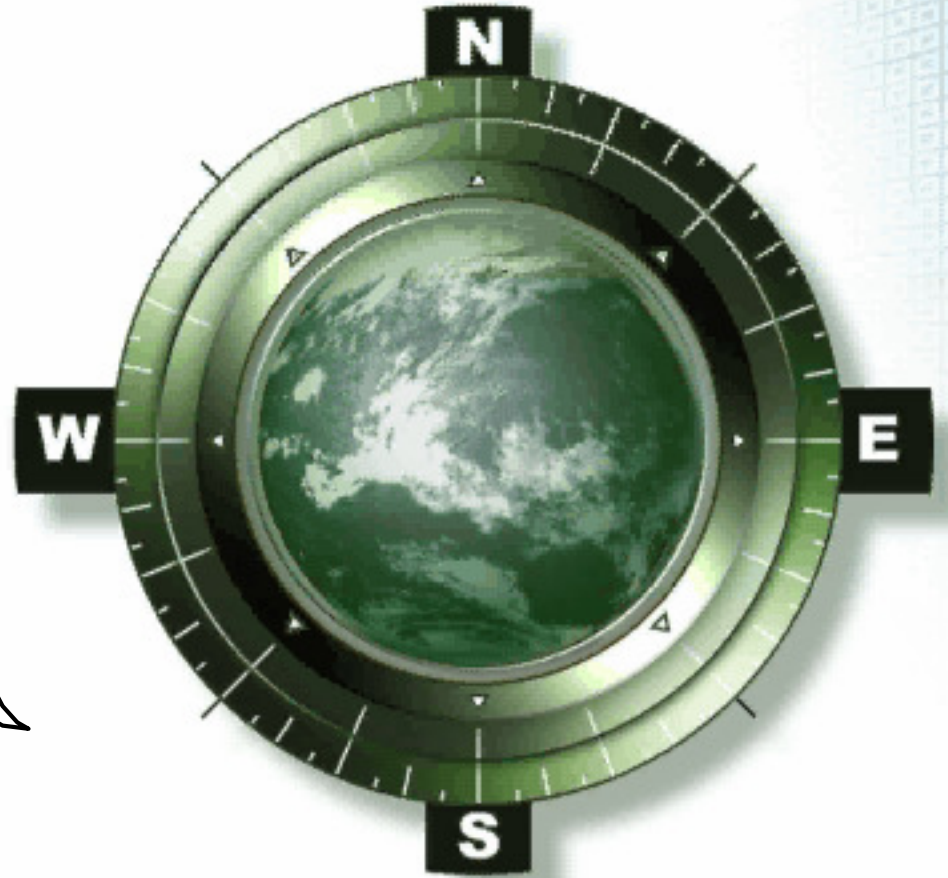
Follow-Up

COACHING SUCCESS FACTORS



1. Be Clear on the Desired Outcomes
2. Link Results to Specific Behaviors
3. Encourage Self-Discovery
4. Be Supportive and Care about their performance improvement.
5. You must be able to Demonstrate “How”. You cannot teach the things you do not know!

THE END



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