

Integrity Coaching®

Executive Overview

THE PLAYERS WON'T PLAY IF COACHES DON'T COACH

We all know this is true in a sports metaphor, but does this apply in our daily roles as managers or corporate leaders?

Or, more importantly... do we practice it?

PLEASE CONSIDER THESE CHALLENGING QUESTIONS:

What percent of their actual potential are your people using on the job?

What's the difference between managing and coaching?

How much of your time do you spend doing your people's work that they should or could be empowered to do?

Would you like to know of a process that would free up more of your time and cause your people to be more productive? A process that gets tangible results?

INTEGRITY COACHING® ... A PROCESS TO BUILD PEOPLE'S PERFORMANCE

Integrity Coaching is a developmental process that gives managers the knowledge, skills and tools to help their people increase performance.

Corporate leaders who use this process:

Build stronger belief in people's ability to perform at higher levels. **1**

Empower their people to solve problems and make decisions. **2**

Keep their people from plateauing. **3**

Help their people develop strong goal clarity. **4**

RESULTS ARE WHAT COUNT

MANAGING AND COACHING ARE DIFFERENT SETS OF SKILLS

Managing and coaching are indeed two separate sets of skills. Managers' time is often occupied with solving problems, managing budgets, and putting out fires. This allows the people who create 20% of the revenue to occupy 80% of their time, energy and attention.

Coaching is building people. It's helping them set and achieve higher goals. It's creating a positive, challenging environment where people motivate themselves and continually perform on higher and higher levels. It's only when you build people that you build your company. Long-term, it can't be otherwise.

“It's been a marvelous tool for us, '...the coaching program has been a boon to productivity.”

– Interview with Bob Becker, CEO, NRT Home Grown by
Jill Rose, *American Executive Magazine*, September 2004

“By the end of the eight week course our sales increased 10%.”

– Mike Niedert, Principal Financial Group

THE LAW OF LIMITED PERFORMANCE

There's a natural law at work in every organization that, if allowed to express itself, will absolutely guarantee mediocrity.

It's the Law of Limited Performance! And here's what it is:

People soon discover the level of performance managers will settle for and gravitate to that level. Managers then assume that's all people are capable of achieving, so they accept it as fact and quit challenging their people to get better. So, both reinforce what the other believes.

Would you take a moment and read that again? True, isn't it? So the question becomes, “How do you break this natural law?” Legally, of course.

BREAK THE LAW OF LIMITED PERFORMANCE

The solution for breaking this natural law... Integrity Coaching.

Integrity Coaching gives managers the complete tools to break the Law of Limited Performance.

Here's how it works. It gets your managers doing hands-on coaching with their employees each week. In weekly sessions employees set goals and report their successes. This gets your employees setting higher and higher goals and develops your people.

Far more than mere theory, the process teaches managers to hold people accountable while building them to higher performance more quickly!

OPTIONS FOR INTEGRITY COACHING

The curriculum is available for:

1. Sales Managers
2. Managers & Corporate Leaders in a Non-Sales Role

Both versions are highly effective in increasing people's productivity and career success.

WHAT MANAGERS LEARN IN INTEGRITY COACHING

The process consists of an initial four-hour seminar and an eight-week follow-up course conducted by people from your organization who have been professionally trained to facilitate the course.

SUBJECTS COVERED IN THE FOUR-HOUR SEMINAR



SUBJECTS COVERED IN THE EIGHT-WEEK FOLLOW-UP SESSIONS

SALES VERSION

1. Assessing your leadership skills
2. Coaching your people to higher performance
3. Communicating with your people's Behavior Styles®
4. Increasing sales with a pre/post call process
5. Selling your people on what they're selling
6. Diagnosing sales problems and prescribing cures
7. Influencing your people through your beliefs about them
8. Graduating from the course

CORPORATE VERSION

1. Assessing your leadership skills
2. Coaching your people to higher performance
3. Communicating with your people's Behavior Styles®
4. Determining what motivates your people
5. Listening to and understanding your people
6. Empowering your people to solve problems
7. Influencing your people through your beliefs about them
8. Graduating from the course

INTEGRITY COACHING® HELPS PEOPLE DEVELOP THE FOUR TRAITS OF HIGHLY SUCCESSFUL PEOPLE

After 40 years of experience developing people in all kinds of cultures, we believe there are four core traits that all highly effective people have in common. The traits are:

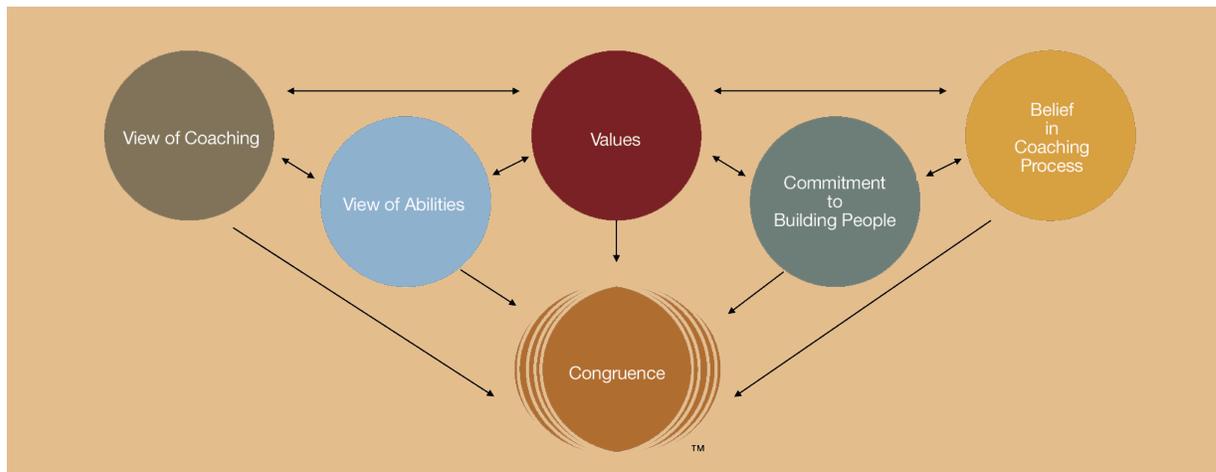
1. Strong Goal Clarity
2. High Achievement Drive
3. Healthy Emotional Intelligence
4. Excellent Social Skills

People with these traits always find a way to succeed, regardless of market conditions. Please understand though, that these traits aren't intellectually learned, but experientially developed. Most coaching fails to account for this fact, which explains why it's generally ineffective. Integrity Coaching addresses behavior and attitudinal issues. That's why it works so well. It causes people to develop and strengthen these four success traits. As these four traits are developed within people, their performance automatically increases.

INTEGRITY COACHING BRINGS THESE DIMENSIONS INTO CONGRUENCE

Performance isn't the issue of knowledge, although it's a necessity. Rather it's the result of certain internal factors.

There are five dimensions that must come into congruence before a manager can coach people effectively.



The dynamic, interactive curriculum of Integrity Coaching helps managers bring these dimensions into congruence so they're able to perform and coach to higher levels.