



# The Coaching Leader™

In this VUCA world, leaders must navigate the complexities of globalisation, technological advancement, social interconnectivity, massively accelerating change and a multi-generational workforce.

Coaching is a powerful tool to develop the potential of people, modify behaviours and drive business success. The 2018 HCI ICF Study found that coaching activities (e.g., one-on-one coaching, team coaching & work group coaching with a professional coach practitioner) are rated as the most helpful in achieving the goals of change management initiatives.

The 2017 ICF study found that organisations with strong coaching cultures indicate recent revenues above that of their industry peer group and report higher employee engagement (61% and 53%, respectively).

Contrary to popular belief, the top three work preferences are the same across most age groups: development opportunities, career advancement and flexibility at work. Coaching is one of the best ways to develop and grow your talent. Of those who have received coaching, the areas where they report improvement are their work performance, communication skills, productivity, well-being, and business management strategies.

In order for leaders to inspire, influence and engage their teams so they can perform and deliver in a world of change, they must develop their practice of leadership. The development of a coaching approach is a key part of this.

- Do you want your leaders to build more engaged, higher performing teams and future leaders?
- Do you need your leaders equipped to proactively lead and inspire change and transformation?
- Do you want to develop a culture of learning, innovation and accountability?
- Do you want to retain your key talent?
- Do you want to bring out the best in all your people?

## ORGANISATIONAL COACHING PRACTICE

Level	Level of Coaching	Focus of Coaching	Organisational Example	Organisational Impact	Level of Coaching Practise
4	Hybrid	What, How & Who	Cultural Transformation, Systemic Change	Transformational	Master
3	Inner Game	Who	Elevate Leadership Practise	Strategic	Expert
2	Process Coaching	How	Routine Process Augmentation <small>eg Perf. Review Process</small>	Operational	Professional
1	Performance Coaching	What	Spot Fix, Performance Improvement	Tactical	Rookie
	Absent	Absent	Absent	Absent	Absent

When I'm working with leaders, experts, mentors, trainers, coaches and consultants, I commonly find they want and need help to develop the following key areas of leadership coaching practise:

- How to develop a coaching self-awareness and apply this to action plans;
- How to coach other people to achieve great results;
- How to manage workplace relationships and create workplace effectiveness;
- How to build rapport in the workplace amongst individuals and teams;
- How to create and foster supportive attitudes, values and beliefs within the workplace to ensure corporate goals are achieved in alignment with personal values;
- How to manage conflict, difficult conversations and negotiations;
- How to give and receive effective feedback and build relationships in the workplace;
- How to design and implement coaching programs across an organisation;
- How to facilitate executive coaching programs;
- How to create and sustain a coaching culture;
- How to identify values, beliefs, and behaviours that enable the successful introduction of corporate strategy;
- How to create and measure real and sustainable change through coaching; and
- How to coach individuals and teams to achieve high performance.

COACHING CAPABILITY INDEX		
STATE	FOCUS	PERFORMANCE
MASTER	TRANSFORMATION	100%
EXPERT	ELEVATION	80%
PROFESSIONAL	AUGMENTATION	60%
ROOKIE	EVOLUTION	45%
UNTAUGHT	INFORMATION	30%
OBLIVIOUS	REVELATION	0%

### THIS PROGRAM IS IDEAL FOR:

- ✓ Executive Leaders
- ✓ Senior Managers
- ✓ Middle Leaders
- ✓ Portfolio Leaders
- ✓ Frontline Leaders

*Stacey Ashley brings a great deal to Coach training! Her expertise in training, her teaching style and her mastery of coaching, engage all participants with deep learning. I am incredibly impressed with her ability to steer individuals, groups or teams using her vast repertoire of coaching tools to seek, explore and take responsibility for their goals and corresponding outcomes. Stacey, thank you for sharing this expertise. I cannot wait to continue further coach training because of your input!*

**Kathryn Harden-Thew,**  
Lecturer, Learning, Teaching & Curriculum at University of Wollongong.

## DEVELOP COACHING LEADERSHIP:

- ✓ How to develop a coaching self-awareness and apply this to action plans;
  - ✓ How to coach other people to achieve great results;
  - ✓ How to manage workplace relationships and create workplace effectiveness;
  - ✓ How to build rapport in the workplace amongst individuals and teams;
  - ✓ How to create and foster supportive attitudes, values and beliefs within the workplace to ensure corporate goals are achieved in alignment with personal values;
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- ✓ How to manage conflict, difficult conversations and negotiations;
  - ✓ How to give and receive effective feedback and build relationships in the workplace
  - ✓ Directly affect and influence corporate culture and change;
  - ✓ Validate and define the impacts and effectiveness of coaching by quantitative measurement;
  - ✓ Identify and develop communication techniques and learning strategies appropriate to the workplace to achieve group and individual effectiveness;
  - ✓ Design and implement a coaching program in the workplace; and
  - ✓ Confidently coach senior executives in the workplace.

## FOR FURTHER INFORMATION:

[www.ashleycoaching.com.au/TheCoachingLeader](http://www.ashleycoaching.com.au/TheCoachingLeader)