



Transforming companies, one life at a time.



**Coaching.com**<sup>™</sup>

# Coaching

## Putting potential to work.

In business and in life, great leaders are not hard to recognize. They are marked by the ability to seize their potential, and to release the potential in those around them. They unite individuals into a cohesive whole, and align varied talents and energies in pursuit of a common goal. They inspire people to give their all to group initiatives, not because everyone has to, but because everyone wants to.

This is the kind of leadership coaching brings out. Coaching is a highly focused process that unlocks potential and maximizes performance, at both the individual and organizational levels. Conducted one-on-one in a completely confidential environment, coaching helps people gain clarity, remove self-imposed limitations, and increase their self-reliance, so they can better leverage their strengths, and help others to do the same.

Coaching helps individuals develop critical insights, bringing a new sense of purpose to their actions. It helps them see where they are, where they want to go, and how to get there. It stirs them to contribute more. It's a formal system that results in positive, lasting change.

Countless senior executives have enjoyed the benefits of coaching. Now, so can other managers. We make it possible for organizations to implement coaching initiatives on an unprecedented scale, nurturing leadership at every level, and producing unparalleled results.

### Coaching.com™—Scalable services with far-reaching results.

We're revolutionizing business coaching, offering the most advanced, accessible, research-driven services in the industry.

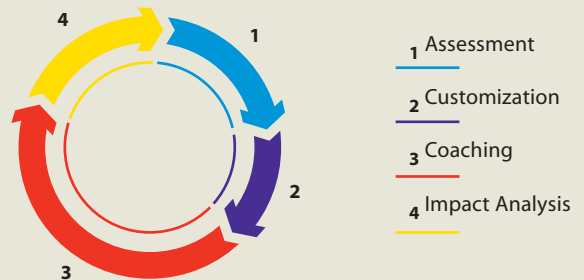
An offshoot of The Ken Blanchard Companies®, Coaching.com develops true leaders, the kind of leaders others *choose* to follow, inspiring every member of an organization to use their energies and talents to the utmost.

Combining a proprietary Web-based platform and a team of seasoned, highly credentialed coaches, we've extended the benefits of coaching beyond the

executive boardroom, providing scalable, fully immersive services that are flexible and cost-effective enough to reach

every branch of a company. For the first time, companies can reap the rewards of coaching on a broad scale.

#### Our Process



**Assessment:** We begin by examining the organization's values, strategies, and goals.

**Customization:** We can tailor every aspect of our services to our clients' needs.

**Coaching:** Our seasoned coaches work with individuals one-on-one in highly focused sessions.

**Impact Analysis:** We provide detailed reports of the insights, achievements, and changes that result.

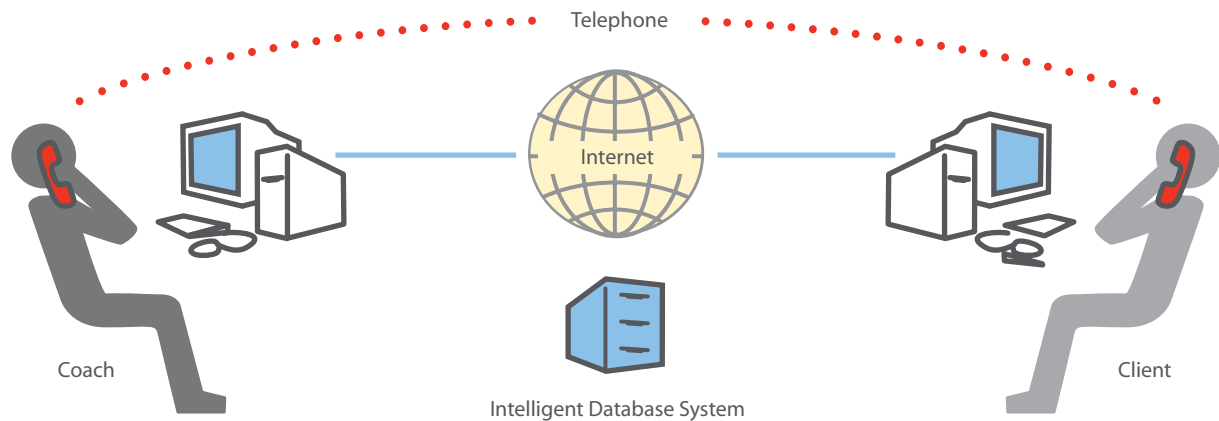
We work with managers one-on-one, drawing upon an array of online tools and resources during focused, high-impact telephone sessions. Because we use the Internet to create a virtual workspace, we can provide world-class coaching anytime, anywhere.

Our intelligent database system lets our coaches and clients record their sessions, so they can track their progress over time. And it allows us to aggregate and analyze what various people report, so we can provide new insights into organizational strengths, gaps, and trends, while keeping all personal data strictly confidential.

The results are dramatic—for individuals and their organizations. People emerge from coaching more focused, more motivated, more efficient, and more productive.

Meanwhile, companies can reduce their turnover, gain the full attention of their workforce, and create a culture of true teamwork, where personal progress continually drives the success of the organization.

The **Coaching.com** live Web-enabled coaching session.



A unique approach with unique advantages.

## Critical Differences

### Our Coaches

**We hire only the best. Our coaches are the heart and soul of our organization.** No one expects more of their coaches—or holds them to such rigorous standards.

Carefully screened, thoroughly trained, and continually evaluated, most of our coaches hold master's degrees or doctorates and are Master Certified Coaches. These are veterans of the corporate environment, and they know how to attach coaching to real-world business issues.

These are among the most skilled and sought-after people in the industry. They're here because they know their talents are valued—and because they value the chance to make a greater impact.

### Our Technology

**Our proprietary Web-based platform breaks down the barriers to world-class coaching.** This technology allows us to organize coaching on a large scale, ensuring our services are consistent, cost-effective, and accessible at every level.

An intuitive Web interface provides an ideal workspace for our coaches and clients, making their sessions more powerful and efficient, without jeopardizing the confidentiality that is so critical to the coaching relationship. It also records their sessions, so they can chart their milestones and review their progress.

Behind the scenes, a sophisticated Web engine underpins our uniquely research-driven approach to coaching, allowing us to gather relevant and valuable data, so organizations can track overall performance and measure the results of corporate initiatives.

### Our Content

**Our integrated content links coaching to learning, so people can readily apply new insights to their jobs, and organizations can get more out of their existing training programs.**

We use our unique Web-based platform to support and enhance the coaching relationship, allowing coaches and clients to select whatever self-assessments, exercises, and learning resources they need. This ensures that each person receives just the right content, in just the right amount, at just the right time.

It's a highly adaptable approach that supports a wide range of third-party content, including such popular programs as the Situational Leadership® II and Situational Self Leadership® courses developed by The Ken Blanchard Companies. We have the flexibility to incorporate new content as needed, adding value to organizations' previous investments in human resources.

### Our Impact

**Coaching.com offers the most results-oriented coaching services in the industry, striving for positive change that can actually be measured, as well as observed.**

We support our clients with both front-end assessments and back-end analyses. This prepares organizations, individuals, and coaches for coaching initiatives, and allows us to follow up with detailed reports of the learning, achievements, and changes that result.

Moreover, we provide organizations with new insights into their most important assets—their employees. While personal data remains confidential, we can analyze data collectively, yielding valuable new information on organizational strengths, gaps, and trends.

This is the kind of quantitative and qualitative information companies have long needed, not only to gauge their return on investments in human resources, but to illuminate their broader business strategies.

# Great leaders

Healthy, inspired workplaces.

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**Employees who can learn, grow, and flourish as a team. Companies that can leverage the unique strengths of each individual. These are the benefits of coaching—and no one makes them more accessible and cost-effective than Coaching.com.**



For more information or a live Web demonstration, call 800.993.1600 or visit **[www.coaching.com](http://www.coaching.com)**.



**Coaching.com**™

*Next Generation Leadership From*

**KenBlanchard**®  
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