

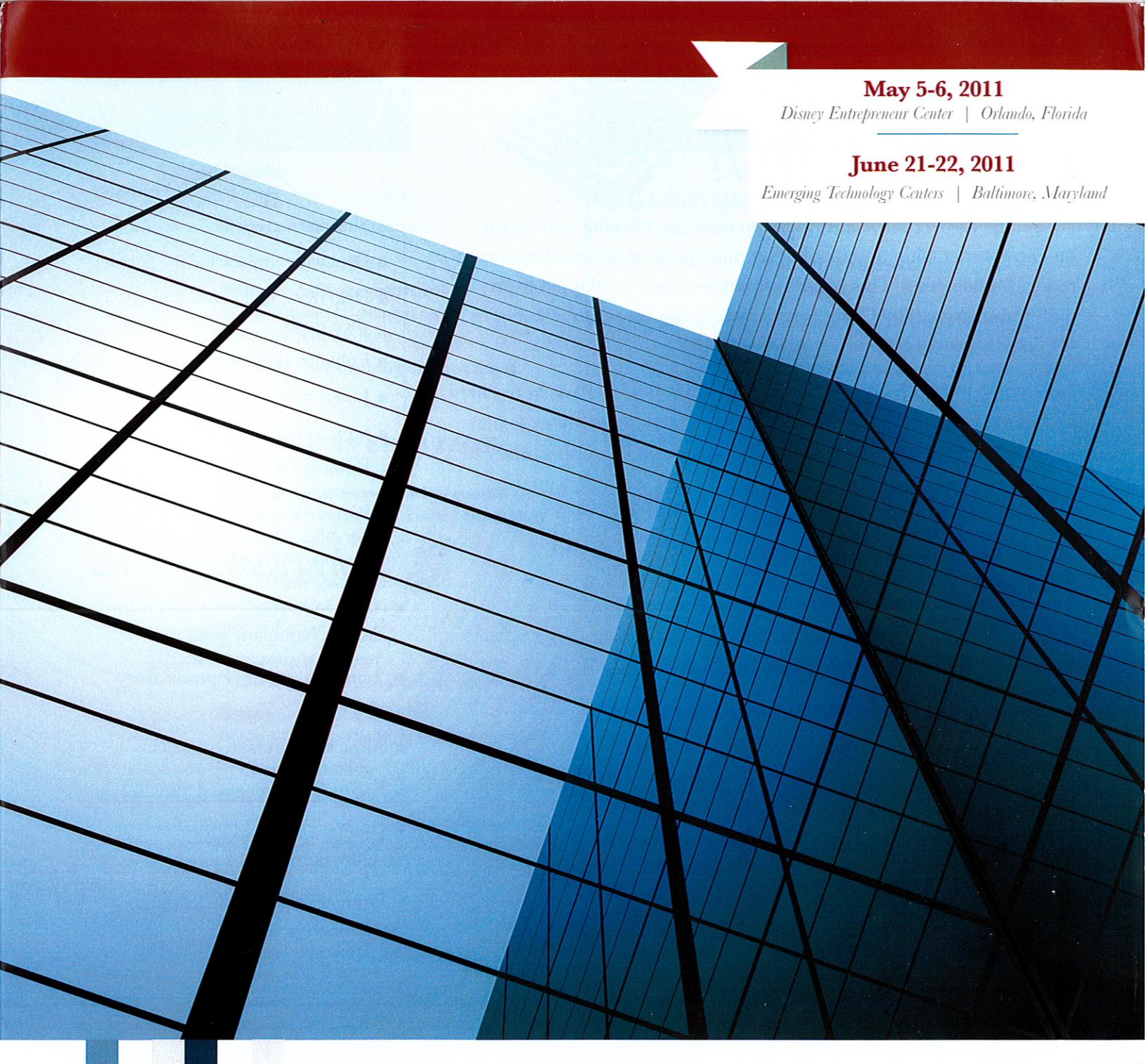


May 5-6, 2011

Disney Entrepreneur Center | Orlando, Florida

June 21-22, 2011

Emerging Technology Centers | Baltimore, Maryland

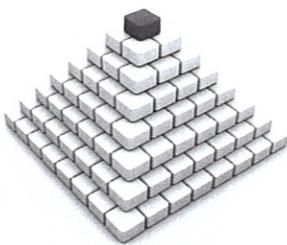


coaching clinic®



A two-day training event that focuses on strategies
for coaching individuals and enhancing success!

become a *better coach*



NBIA, the association that brings you first-rate training and events on entrepreneurship and incubation management, is unveiling a new model for coaching. This two-day intensive clinic is adapted from materials designed by Corporate Coach U, the recognized leader in the coaching world.

Learn how to be a dynamic leader and inspiration to all of your clients and employees – even the difficult ones – and motivate them to new levels of success. The two-day course will give you an opportunity to practice coaching techniques and work through real-life scenarios.

LEARN TO

- Sharpen focus
- Deal with “uncoachable” people
- Help move individuals toward their goals
- Enhance client learning and outcomes
- Listen more effectively
- Stop feeling responsible for other peoples’ outcomes



who should attend

This course is a one-of-a-kind learning experience for anyone whose responsibilities include coaching others to great performance, including:

- Entrepreneur support professionals
- Business counselors
- Managers and supervisors
- Mentors and advisors
- Business incubator managers
- Human resource professionals
- Anyone whose job it is to help others reach their potential



why coaching works

- Aligns individual goals with team/division/company goals
- Improves employee productivity and loyalty
- Attracts and retains top talent
- Fosters entrepreneurial thinking
- Develops employees for future businesses
- Promotes just-in-time learning
- Promotes employee ownership

“Coaching is about the bone-deep desire to make a difference, whether in the life of one person, a group or an entire organization.”

— ROBERT HARGROVE, MASTERFUL COACHING

coach [kohch]

To coach someone is to ask for change and growth as well as inform and guide. Coaches focus on who the individual is becoming while they’re doing what they’re doing more effectively.

The Coaching Clinic®, partnered with NBIA, is the most comprehensive coaching program in terms of application. The program provides a toolbox of skills that managers

and leaders can apply to their interactions immediately. Most programs are theoretical with a few listening and feedback skills. The Coaching Clinic® is much more skill-based with a repertoire of techniques to choose from. Through gaining this skill, leaders, managers or supervisors will know what to do when the rubber meets the road. This means increased client/employee retention and real behavior change in the people they work with.

OUTLINE

day 1

BEING A COACH

- 8:30 – 9:45 a.m. **Introduction & objectives**
- 9:45 – 10 a.m. *Break*
- 10 – 10:10 a.m. **Telling – Asking spectrum**
Asking empowers, telling directs;
Learn when to use both
- 10:10 – 10:20 a.m. **Creating the coaching environment**

THE COACHING CONVERSATION

7 coaching opportunities explored

- 10:20 – 10:50 a.m. **The coaching conversation model**
5 steps to a successful coaching conversation
Step 1: Establish the focus
Step 2: Discover possibilities
Step 3: Plan the action
Step 4: Remove barriers
Step 5: Recap
- 10:50 – 11:20 a.m. **Coaching practice**
Creating open-ended questions skill practice
- 11:20 – 11:30 a.m. **Personal paradigm shifts**
10 ways to move you from manager to coach
- 11:30 – 11:50 a.m. **Coaching practice**
- 11:50 a.m. – Noon **Grow your action plan**
An action plan for creating an environment
for coachable moments ... and for capitalizing
on them
- Noon – 1 p.m. *Break for lunch*
- 1 – 1:20 p.m. **Context around roles**
Understanding your roles as manager
and as coach

COACHING SKILLS

MORE THAN ACTIVE LISTENING: UNDERSTANDING TONE, CONTEXT AND MEANING

Contextual listening, discovery questioning, messaging, acknowledging

- 1:20 – 2:10 p.m. **Coaching skills**
Contextual listening
Contextual listening skill practice
- 2:10 – 2:25 p.m. *Break*
- 2:25 – 2:40 p.m. **Coaching tip – Facts and filters**
- 2:40 – 3:20 p.m. **Discovery questioning**
Discovery questioning skill practice
- 3:20 – 4:20 p.m. **Coaching practice**
- 4:20 – 4:45 p.m. **Action plan, dividends and homework**
- 4:45 p.m. *Close*

OUTLINE

day 2

COACHING SKILLS (continued)

- 8:30 – 8:40 a.m. **Recap, homework review**
- 8:40 – 8:50 a.m. **Managing vs. coaching**
How to become a manager coach
- 8:50 – 9:05 a.m. **Coaching tip – Neutral language**
Language without judgment, blame
or presupposition: Center on facts
- 9:05 – 9:35 a.m. **Coaching practice**
- 9:35 – 9:55 a.m. **Providing feedback**
5 components to providing
successful feedback
- 9:55 – 10:10 a.m. *Break*
- 10:10 – 10:45 a.m. **Feedback technique**
In a manager role
In a coach role
- 10:45 – 11:50 a.m. **Coaching practice**
- 11:50 a.m. – Noon **Action plan**
- Noon – 1 p.m. *Break for lunch*

PERSONAL COACHING STYLES INVENTORY® (PCSI)

Know your personal style

- 1 – 1:20 p.m. **Overview of the 4 styles**
- 1:20 – 2:05 p.m. **Exploring your style skill practice**
- 2:05 – 2:20 p.m. *Break*

COACHING IN ORGANIZATIONS

- 2:20 – 2:50 p.m. **Why leaders are coaching**
Challenge to implementing coaching
Barriers to coaching: Know how to overcome
them and bring coaching to your environment
- 2:50 – 3:35 p.m. **Coaching practice**

ACTION PLAN

- 3:35 – 3:45 p.m. **My coaching action plan**
- 3:45 – 4 p.m. **Acknowledging**
- 4 – 4:20 p.m. **Coaching practice**
- 4:20 – 4:45 p.m. **Wrap up, dividends, course feedback**
- 4:30 – 4:35 p.m. **Dividends**
- 4:45 – 5 p.m. **Certificates**
- 5 p.m. *Close*



NBIA brings you first-rate training and events on entrepreneurship and incubation management.

about NBIA

The National Business Incubation Association (NBIA) is the world's leading organization advancing business incubation and entrepreneurship. It provides stakeholders — including thousands of incubation professionals and entrepreneurs — with the information, education and networking resources to bring excellence to the process of assisting entrepreneurs and early-stage companies worldwide. Founded in 1985, the association has nearly 2,000 members that represent almost 1,000 incubators from more than 60 countries around the globe.



"There is something that is much more scarce, something rarer than ability. It is the ability to recognize ability."

— ROBERT HALF



WWW.NBIA.ORG

Your source for knowledge and networks in business incubation



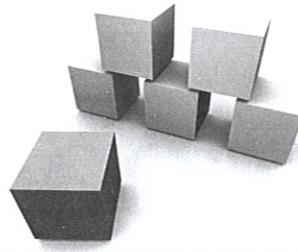
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ADDRESS 20 East Circle Drive, #37198
Athens, Ohio 45701-3751

about *the presenter*



DAVID TERRY is the executive director and co-founder of the West Texas A&M University Enterprise Center in Amarillo, Texas. Terry is an entrepreneur and sought-after speaker and trainer. He earned his MBA from West Texas A&M University in 2000, and he is pursuing professional coaching certification through Coach University. He is treasurer of the National Business Incubation Association's board of directors and a member of its executive committee. In addition to coaching clients and developing entrepreneurs through business incubation, Terry owns Chop Chop Japanese Steakhouse, a fast-casual restaurant in Amarillo, Texas. He was recently recognized by the Amarillo Chamber of Commerce as a recipient of the inaugural Top 20 Under 40 award for business leaders.



“Coaching is so much more than just helping someone develop a business. It’s a personal, collaborative relationship that accelerates the process of great performance.”

— DAVID TERRY

define your coaching style

Learn your style of coaching, identify your strengths and liabilities, and become more effective.

- The Directing Style
 - The Presenting Style
 - The Mediating Style
 - The Strategizing Style





coaching clinic[®]

Go home with a 21-day action plan! Not only will you learn how to coach, but you'll leave with a detailed road map for creating a coaching environment in 21 days.

- **Online:** Enroll online at www.nbia.org
- **Fax:** [740] 593-1996
- **Mail:** Complete and mail enrollment form to:
NBIA, 20 E. Circle Drive #37198, Athens, Ohio 45701-3751

3 EASY WAYS TO
REGISTER TODAY!

■ **CONTACT INFORMATION**

name _____

title _____

organization _____

e-mail address _____

address _____

city _____

state _____ postal code _____

country _____

telephone _____ ext. _____

fax _____

preferred name on badge _____

Please list additional registrations on a separate sheet and attach.

■ **PLEASE CHECK ALL APPLICABLE BOXES:**

- I prefer a vegetarian meal.
- I have a disability and will require special assistance.
(Please attach additional information so we can accommodate your needs.)

■ **ARE YOU A MEMBER OF NBIA?**

- Yes, ID # _____
- No If you wish to join NBIA, visit www.nbia.org/join_nbia

■ **CONFERENCE FEES**

- \$595

■ **PAYMENT INFORMATION**

- Confirming phone registration # _____
- Check enclosed (payable to NBIA)

Check # _____

Check amount _____

- Charge to my credit card.

(please circle type)

Visa MasterCard AmEx Discover

Card number _____

Exp. date _____ | _____

Signature _____