

High-Impact Leadership and Diagnostic Coaching Model Exercise

Scenario 1

Brenda is the newest Representative in the district. She has been with the Company for five months. On a recent field visit, Brenda was very excited to share her pre-call plans with you. She indicated that she spent a lot of time and effort in developing them. She explained that she thought her plans were as good as the model plans she had reviewed when she was in training. As you reviewed each plan, you were impressed with the level of detail that was included. In addition to relevant information about the practice, each plan included a specific goal, a strong strategy to reach the goal, and a solid closing plan. Most of the plans also included a list of potential objections and a plan to address them.

1. Rate Brenda's competence and commitment on a scale of 0 - 4.

Competence: 0 1 2 3 4

Commitment: 0 1 2 3 4

2. Explain the behavioral cues that helped you to make your diagnosis of Brenda's competence and commitment.

3. What style (Directive, Participative, or Empowering) would you apply when coaching Brenda in regard to her pre-call planning?

4. Describe specific behaviors you would demonstrate during the coaching discussion.

High-Impact Leadership and Diagnostic Coaching Model Exercise (Continued)

Scenario 2

Karl has been in the district for almost eight years. Last year he was the Regional Sales Trainer. He is very proud that many of his peers seek him out when they have product or clinical questions. Karl takes it upon himself to keep his knowledge current. When interacting with customers, he consistently cites thorough and accurate data from visual aids and reprints to support key discussion points. During a recent coaching discussion, Karl shared with his Manager that in many situations he does not pull out and reference the actual visual aids because he feels it makes the interaction feel “staged” or unnatural.

1. Rate Karl's competence and commitment on a scale from 0 - 4.

Competence: 0 1 2 3 4

Commitment: 0 1 2 3 4

2. Explain the behavioral cues that helped you to make your diagnosis of Karl's competence and commitment.

3. What style (Directive, Participative, or Empowering) would you apply when coaching Karl in regard to his use of visual aids?

4. Describe specific behaviors you would demonstrate during the coaching discussion.
