

# A Business Case for Internal Co-Active Coach Training



Over the past decade executive coaching has become standard practice for large organizations. Gone are the days when product, distribution or cost make or break a business. The standard that sets top-performing businesses apart nowadays includes organizations that can quickly turn strategies into action. Coaching has proven to be a powerful tool to do just that and delivering coaching to senior executives has become an increasingly accepted leadership-development tool.

Learned coaching skills are paving the way for decision makers to create higher levels of organizational effectiveness through dialogue, inquiry and positive interactions, thereby maximizing learning, quality and teamwork. While there are benefits to the external coach approach, a growing number of organizations are training teams of internal coaches in order to bring more efficiency, accountability and cost-effectiveness to executive coaching. Embedding coaching into existing learning and development processes make it accessible to more people, and creates a greater impact. Internal coaching can feed the leadership pipeline, drive change and leadership development, provide better ROI than many other commonly used learning tools, and ameliorate many of the most pressing management and human resource issues.

The Coaches Training Institute's Internal Co-Active Coach® (ICC) program is designed specifically for managers, leaders, human resources, organization development and training professionals committed to creating organizational cultures that foster individual growth and performance. In addition to being introduced to the core phases of the coaching process and given opportunities to build coaching skills, participants will learn a systematic approach to designing and implementing coaching programs that align with strategic priorities of the organization.

## Innovative Design

While CTI's curriculum is firmly grounded in coaching and adult learning theory, it also draws from a range of disciplines, including psychology, appreciative inquiry, the dramatic arts and cultural anthropology. The result is a highly engaging learning experience that enables leaders to stretch into new skills.

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## ❖ Outcomes

Participants will learn to achieve outstanding results for coaching programs by:

- Establishing the business/organizational “climate” for coaching
- Align coaching with other core organizational “people practices” (e.g., performance management, succession planning and business priorities (acquiring support)
- Learn and develop the foundational skills of CTI’s industry leading Co-Active Coaching model
- Engage with employees, team members and colleagues in ways that cultivate trust, foster self-discovery, enhance insight and inspire movement into bold action
- Apply core Co-Active Coaching skills, such as focused listening, asking powerful questions, championing and challenging, and harnessing the power of intuition and curiosity
- Design a comprehensive and integrated system for the assessment, measurement, and evaluation of coaching effectiveness
- Recognize ethical or legal dilemmas and use a systematic process to make decisions.

## ❖ Special Features

- ICF-accredited training program
- Personal and organizational coaching assessments
- Blended learning process includes classroom workshop, telephone-based learning lab and ongoing fieldwork
- Interactive coaching demonstrations
- Extensive hands-on practice
- The Internal Co-Active Coach toolkit, including a broad range of tools such as assessments, templates, planning worksheets and evaluation surveys to use immediately with your internal clients.

## ❖ Highlights

The Co-Active Coaching model is the most widely-used model for coaching in the industry. It provides a simple, intuitive framework for human interaction that creates profound results. In addition to core coaching skills, the Co-Active model focuses on the shifts in perspective and mindset that enable leaders to step into powerful ways of viewing themselves, their role and others. When leaders interact from this model, others begin to think more creatively, to act with greater clarity and confidence, and to contribute to a workplace that is more alive, engaged and fulfilling.

## ❖ Why CTI?

For 15 years, the Coaches Training Institute has blazed the way in the application of coaching within organizations. CTI is the largest company in its field, and its coaching curriculum was the first to be internationally accredited by the International Coaching Federation. Over the last decade, CTI has trained leaders from nearly half of the Fortune 500 companies and have certified the largest number of professional coaches worldwide. CTI offers a public ICC training course as well as customized internal ICC programs for organizations.