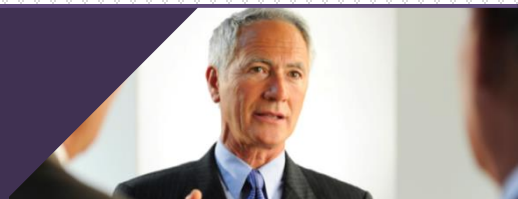




# Executive **COACH** Certification



Attend Simpson Executive Coach 3-Day Certification Program: Develop coaching skills and tools to unlock potential and build human performance by certifying coaches to effectively coach one leader and one team at a time with success.

**This dynamic 3-Day Executive Coach Certification Workshop will help prepare both external and internal executive coaches to develop the right coaching mindset, framework, competencies, and skillset to effectively coach senior-level leaders, managers, and teams.**

## The Executive Leadership Challenge

The road to the top within many organizations can be very intense. Many experts would say that CEOs, presidents, and senior executives in worldwide organizations have a short shelf-life. This ongoing crisis of change and rotation of leadership is both a challenge and a real opportunity.

Most, if not all, senior leaders need a safe and trusted external coach to help them improve trust with all key stakeholders, to better engage their direct reports, and to focus on key strategic and leadership issues that will take their performance to the next level of success.

A recent executive-coaching study shows that most executive coaching engagements have an ROI of at least a 6:1 ratio. For every \$1.00 spent with a coach, there is at least a \$6.00 return on the coaching investment.

Just as professional athletes or musicians work with a personal or professional coach to refine and improve their game or capabilities, many executives retain an executive coach to give them, their teams, and their organization a competitive edge to improve their game.

Having a competitive edge today is essential for any leader who is seeking to improve performance results, unleash greatness in others, and find more purpose, direction, balance, and passion in their professional and work-life roles.



*“Unlocking Potential is a skillfully written treatise about how you can be a great coach. Follow Michael’s advice in this great book. He’ll give you guidance on holding coaching conversations with individuals, teams, and organizations.”*

Dr. Marshall Goldsmith

Author of *New York Times* bestselling books *MOJO* and *What Got You Here Won't Get You There*

### In partnership with

Columbia Executive Coaching Certification

Harvard University Institute of Coaching

International Coach Federation

Association of Corporate Executive Coaches



## The Business Case for Executive Coach Certification

Why do leaders seek coaching? According to Columbia Business School's research, the following coaching areas are of greatest importance to leaders:

- Work-life balance
- Leadership effectiveness and behavior change
- Job performance and goal execution
- Clarifying mission, vision, strategy, and strategic goals.
- Talent management, career path, and career transition
- Culture alignment, including values and behaviors
- Relationship enhancement, improving trust among key stakeholders
- Conducting effective, inspiring, and engaging coaching and mentoring conversations

## Session Objectives

- Leverage Simpson Executive Coaching's world-class coaching methodologies and tools in partnership with Columbia University's coaching frameworks applied at the individual, team, and organizational areas of development.
- Learn what coaching is and is not. Understand what it means to be a SMART Coach using the right mindset, skillsets, and conversations.
- Learn and apply two world-class coaching models and practice powerful coaching questions with Simpson Executive Coaching's "3Ds" and Sir Jonathan Whitmore's "GROW" coaching models.
- Apply coaching conversational tools that help leaders increase trust and credibility with all key stakeholders.
- Learn how to unlock potential with teams to clarify vision, purpose, strategy, and goal alignment.
- Learn how to apply coaching in context of talent management, job performance, career development, and work-life planning.
- Learn how to hold 3 essential leadership conversations to improve performance, clarify purpose, and remove barriers among teams and departments.
- Learn how to effectively debrief 360 data, give effective feedback, and use effective feed-forward tools in coaching.
- Learn the skills of empathic listening and effectively gaining mutual understanding, credibility, and trust with clients.

"I felt that many of the leadership frameworks and tools he offered gave me the ability to improve both professionally and personally. My coaching relationship with Michael was truly transformational."

Thomas DiMitroff

Former General Manager,  
Atlanta Falcons National  
Football League

"I appreciate Michael's professional skills in facilitation as well as his coaching to all my leaders and teams. He had a tremendous impact in helping us achieve this great success."

Neal Pryor

Former SVP,  
Frito Lay Corporation

"I am grateful to say that I have benefited from Michael's coaching over the years with tremendous impact on both my personal and professional lives."

Alex M. Azar II  
*Former U.S. Secretary of  
Health & Human Services.  
Former President, Eli-Lilly  
USA*

"As an executive coach, Michael is a tremendous accountability partner. He has pushed me to focus my efforts on those things that matter most in my professional and personal life. Overall, I believe he has helped me become a better leader and a better husband and father."

Matt Oldroyd

CEO / President,  
Partsmaster Corporation



## Audience

Simpson Executive Coach 3-Day Certification is designed for any external or internal executive coach, management consultant, or leader and manager who desires to develop the skills, competencies, and tools to effectively coach executives, leaders, managers, and teams. The work session leverages world-class coaching principles, models, processes, and tools that are time-tested and proven across any culture with some of the best companies and leaders in the world.

### Day 1: 8:30 a.m. to 5:00 p.m.

- Introduction / Overview (Pre-work Review)
- Coaching Foundations: The Roots of Coaching
- Coaching Definition
- Coaching Principles and Competencies
- Is coaching a Profession?
- What is Coaching? What is not Coaching?
- Achieving Leadership Results: Paradigms, Mindsets, Behaviors, and Reframing Stories
- Using Powerful Coaching Questions
- Using a Coaching Log Sheet
- The Use of Assessment Tools
- Simpson Executive Coaching's 3Ds and GROW models (Practice)
- Key Takeaways / Call to Action
- Handouts / Homework / Close

### Day 2: 8:30 a.m. to 5:00 p.m.

- Day 1 Review
- Practice Coaching: Simpson Executive Coaching's 3Ds and GROW models
- Emotional Intelligence and Proactive Choice
- Stakeholder-focused Coaching
- Coaching Four Key Roles of Leaders
- Coaching with Consideration and Courage
- Coaching and Inspiring Trust
- 4 Cores / 13 Behaviors (Practice)
- Peer-to-peer Coaching Structure
- Key Takeaways / Call to Action
- Handouts / Homework / Close

### Day 3: 8:30 a.m. to 5:00 p.m.

- Day 1-2 Review
- Coaching Success Pyramid
- Listening, Feedback, and Feed-forward with Clients
- 3 Steps: Coaching Performance and Accountability (Practice)
- Global Cultural Intelligence and Diversity
- Coaching and Talent Management Pipeline
- Unleashing Talent: 3 Conversations (Practice)
- Executive Coaching Alumni Network, Peer Coach, Online Coaching Community, Webinars, Tools
- Close

**For more information, please contact:**

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