



Leadership Coaching

We Take a Great Employee to a Great Leader... Faster

We believe

- ✓ Coaching is about improving yourself or your most promising employees, *not fixing them.*
- ✓ Coaching is about personal engagement and self-discovery, *not prescribing.*
- ✓ Coaching is data-driven and time-bound, *not an open-ended commitment of time and money.*

Our promises

- ✓ We facilitate regular communication between the person being coached (coachee) and their manager(s).
- ✓ We measure progress in coaching against an objective standard of leadership.
- ✓ We approach coaching based on both our experience and what the data tells us.

“... That’s why we work with STM on multiple things.

The fact that they’re data driven, the fact that everything is based around assessments, the fact that they’re the first organization that ever was able to say: ‘This is how we measure your culture based on your leadership team members and this is what your culture is all about and who is going to be a good fit for you.’ Nobody has ever, ever brought us such qualitative data that is also understandable in how to apply it.”

-Ellen Didier, President
*Red Sage Communications,
Decatur, AL*

[Click here](#) to listen to Red Sage Communications talk about their STM coaching experience.

Coaching Timeline

Getting Started (about 30-Days)

- ✓ The coachee completes or updates their leadership assessment, which together with our knowledge of your culture, provides the baseline data to set coaching objectives.
- ✓ First meeting includes the STM coach, the coachee, and their manager(s) to get everyone on the same page about objectives. The STM coach and the manager(s) will discuss what we learn from this step and establish specific expectations.
- ✓ The rest of the meetings are between the STM coach and coachee to do a “deep dive” into the assessment, arrive at a clear understanding of the coachee’s leadership and communication challenges and establish key areas for improvement (AFI).

The First Round (about 90-Days)

- ✓ Focus on the most critical AFI. The idea is to keep one clear goal in front of the coachee, but also to handle challenges that emerge in their day-to-day reality.
- ✓ From the beginning, the coach will meet with the manager(s), about every 6 weeks to seek input as to the coachee’s progress on the first AFI and any new challenges that should be addressed. We will discuss the coachee’s progress, the prognosis for success, and what support or resources they need internally.

Additional Rounds (if needed)

- ✓ The focus shifts to secondary AFIs, or fresh challenges that arise from discussions with the manager(s).
- ✓ As the coachee becomes comfortable with applying leadership tools and techniques they are learning, coaching becomes more self-driven and meetings with the coach may become less frequent.
- ✓ Once formal coaching ends, the organization’s internal performance management mechanisms and the coachee’s “self-coaching” will maintain the focus on growth and improvement.

6 To 9-Months After Coaching Begins

- ✓ We administer a fresh leadership competency profile, compare it to the same profile taken at or before coaching began, and create a report with the data showing what has improved and where improvements are still needed.
- ✓ Review the result with the coachee and their manager(s) to discuss specific progress and to celebrate the coachee’s accomplishments. It also provides updated AFIs to fold into the coachee’s next round of coaching or the organization’s performance management process.

What’s in it for the Organization?

- ✓ The organization will see measurable improvement in the coachee’s leadership skill and capacity.
- ✓ The organization will have a common definition of leadership excellence and a clear path to build leadership skill and capacity through internal systems.
- ✓ The budget and timeline for coaching is clear up-front.
- ✓ Most importantly, the organization will strengthen the next generation of leadership for future success.

[Click here](#) to book a coaching discovery call with Art today!



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