



Agenda

Stakeholder Centered Coaching

Module 1: Online eLearning

8-10 hours in depth learning at your own pace to understand Marshall's coaching methodology

Module 2: Workshop – onsite / online (live)

Onsite Day 1 Morning / Online Day 1

- Assessing coachability
- Behavioral Interviews and Debriefing

Onsite Day 1 Afternoon / Online Day 2

- Articulate Leadership Growth Areas
- Defining value of leadership growth for leader and stakeholders
- Involving Stakeholders in the Leadership Change Process

Onsite Day 2 Morning / Online Day 3

- Measuring Leadership Growth Results
- Selling Coaching Services

Post Workshop – continued education

Quarterly webinars
Complete coaching video library
Downloadable coaching resources

Global Leader of the Future 360

Module 1: Online eLearning

4-6 hours in depth learning at your own pace

Module 2: Workshop – onsite / online (live)

Onsite Day 2 PM / Online 1 Day

- Analyze & Debrief the GLOF 360 Assessment
- Define Authentic Leadership Model for the leader

Certification details

Marshall Goldsmith's Full Coaching Suite

- The complete package: includes the Stakeholder Centered Coaching certification and the Global Leader of the Future assessment certification
- A complete set of tools and skills to become a high impact executive leadership coach
- Leverage Marshall's #1 global coaching brand and join his network

Stakeholder Centered Coaching Certification

- Become a certified Marshall Goldsmith executive coach, equipped to run executive coaching engagements, using the same process Marshall uses to coach global Fortune 100 leaders
- Create a business case for growth with senior executives by utilizing Marshall's 15 high impact coaching skills and tools to Guarantee Measurable Leadership Growth

Global Leader of the Future 360 Certification

- Become a certified practitioner of a top branded behavioral 360 assessment developed by Marshall in conjunction with over 500 business executives in Fortune 100 companies in 120 countries on 6 continents
- Learn how to effectively analyze and debrief the assessment results
- Gain skills to run powerful debriefing sessions and leadership development workshops that lead to coaching engagements

Tools you receive

- Access to video library that covers every step of the Stakeholder Centered Coaching process for your review and to deepen your learning
- Access to soft copies (in 9 languages) of all coaching tools and sales / marketing templates that you can use in your coaching work
- Your personal coach dashboard with access to our Leadership Growth Progress Review mini-survey tool, to demonstrate measurable results in your coaching engagements
- Your personal coach profile on our website alongside Marshall
- Branded templates with our logo so that you can market yourself as a Marshall Goldsmith Stakeholder Centered Coach
- Log-in to our online library which has a slew of articles by Marshall and our master coaches that you can use in for coaching and for sales and marketing
- Support from our main offices on any coaching questions you may have
- A copy of Marshall's 'What Got You Here, Won't Get You There' book
- Quality workshop materials: binder, coaching tools, breakout scripts, leading questions, etc.
- Membership to our certified coaches closed LinkedIn group, an active community for sharing best practice and networking

Stakeholder Centered Coaching Certification

- Coachability / Readiness for Leadership Growth
- Behavioral Interviews (and debrief)
- Behavioral goal setting
- Behavioral rehearsal
- Defining value of leadership growth for leader and stakeholders
- Accountability for leadership growth
- Leading Questions
- Involving stakeholders in the coaching process
- Feedforward
- Action planning for behavioral change
- Behavioral Reinforcement
- Measuring Leadership Growth
- Selling coaching services (internal & external)
- Building your coaching brand

Global Leader of the Future 360 Assessment

- Analyze a 360 Assessment
- Debrief a 360 assessment with a client
- Authentic Leadership Model – Articulating a leader's personal brand of leadership