



## Goldsmith Coaching Process™ Certification

The Goldsmith Coaching Process™ Certification is based upon the philosophy, principles, and practices of Marshall Goldsmith, considered a top practitioner in the field of executive coaching. The Certification process, unlike many in the field, is based on the acquisition of knowledge and skill over a yearlong, or longer, period.

Marshall pioneered and built a competitive advantage over other coaching methodologies by introducing “pay for results,” where compensation is realized only if the person receiving coaching improves his or her pre selected leadership behaviors as determined by pre selected stakeholders. Goldsmith Coaching Process Certification is intended to extend the competitive advantage by ensuring clients that our network of coaches live up to a rigor and discipline in their consulting practice.

Over the last 20 years we have developed a proven method to grow effective leaders without wasting time. Our behavioral coaching process has been field-tested and implemented in many large, international organizations with thousands of leaders and executives.

This Certification Process revives the ancient practice of apprenticeship as a necessary step in skill mastery. After initial qualification for admittance into the Certification process, a candidate will:

1. Attend a 2-Day Train-the-Coach to learn the philosophy, principles and steps of the coaching process. Completion of the 2-Day training leads to **Initial Certification** in the Goldsmith Coaching Process.
2. Perform two actual year-long assignments to coach a leader who shows improvement in a designated leadership behavior.
3. Measure results with a six-month and twelve-month mini-survey to determine behavioral change as perceived by Stakeholders [Leaders being coached must show positive change in behavior].
4. Pass an “After Action Review” where the Leader, who was coached, completes an online evaluation of the year long engagement.
5. Receive **Advanced Certification** as a Goldsmith Behavioral Coach.

For more information visit [www.ChristopherCoffey.com](http://www.ChristopherCoffey.com)  
Call Chris at 310-452 3340

6. Once demonstrated skill is achieved with six successful Coaching Assignments, act as a Mentor to five new coaches who have Initial Certification in their first coaching engagements. This final step is required to receive **Master Certification**.

A. Train-the-Coach (initial certification workshop)

This interactive 2-day workshop will give internal organizational resources the tools, processes, and skills to coach others for behavioral change and improve leadership competencies.

Learning Objectives

- Develop the ability and willingness of internal organizational resources to effectively coach others
- Understand and apply a proven process to achieve positive, long-term behavioral change
- Create an environment where people can achieve maximum behavioral change while minimizing wasted time

Participants

This workshop is designed for internal organizational resources: e.g. internal coaches, consultants or people in Human Resources, Training and Organizational Development and interested line managers.

Length of the program: Two full days,

Most of the time in the workshop is devoted to skill practice in real life coaching situations. Prior to attending the highly interactive workshop, participants will get ***The Coaching Playbook*** that details the critical Do's & Don'ts of helping successful people get even better.

# AGENDA

8:00 Welcome, Objectives, Agenda & Workbook, Ground-Rules

Review Coaching Process / Behavioral Coaching Skills,  
Key Principles

Behavioral Goal Setting – Skill Practice

Action Planning – Skill Practice

LUNCH

**Behavioral Rehearsal – Skill Practice**

Behavioral Reinforcement – Skill Practice

After Action Reviews – Skill Practice

Personal Goal Setting exercise

Feedforward Exercise

Modeling the Leader Skills

Story Telling – Skill Practice

Prep for day 2

Wrap-up / Next Steps and Commitments

5:00 End of Day

## **DAY TWO**

### **– Coaching Flow/Skills**

8:00	Overview of Day Two
	SMART START: Setting Expectations through the Coaching Contract
	SMART START: Enrolling Stakeholders
	IMPLEMENTING SUGGESTIONS: Increasing the Focus
	IMPLEMENTING SUGGESTIONS: Accelerating the Execution
	SUSTAINING SUCCESS: Preparing for Mini-Survey
	SUSTAINING SUCCESS: Reinforcing the Eight Step Encouraging Development Process
12:00	LUNCH

### **Section 4 – Coaching Labs**

	1 <sup>st</sup> Coaching Lab – Undecided Leader
	2 <sup>nd</sup> Coaching Lab – Learning to Respond
	3 <sup>rd</sup> Coaching Lab – Reluctant to Involve Stakeholders
	4 <sup>th</sup> Coaching Lab – Running out of Steam
	5 <sup>th</sup> Coaching Lab – Less than expected Improvement
	Group Summary of Coaching Lab Experience

### **Section 5 – Conclusions and Wrap-Up**

	Coaching Skills Self Assessment (Post-survey)
	Summary Points
4:30	End of Day Two