

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 leadership behaviors as determined by 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 ten-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
5. Receive Advanced Certification as a Goldsmith Behavioral Coach.
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.

For more information visit www.ChristopherCoffey.com
Call Chris at 310-452 3340

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.

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.

Train the Coach Workshop Agenda

DAY ONE

Section 1 – Introduction and Context Setting

8:00	Welcome, Introduction of Facilitators, Objectives, Ground rules, Agenda & Workbook
	Participant Self Introductions (and expectations)
	Initial Coaching Exercise
	Marshall Goldsmith Process Overview
9:30	BREAK

Section 2 – Practice Encouraging Development Steps

9:40	Coaching Skill Practice Roles and Method
	Step 1 – ASK
	Steps 2 & 3 – LISTEN/THANK
11:00	BREAK
	Personal Practice Session – “If I get better at...”
	Step 4 - THINK
12:00	LUNCH
1:00	Personal Practice Session – “Feedforward”
	Step 5 & 6 – RESPOND/INVOLVE
2:10	BREAK
	Step 7– CHANGE
	Step 8 – FOLLOW-UP
3:30	BREAK
	Coaching Skill Self Assessments
	Q & A
	After Action Assessment of Day One
5:00	End of Day One

DAY TWO

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Section 3 – Coaching Flow/Skills

8:00	Overview of Day Two
	SMART START: Setting Expectations through the Coaching Contract
	SMART START: Enrolling Stakeholders
9:20	BREAK
	IMPLEMENTING SUGGESTIONS: Increasing the Focus
	IMPLEMENTING SUGGESTIONS: Accelerating the Execution
10:40	BREAK
	SUSTAINING SUCCESS: Preparing for Mini-Survey
	SUSTAINING SUCCESS: Reinforcing the Eight Step Encouraging Development Process
	Logistics & Instructions for Coaching Labs
12:00	LUNCH

Section 4 – Coaching Labs

1:00	1 st Coaching Lab – Undecided Leader
1:30	2 nd Coaching Lab – Learning to Respond
2:00	BREAK
2:10	3 rd Coaching Lab – Reluctant to Involve Stakeholders
2:40	4 th Coaching Lab – Running out of Steam
3:10	5 th Coaching Lab – Less than expected Improvement
3:40	BREAK
3:50	Group Summary of Coaching Lab Experience

Section 5 – Conclusions and Wrap-Up

4:05	Coaching Skills Self Assessment (Post-survey)
	Summary Points
	Formal Workshop Evaluations
5:00	End of Day Two

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