

## Experience and Expertise

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### AREAS OF EXPERTISE

- Introduction of Coaching into Your Organization
- Assessment Tools



#### Introducing coaching into your organization.

#### Our experience and best practices

CCP has partnered with companies in Asia to introduce and implement a coaching program in the organization. As part of our on-going client relationships we are able to support organizations as they consider introducing coaching into the organization.

Here are some questions that are important for you to consider:

*Do you introduce coaching for only top talent, or focus the coaching support on those with the largest development gaps?*

*How do you approach a newly appointed leader to suggest that coaching might help, without this being construed as a lack of faith in his or her abilities*

*How do you ensure that the executive gets the right coach for their needs?*

*How do you measure the effectiveness and progress of the coaching program?*

All these are very real issues that we have helped our clients address.

#### Factors Critical to the Success of a Coaching Intervention

Based on our experience with organizations in Asia., CCP believe strongly that the following are factors critical to the success of any coaching intervention;

- The sponsor and executive are committed to the coaching process
- The executive is well informed about the mutual obligations both they and the coach have to maximize the company's investment in coaching
- The executive is able to choose a coach who closely matches their requirements, in terms of experience, coaching style, personal chemistry etc
- A clear contract is formed with the sponsor over required deliverables, and the design of an appropriate measurement and monitoring regime, incorporating business, individual and coaching indicators
- A high level of trust is built up between the coach and the coachee, based on strict adherence to confidentiality requirements, shared values and mutual respect
- An appropriate balance is struck between the integrity and confidentiality of the coaching conversation, and ensuring that the coaching goals are aligned to the business needs and the coaching conversation is grounded in organizational reality
- The whole person is coached - while focusing on the delivery of business results. The unique advantage of coaching is that we can go deep into the personal motivations, personality profile, and specific style of each individual. This requires masterful coaching - the ability to listen contextually, pursue deep questioning and having the courage to tell the truth
- The coach acts with high integrity, respect for confidentiality and a commitment, first and foremost, to the needs of the person being coached

## Implementing the Coaching Intervention

Once the individuals eligible for coaching are committed, you can outsource the rest of the process to us. You will not have to manage a panel of coaches, each with different standards, approaches, terms of business and assignment contracts. Instead we can provide a more integrated and streamlined approach, as follows:

- Help you design the scope of the coaching program, and in particular integrate coaching with other initiatives such as a 360 feedback process, a succession planning system etc.
- Support the need for internal approval from the leadership team for the coaching initiative, with high impact presentation templates, business impact analysis etc.
- Provide project management support, including the cost and time planning
- Share best practice communications, enabling the initial approach to either groups or individual executives to be made in the most effective way
- Manage the coach selection process
  - The coaching selection meetings will be coordinated via a Client Director from CCP, who can liaise with internal contacts, if necessary
  - All coachees will be provided with useful guidelines on selecting a coach The CCP contract will be detailed under a single assignment contract, and with a summary coaching log and invoice showing the status of all the assignments underway and the fees incurred
- Advice on the evaluation and measurement process for reviewing the effectiveness of the coaching. A format for project review and status reports can be developed for key stakeholders, while preserving the confidentiality of the coaching conversations and the integrity of the coaching relationship.



## Assessment Tools

Corporate Coaching Partners are accredited to administer a variety of psychometric assessment tools. The following describes briefly some of them.

### Myers Briggs Type Indicator®

The MBTI is the most widely used personality instrument in the world, with over two million people taking it annually.

It is a forced choice, self-report, personality questionnaire used to measure and describe people's preferences for how they like to get information, make decisions and orient their lives. It is based on Carl Jung's theory of perception and judgment and classifies people into 16 broad personality Types. The MBTI provides a simple way of seeing how people are alike and how they differ.

When people are aware of their differences, they can build better understanding and reduce conflict. The MBTI thus helps to improve teamwork and productivity whilst reducing unproductive interpersonal and intra-organizational conflict. Individuals can use their MBTI results to understand their preferred learning styles, evaluate the fit between themselves and their jobs, and better manage time and stress.

Using a newly developed form of the instrument, Form K (First Australian Edition) the Step II Expanded Interpretive Report has now become available. This 24 page Report:

- Helps clients understand an unclear Type preference;
- Shows how two people of the same Type are also unique and different;
- Provides a unique report for each individual - no EIR reports are alike;
- Provides unique tips on enhancement of:
  - communication skills
  - problem-solving
  - decision-making
  - change management, and
  - conflict resolution

Results from the MBTI Expanded Interpretive Report have proven to be extremely useful input for executive coaching sessions.

**DISC - Personality System** This comprehensive tool is used to determine personality styles for use in counseling, human resource management, leadership training, seminar presentations and professional consulting. Perfect for hiring, developing an effective and cohesive team, leadership training, and many others.

An individual's personality style, D, I, S, or C is identified by using a simple 24-question profile (takes only 7-minutes!) and helps provide understanding to the differences in people, providing a personal review of each individual's strengths and limitations, and gives an action plan to improve relationships.

- Improve communication and relationships with family, friends, co-workers, etc.
- Discover your personal motivators
- Better understand how to motivate others
- Find career options to best fit your personality style
- Compare yourself to historical figures and leaders
- Learn to maximize your personal strengths
- Build self-esteem
- Identify stressors
- Manage more effectively
- Reduce conflict and stress
- Improve sales
- Identify qualities and gifts

#### **PCSI - Personal Coaching Styles Inventory**

The understanding of communication styles can forward any conversation between individuals and teams in a powerful and productive way. The Personal Coaching Styles Inventory (PCSI) is a tool for understanding and forwarding communication in a wide variety of contexts.

The PCSI was written by executive coaches and uses language consistent with a "coach approach" to working with people. It is the attention to the language of coaching which makes the tool different and unique from other communication style instruments.