



Coaching360sm

INDIVIDUAL ASSESSMENT

Never has so much been asked of leaders.

Leaders with effective coaching skills represent a significant driver of employee engagement. Engaged employees are passionate, energetic and driven employees, who will deliver better service to the customer and, therefore, better results to the company's bottom line.

TRACOM Does It Best:

The Coaching360 has proven itself with outstanding reviews from participants and making a real impact in organizations. Participants have found the assessment easy to understand and use. As one participant stated, "It was important for me to understand my coaching style. I realized I was doing much more telling than really understanding the employee's point of view."

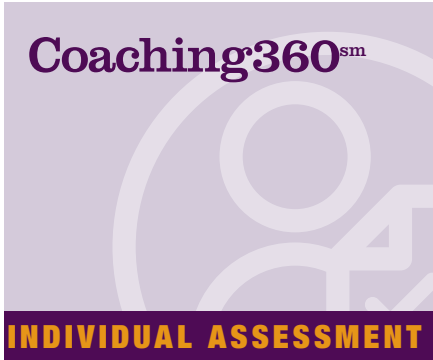
Coaching360sm is a model for coaching effectiveness, using five dimensions of behavior for improving coaching impact. Although the conditions for effective coaching are fairly easily understood, being able to implement these competencies is extremely difficult and no individual is outstanding in all dimensions. The key for coaching effectiveness is to accurately assess strengths and weaknesses, and then continue to employ the strengths, further develop weaknesses, and value complementary strengths in others. Seriously evaluating the input of others ensures a more balanced approach to leadership. By developing and balancing these coaching competencies, individuals can create an environment where leading others is personally gratifying, and the team is more effective, productive, and satisfied with the leadership.

The TRACOM Group helps companies worldwide improve organizational, team and individual performance including Accenture, Baxter, ConocoPhillips, Dow, Lockheed Martin, McGraw-Hill, Medtronic, and Starwood Hotels.

Benefits of the Coaching360:

- Leaders receive targeted information on their coaching strengths and improvement areas, using a simple, yet powerful model for coaching effectiveness
- The Coaching360 assessment is administered effortlessly online with rater selection, correspondence and tracking rater completion
- Easy-to-understand reports are delivered in PDF format allowing participants to quickly ascertain strengths and improvement areas
- An action planning guide allows participants to turn insights into action, ensuring maximum value for the organization and the individual

Performance Consulting Division



Coaching360sm

The TRACOM Coaching360 is a model for coaching effectiveness, using five dimensions of behavior for unleashing potential of staff. There are 29 items rated using a 5-point scale. Outstanding leaders use coaching as a powerful tool for managing performance, developing job skills and enhancing the behavioral effectiveness of others.

Dimensions:

Conducting the Coaching Process

Effective coaches follow a distinct path when coaching staff that ensures achievement of the goals set for each and every conversation. The coach is available for meeting with staff and sees development as more than just a one-time event or meeting. Each conversation focuses on the most important issues and is completed with a clear understanding of next steps.

Developing Rapport

Establishing rapport is at the center of effective coaching. It starts by devoting full attention to the employee during the conversation and actively listening and understanding the employee's point of view. It also entails the coach asking questions to understand the current reality and advocating their own opinions at the proper time.

Providing Feedback

Effective coaches are able to recognize and reinforce good performance and constructively address poor performance. In either case, the effective coach can clearly describe the impact that the employee's behavior has on others and identify specific ways for further performance improvement.

Planning for Development

The primary objective for coaching is to develop staff. Thus, the effective coach must be able to accurately assess employee strengths and development needs, develop reasonable performance expectations, and to develop a mutually agreed-upon development plan.

Providing Support & Ensuring Accountability

With development plans must come accountability if coaching is to be successful. The effective coach must provide resources for development, timely reviews of progress, and encouragement and acknowledgement.



Audience

People Managers and Leaders

Process

Planning

Rater Selection

Survey Administration

Reporting

Analysis & Action Planning

Items & Scale

29 items using a 5-point scale

Potential Raters

Self, Direct/Functional Reports

For More Information:

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Solving Business Challenges Through:

- | Leadership Development
- | Individual Performance
- | Team Development
- | Employee Engagement