



Reaching Your Leadership Potential

INDIVIDUAL COACHING

Never has so much been asked of leaders.

Functional expertise, global knowledge, motivational leadership and financial savvy are expected from day one. Yet one study of leaders found that four out of ten new leaders fail within 18 months.

TRACOM Does It Best:

“Reaching your Leadership Potential is a proven process for developing leaders. The individualized approach of this program accelerates the application of learning to the job. Most importantly, high performing leaders drive higher levels of engagement with staff who work with passion, drive and enthusiasm to get the job done right.”

Steve Buchholz

Coaching has emerged as an important tool in developing leaders and improving individual and organizational performance. A recent study on the impact of coaching found that more than 90 percent of professionals who had received coaching found the experience somewhat or very helpful.

TRACOM's *Reaching Your Leadership Potential* is a one-on-one coaching process that dramatically improves the performance of your company's leaders. The work of Steve Buchholz -- a leadership coach for over twenty years, author and organizational consultant -- addresses the six key developmental areas that affect most leaders.

Benefits of the Reaching Your Leadership Potential Program:

- Reaching Your Leadership Potential is a proven process for developing your leaders based on their unique needs
- Reaching Your Leadership Potential is easily integrated into your internal coaching process, and leadership and performance management initiatives
- TRACOM's skilled professionals are available for providing turn-key solutions for your company
- Your Coaching Action Plan, based on the initial intake assessment, is tailored based on development areas that most affect leaders
- Individualized coaching for senior leaders makes sense! Great managers and leaders drive higher levels of engagement with staff

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Audience

Mid Level to Senior Leadership

Duration of the Process

Six Months to One Year

Assessments Recommended

SOCIAL STYLE Assessment
Leadership 360

Process

- Intake Assessment Conducted
- Coaching Plan Developed
- Selected Modules Completed
- Check-in Calls After Each Module
- Wrap-up & Evaluation

“I feel I now have control over my job and my life where before my work controlled me.”

RYLP Participant

How the Coaching Process is Designed

Organizations today face two distinct challenges. The first is enabling leaders to perform at their optimum level. The second is identifying the organization’s leaders of the future. Reaching Your Leadership Potential addresses both challenges, reflecting a belief that coaching is a primary way to unleash potential and not a remedial fix.

Reaching Your Leadership Potential begins with an initial intake assessment that helps the personal leadership coach identify areas of focus for the coaching process. Specific assessments, exercises and discussion guides are available for each developmental area.

What makes the Reaching Your Leadership Potential process different from other executive coaching approaches is the creation of a roadmap that guides the learning process and ensures tangible outcomes.



TRACOM’s expert coaches guide leaders through each step of the process with a highly individualized plan of action based on the unique needs of the individual. Organizations can also choose to train internal coaches in the process and tools.

For More Information:

TRACOM GROUP Performance Consulting Division
303-265-6120 | 800-737-6004 | www.tracomcorp.com
PerformanceConsulting@tracom.com

Solving Business Challenges Through:

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



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Design & Pricing

Module	Purpose	Components
Intake Assessment	Creating a plan for coaching to improve leadership performance	<ul style="list-style-type: none"> • Intake diagnostic • Leadership Coaching Plan
Essence of Your Leadership	Establishing a framework for how you will lead	<ul style="list-style-type: none"> • My Leadership Framework: <ul style="list-style-type: none"> * Purpose, vision & values * Constituency & advice-seeking * Leadership strengths diagnostic * Walking the talk • Communication of My Leadership Framework
Maintaining Your Balance	Clarifying how to maintain perspective and emotional balance while dealing with the pressures of the job	<ul style="list-style-type: none"> • “Out of Balance” diagnostic • Skills for improving “Out of Balance” challenges • Managing stress • Emotional intelligence • Leadership derailers • The “Good Life”
Building Bridges	Creating a plan for working effectively with your affiliations, peers and boss	<ul style="list-style-type: none"> • Time and energy audit • Profiles and action plans for affiliations, peers and boss • Direct report feedback (optional) • Improving trust • Your support system

Module	Purpose	Components
Serving Your Constituents	Creating a plan for working effectively with those who call you their leader	<ul style="list-style-type: none"> • Vision for my constituents • Profiles and action plans for high and low performing staff • Constituent feedback (optional) • Improving Employee Engagement
Preparing for Your Next Level of Leadership	Clarifying the natural steps to your advancement and assessing what the passage requirements are for the next level of leadership	<ul style="list-style-type: none"> • Understanding your interests • Leadership Passages • Next Level Leadership diagnostic & plan
Making Life & Work Choices	Clarifying how criteria important to you impact your life and work choices	<ul style="list-style-type: none"> • Life & Work Choices diagnostic • Life & Work Choices worksheet to determine optimal job roles

Note: All modules end with an update of the participant's Leadership Development Plan

"I feel we have one of the strongest succession plans in the business. We know the unique development path we want to take for each high potential"

Senior Leader Sponsor of RYLP

Train-the-Coach Workshop Information

Date for Two-Day Workshop: October 27 & 28, 2009
 Location: Charlotte, North Carolina
 Workshop Price: \$2,500 per person

Price Includes:

- Workshop facilitation and workshop facilities
- The Reaching Your Leadership Potential Train-the-Coach workbook
- One full set of the Reaching Your Leadership Potential modules
- Continental breakfast and lunch each day

For additional information please call 303-265-6140. To register online, go to <http://www.tracomcorp.com/RYLPRegistration>.

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Case Studies

Industry

Engineering Services

Role

President

Situation

Leading instead of doing

Reaching Your Leadership Potential

The newly-promoted President of an environmental engineering company needed to let go of his engineering orientation and focus on leading the organization. His coach guided a twelve-month process to learn leadership fundamentals and implement his organizational vision. Key areas of emphasis included building his leadership team, empowering others, and getting clear on his framework for leading. In addition, with his coach, they developed a program to build the leadership abilities of the company's top 20 executives. A year later, he is described by his constituency as a trusted and effective leader.

Industry

Steel Manufacturer

Role

Sales Executive

Situation

Perceptions of being untrustworthy

A high-performing sales executive was perceived by peers as being untrustworthy because of inappropriately sharing confidential information and talking negatively about others. The coaching process included the collection of specific feedback from peers and an exploration of several problem incidents. The coach and leader then developed a specific plan to change behavior and held one-on-one meetings with peers to resolve conflict and restore relationships. The primary emphasis was on three of the Reaching Your Leadership Potential modules -- Essence of Your Leadership, Serving Your Constituents and Influencing Others. This executive was later promoted to Vice-president of North American Sales. Follow-up interviews indicate he was able to rebuild trust and develop strong relationships.

Industry

Pharmaceutical

Role

Vice President

Situation

Out of balance lifestyle

A high-performing leader with a large pharmaceutical company felt her life was significantly out of balance. While very successful in her professional endeavors, she felt overworked and neglectful of personal relationships and responsibilities. By focusing on three modules, Essence of Your Leadership, Making Life & Work Choices, and Maintaining Your Balance, she and her coach determined the underlying causes of her imbalance while seeking feedback on her leadership style. They then developed a strategy for prioritizing her responsibilities and managing work. As a result, the leader has achieved personal congruence while still maintaining high productivity. She now holds the title of Chief Medical Officer for the entire organization.

Industry

High Tech

Role

High Potential Leaders

Situation

Preparing for the next level of leadership

A Boston based high-tech firm uses the Preparing for Your Next Level of Leadership module for all of its high potential leaders. Each leader completes the Leadership Experience Inventory and then meets along with his or her manager as the coach conducts an extensive interview that clarifies a developmental path for the candidate. The module allows each candidate the opportunity to identify areas of experience needed for the next level of leadership and this becomes the foundation for a personal developmental (i.e., succession plan). To date, over 30 high potentials have gone through this process and are implementing individual leadership development plans.

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