



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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INDIVIDUAL COACHING

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

Performance Consulting Division

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
303-470-4900 | 800-221-2321 | www.tracomcorp.com

Solving Business Challenges Through:

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