

The Center for Executive Coaching Advantage

The emphasis of our Certified Executive Coach training and credentialing program is simple: Get great clients, get great results, and build a successful practice.

Following are the ways that we help you do that, as well as why we stand out:



- A proven coaching methodology.** One of the main reasons an executive hires a coach is because the coach has a proven, proprietary methodology that gets results and addresses their most pressing issues. Unfortunately, most coaches don't have a proprietary methodology, or even know what one is. They just ask open ended questions in the hopes that the client has some sort of sudden insight. At the Center for Executive Coaching, we give you a powerful methodology that is an efficient path to results with clients. We also show you how to create your own coaching methodologies, so that you continue to stand apart with your own branding.
- A no-fluff focus on results.** If you aren't getting specific, ambitious results with your clients, you aren't going to last long in this business. Our program has no fluff. We give you ways to assess your client and the situation, understand gaps between where the client is and wants to go, and develop a clear path to getting results -- results worth five to ten times your fees. At the same time, we practice what we call "nowhere to hide coaching," so that your clients are willing to look in the mirror and face the real issues.

- **Content with both depth and impact.** Our

content is rich and deep. It focuses on the key issues that executives face. We know what executives expect, and we know that other programs fall short.



Examples of the content you receive when you join The Center for Executive Coaching include: the executive dashboard, career development planning, setting strategic direction, engaging and mobilizing employees, building one's powerbase of relationships, understanding the politics of making things happen, managing up, collaborating effectively, influence conversations with impact, having conversations to move things forward to results, thinking comprehensively about complex issues, communicating with impact, the behaviors and attitudes of the leader, identifying and reframing limiting beliefs that hold executives back, and eliminating behavioral blind spots that can derail one's career.

- **A comprehensive approach.** Some coaching programs focus only on behaviors, while others only deal with one's internal state and way of being. The Center for Executive Coaching takes a comprehensive view of the client and of human performance. We start with perceptions, behaviors, and overall ways of being. Then we focus on the client's relationships, key decisions, strategic issues, organizational culture, and even any distractions outside of work that might have an impact on their performance. Even with this comprehensive approach, we still insist that our coaches learn how to coach efficiently. For this reason, we show you how to create a high-impact coaching plan based on each client's unique situation and goals.
- **A practical process.** If you want academic theory, join a ridiculously- priced program at a local college or university. Then come back to us to fill in the gaps. Our



process shows you how to get real results with demanding executive-level clients, as well as a practical system to attract clients and build a successful practice.

- **Helping you to become an established expert and thought leader.** To succeed as a coach, you should think of yourself as more than a coach. You are a thought leader, an expert, and a trusted advisor. Once you have this perspective, huge opportunities become available to you. You can build a firm that is worth something, and that you can sell. You can write books, speak, develop seminars, and become a sought-after expert in the market. You can also offer multiple services to your clients, depending on your interests and talents, and including consulting, training, and facilitation. Of course, you can focus on offering one-on-one coaching, but with this new perspective, you can become the go-to professional and open up all sorts of new possibilities. There is an art to making this happen, along with a few key skills and strategies. We show you how.
- **Tools for you to use with your clients.** This is not a fuzzy or theoretical program. You get practical, hard-hitting tools to use with your clients, including dozens and dozens of interactive worksheets filled with insights and powerful questions for clients to consider. You can even adapt and re-brand these tools with your name and firm, so long as you give us a footnote. This benefit saves you the trouble of having to reinvent the wheel and lets you get started immediately as an executive coach.



- **Flexible for the busy professional.** Our members are often busy professionals, and some are working full time while preparing to make a change. That's why we set our program up so that you can learn in the way that works best for you. It starts with an orientation call to declare your goals and develop the best approach for you, along with a Quick Start Guide and your syllabus. Then you choose from a variety of ways to learn the materials, depending on your schedule and preferences. Listen to weekly live telecalls. Log into our member database to listen to all of our past telecalls. Have one-on-one practice coaching sessions directly with the Founder and Director or the program. You can also practice with other members, or with your colleagues; if you record these sessions, we are delighted to review them for you. In addition, you get printed manuals that contain all of the tools and methodologies. Finally, we offer live seminars for those who want an intensive, rapid path to Certification.



- **Approved by the right organizations.** We are approved by both the International Coach Federation, and the HR Certification Institute (HRCI).
- **Phenomenal business development system to attract clients, build your practice, and develop your own valuable brand.** For the solo coaching professional or firm owner, you won't find a better place to get the support you need to attract clients and build your practice. You get three marketing manuals, and valuable guidance about the best way to set your practice apart, get clients, and build a firm. We are also delighted to review your marketing plans and messages; members rave about our ability to make their marketing strategies and materials much more effective. Approximately 75 percent of members report that they get at least one new client within 3 months of joining the program, which pays back their investment immediately.
- **Highly personal support throughout.** This is a small, exclusive program. All tele-classes are taught directly by me, the Founder and Director of the program. You can email me any time to set up a meeting to talk about your marketing, client situations, or practice coaching conversations. I pledge to get back to your requests within one business day, and members report that my personal commitment to their success is one of the most remarkable parts of this program. We also match you up with other members on request, so that you can form alliances and get support from them, too.