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Next Generation Coaching

Practice-Building Strategies and Trends for Consultants

Presented by

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IMC Confab | October 24, 2005



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Session Overview

Executive coaching is rapidly evolving from first-generation "Wild West" stage to mainstream "Promised Land" performance improvement service. It is also one of the fastest growing practice areas among consultants worldwide today. How skilled are you at conveying the business case for coaching to current and potential clients? This "news you can use" presentation highlights seven top coaching myths and misconceptions voiced by economic buyers and collateral decisionmakers. You will learn how to respond effectively to common client concerns, misperceptions and objections about coaching, enhancing your value-added business opportunities while helping clients grow their top and bottom lines.

Presentation Outcomes

Through a combination of interactive and presentation formats, participants will:

- ✓ Learn what the market is buying in terms of executive and business coaching services
- ✓ Test their current knowledge concerning coaching applications and benefits
- ✓ Discover powerful business levers in debunking clients' commonly held misperceptions about coaching
- ✓ Acquire practical strategies and return on investment (ROI) research that can be incorporated into marketing activities and service differentiation
- ✓ Take away a summary of coaching outcome studies to use with new and core consulting clients

Key Points

1. Executive decision makers remain skeptical and confused about the value of business coaching.
2. Consultants who coach need to be cognizant of commonly held myths and misconceptions about coaching services.

Conclusion

Next-generation coaching requires consultant-coaches to be credible, expert educators and “myth busters,” providing prospects with evidence-based data that supports their value-added claims.

Session Handouts

Support materials will be distributed at the session. Any additional tools and resources will be available on the web after the conference.

Next Generation Coaching Practice-Building Strategies and Trends

Susan Battley, PsyD, PhD, Presenter

Simulation Activity || True/False Statements (If you say “false,” how would you counter?)

1. Really successful people don't need a coach. T F

2. Coaching is the same as therapy or counseling. T F

3. Coaching fosters an unhealthy dependence on others. T F

4. Coaching should be reserved as a last-ditch effort to fix individual performance problems. T F

5. A coach is the same as a mentor. T F

6. A coach should be as similar to me as possible. T F

7. You really can't determine return on investment for coaching. T F