

TEAM Coaching - Executive Coaching Program

using Stakeholder Centered Coaching
for Measurable Leadership Growth

What is Marshall Goldsmith Stakeholder Centered Coaching?

For successful organizational leaders to become more effective, leadership changes need to be positive, sustained, recognized and acknowledged by their stakeholders.

Stakeholder Centered Coaching is a real time on the job process that is highly effective and time efficient. Accelerating leadership growth and effectiveness is about changing behaviors and creating new processes and habits while interacting with others (stakeholders) on the job.



Why introduce TEAM Coaching?

An important part of TEAM coaching is team members supporting each other as stakeholders and coaches, while implementing their action plans to make change visible. Therefore, this program is ideally suited for leaders and their (cross functional / project) teams to measurably change their individual and collective effectiveness as they lead and develop their teams, and at the same time develop their coaching skills to further roll out this coaching process with their direct reports.

TEAM coaching can be a very effective and cost-efficient way to grow leaders, change teams and develop the organizational culture.

The year-long TEAM coaching programs can be structured as follows

(min. 5 team members):

- 2 days TEAM Coaching Workshop
 - to initiate the coaching and leadership growth process
- 11 Monthly TEAM Coaching and Monthly Action Planning Sessions (2-3 hours per session).
 - including time for focused skill development as it relates to their leadership growth areas. During the coaching engagement, the coach works with every team member individually and/or with the team as a whole (depending on the TEAM coaching program selected).
- 3 Quarterly Leadership Growth Progress Reviews
 - short online survey to measure the stakeholder's perceptions on how they see the leader's effectiveness has been changing.

The various TEAM coaching programs are based on the same highly effective process as the 1on1 coaching engagements and have been adapted to fit a team environment and related team objectives.

Advantages of TEAM coaching:

- Changing leaders and teams at the same time
- Team members can provide insider expertise
- Creates open culture for continuous change
- Instills coaching as a leadership skill in the organization
- Resource efficient

