

FranklinCovey Executive Coaching

Building human performance
by coaching one leader at a time.



Executive Coaching With FranklinCovey

Challenge

According to a recent business study, half of all executive-level workers log 50 or more hours per week in their job. Over 400 million business trips are taken each year and many executives are working more now than they were five years ago. Everyone, it seems, is asked to “do more with less,” but there are no solutions that make this happen. Given economic and market conditions, there has never been a time more critical for leaders and teams to execute on their most important priorities. Executives need to maintain a sense of focus and clarity among key relationships and performance results, including maintaining and developing the greatest assets they possess—themselves.

The Solution: Executive Coaching With FranklinCovey

At FranklinCovey, we understand that life gets busy, hectic, and chaotic. Our executive coaches help their clients work through the complex and unclear issues, helping executives establish initiatives that are clear, defined, and simple. FranklinCovey applies world-class coaching methodologies created with Columbia University and supported by the International Coach Federation (ICF).

We leverage 25 years of proven world-class content, methodology, and tools to guide leaders in discovering and unleashing greatness they already possess inside.

OUTCOMES ▼

- 1. Clients' Agendas**—Explore issues, opportunities, and options to achieve desired results.
- 2. Potential**—Maximize personal and professional potential.
- 3. Clarity**—Formulate clear goals.
- 4. Strategic Planning**—Create a plan to focus on results.
- 5. Action Planning**—Take decisive actions on those things that really matter most.
- 6. Accountability**—Identify ways to make and keep commitments.
- 7. Performance**—Inspire individual and team results by investing in talent and capability.

“When we do what we choose to do, we are committed. When we do what we have to do, we are compliant.... Successful people focus on what they choose to do.”

—Marshall Goldsmith

Professionals are busier now than ever before and have a greater need to gain an objective, external perspective and accountability from an executive coach. Recent executive-coaching studies show that executive coaching has an ROI of at least a 6:1 ratio, or for every \$1 spent with a coach, there is at least a \$6 return.

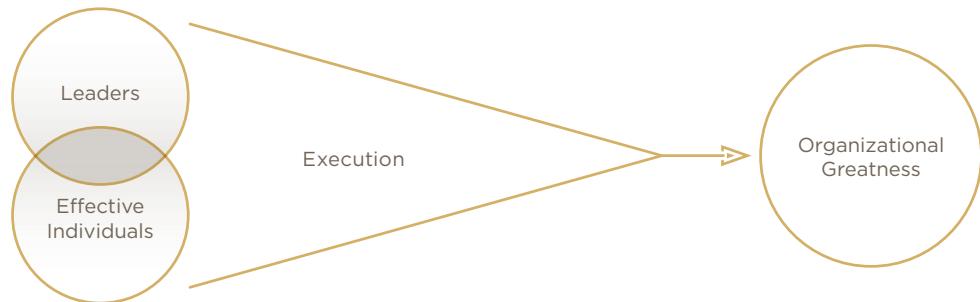
Just as professional athletes work with a personal coach to refine and improve their game, many executive leaders retain an executive coach to give them, their teams, and their organization a competitive edge in their game. Having a competitive edge today is essential for improving performance results and unleashing greatness.

What is FranklinCovey Executive Coaching?

- Executive Coaching is not training, consulting, counseling, mentoring, or therapy.

- Executive coaching enables you to uncover and explore key goals, strategic objectives in support of your leadership agenda, and achievement of desired personal and business results.
- Executive Coaching offers clients a collaborative process to develop specific competencies that will contribute to their achieving superior individual and organizational performance.
- Through coaching, the leader can leave a legacy of greatness—a team of competent, confident people who exercise self-direction, focus, and discipline that significantly contribute to the success of the organization.
- Coaching offers an external perspective, allowing you to explore issues and opportunities, and provides attention to desired results.

Great leaders, effective individuals, and focused execution drive organizational greatness.



Choose an Executive Coaching option that is right for you:

Personal Leadership Coaching

FranklinCovey offers one-on-one executive coaching in leadership development, strategy, goal execution, and personal work-life issues/challenges. Executive coaches help facilitate:

► Execution

- Clarify goals and stay focused on key actions to achieve them.
- Identify and overcome barriers, restraints, and interference.

► Leadership

- Enact an ongoing accountability process and tools to help leaders reach their intended results.
- Assess leadership strengths, improvement areas, and performance opportunities.

- Inspire trust and help clarify purpose.

- Clarify organizational mission, vision, values, and goals.
- Assess EQ (emotional intelligence) and improve leadership capabilities.

► Individual Effectiveness / Productivity

- Clarify individual mission, vision, values, and goals.
- Clarify key roles, responsibilities, and influence.
- Manage time, priorities, and work, and eliminate less important activities.
- Improve balance, wellness, vitality, and management of stress and energy.
- Clarify and apply professional development and career planning.
- Leverage emotional intelligence.

Performance Results Coaching

Team coaching offers a transformational process where a highly skilled coach partners with a senior team leader to enroll the leadership team members in an action-learning environment. Executive team members work together to achieve specific business outcomes and will be coached in the following areas:

► Execution

- Develop clear, measurable performance objectives aligned to the team mission, vision, values, and goals.
- Assess team effectiveness and results.
- Align business-unit team goals, measures, and scoreboards to drive the right outcomes and results.
- Develop peer-to-peer accountability processes.
- Define team and individual performance-management systems.
- Improve focus, collaboration, communication, trust, and decision making.

► Leadership

- Assess leadership style, behaviors, and team dynamics.
- Encourage increased levels of initiative, team empowerment, and appropriate risk taking.
- Clarify team roles and responsibilities.
- Improve team trust and communication.
- Evaluate team talent and capabilities, maximize A players, improve B players, and redirect C players.

► Individual Effectiveness / Productivity

- Clarify individual mission, vision, values, and goals.
- Clarify key roles, responsibilities, and influence.
- Manage time, priorities, and work, and eliminate less important activities.
- Improve balance, wellness, vitality, and management of stress and energy.
- Clarify and apply professional development and career planning.
- Leverage emotional intelligence.

How to Engage With FranklinCovey Executive Coaching

To unleash the power of the Executive Coaching relationship in your organization, you can choose between the following coaching options based on your individual and team needs.

Traditional FranklinCovey Executive Coaching

This offering is for those who want to leverage FranklinCovey Executive Coaching, customized and specific to the clients' needs and leadership agenda. It will leverage the coaching process created by Columbia University and the core content of FranklinCovey. We can leverage a client's customized content with assessment tools, competencies, and desired organizational outcomes.

FranklinCovey Executive Coaching as an Add-On to FranklinCovey Training

This offering is for those who want to leverage 25 years of world-class content and tools in a highly customized, one-on-one or team executive-coaching experience. This is designed on the back end of a leader-development offering to reinforce and effect lasting change around performance results and/or personal leadership.

