



TRACK 1: COACHING ESSENTIALS NEXT STEPS

Lesson 6: Steps Toward a Desired Destiny

1. Write a paragraph on how forward-focused coaching will benefit you as a coach.

2. Indicate that you have watched the video by Don and Mona Brawley on how to coach properly and the disasters of coaching improperly.

Completed:

Review the following case study and answer the questions.

Case Study: Jon's Business

"Increase Sales and Profit—Reduced Time" by Jon Baker

Jon's client runs a business in the leisure industry, selling retail goods and training services to members. However, the hours and other resources put into the business weren't commensurate with the returns generated, leading to lower motivation.

Client's Objectives

- » Increase sales and profits
- » Getting home earlier and not spending so much time at work
- » Becoming a more effective leader

Action

- » Created a marketing program based around the values of the business owner and the staff
- » Developed a clear sales process that all staff could follow to ensure that sales weren't lost and all sales opportunities were maximized
- » Created a staff feedback and development program
- » Clarified the owner's thoughts on his business; in particular, the match between strategy, values and goals.

Results

- » The best ever year in the business
- » Improved return on investment
- » Staff involvement and participation in all aspect of the business improved, with them taking on specific roles critical to business success
- » Staff became increasingly comfortable with "selling", where they hadn't before

- » Turnover increased, which linked with the innovative marketing program led to the business winning a coveted industry award
- » Jon's clients also achieved his objective of reducing his time in the business

And so...

Jon's client and his team are continuing to improve processes across the business. They are seeing key elements of business development and looking forward to another great year. In the owner's words, "Coaching has really helped me to improve the business, it's been a great investment which I'd recommend to any business owner."

3. Using the principles we've covered in this lesson, what coaching styles and techniques would you use to move Jon forward?

4. Identify the three processes and five components of the Dream Releaser Coaching model, discussing how each component brings specific benefits to the process of coaching.

Three processes:

1- _____

2- _____

3- _____

Five components and their specific benefits:

1- _____

Benefits:

2- _____

Benefits:

3- _____

Benefits:

4- _____

Benefits:

5- _____

Benefits:

5. Write a 1-page paper on Part 6 of *The Professional Coaching Handbook* by Dr. Brenda Chand..

If you've completed the assignments, save this PDF and email it to your coach.