



## DOES YOUR COACHING MEASURE UP?

HOW DO YOU KNOW?

*Would it make a difference to you, your stakeholders, and your company  
if you could guarantee and measure leadership growth?*

- Our coaching process does exactly that. We feature Stakeholder Centered Coaching, used by more than 150 of the Fortune 500 Companies.
- The Stakeholder Centered Coaching Process was developed by Marshall Goldsmith, recognized as the #1 leadership thinker in the world by Harvard Business Review.
- Stakeholder Centered Coaching offers the largest network of certified executives coaches with 2500+ coaches in 200 cities and 55 countries speaking 35 languages. Leadership Outfitters is proud to be certified as part of this network.



Guaranteed ■ Measurable  
Leadership Growth

406-586-5504 • [leadership-outfitters.com](http://leadership-outfitters.com)



*"After meeting and working with so many great leadership specialists, I have not met anyone that is a true virtuoso in executive coaching like Ris"*

*- Business Improvement Manager*



*"It's rare that you come across a leader and coach as genuine, insightful, and impactful as Ris. She gave me the courage to take risks and the courage to find and to be my authentic leadership self."*

*- Vice President*



## GUARANTEED MEASURABLE LEADERSHIP GROWTH: NO GROWTH, NO PAY!

*As the adage goes: "You can't manage what you can't measure"*

- Our "No Growth, No Pay" guarantee aligns the organization, the leader, and the coach, so that everyone works towards getting the necessary leadership and business results.
- For the leader to be able to manage new behavior, we measure. Using an on-line measurement tool, we survey the leader's stakeholders at six and 12 months to measure the leader's growth.
- If the stakeholders do not perceive the leader has become measurably more effective through the year-long coaching engagement, we refund half the coaching fee!

## CUSTOMIZED COACHING... DISCIPLINED EXECUTION

*Because the coaching content is highly customized to meet individual leadership needs, the overall coaching engagement is structured to ensure clarity and transparency.*

- Our uniform coaching process has regular progress reports on what leaders are working on and where they are in the process.
- You can count on a measurable return on investment for the leader and the organization.
- Leadership Outfitters' coaches integrate a variety of their own coaching practices into the Stakeholder Centered Coaching.



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## STAKEHOLDERS MAKE THE DIFFERENCE



*"As a corporate leader, I have trusted Joe with my development, my team's, and the individual VP's that report to me. Bottom line it adds value to the organization and helps us accomplish our goals with less drama and in a more connected way."*

*- Executive Vice President*



*"Working with Joe has helped transform me as an Executive leader & communicator."*

*- Senior Vice President*

### TRANSPARENT PROCESS GUARANTEES GROWTH

*The Stakeholder Centered Coaching Process places a strong emphasis on the involvement of stakeholders to establish long-lasting behavioral change and follow-through by the leader.*

The process is time efficient, transparent, and structured. It works as follows:

1. In consultation with the coach, the leader selects 1-2 leadership growth areas based on behavioral interviews and multi-rater assessments that identify their leadership strengths and challenges.
2. The leader then selects and enrolls stakeholders who will offer feedback and feedforward suggestions for the 12 months of the coaching engagement. Stakeholders are those colleagues who interact with the leader on a regular basis, and are directly impacted by the leader's behavior.
3. On a monthly basis, stakeholders provide practical "feedforward" suggestions, ideas to take on in the coming month that relate to the leader's growth areas.
4. In collaboration with the coach, the leader incorporates the stakeholders' suggestions into a monthly action plan.
5. Working with the coach, the leader changes behaviors and at the same time impacts perceptions of the stakeholders.
6. Leadership growth is measured at six and 12 month intervals with an on-line anonymous mini-survey completed by the stakeholders.

# STAKEHOLDER CENTERED COACHING PROCESS

## SET FOUNDATION

Clarify Expectations & Process

Conduct 360 & Debrief

Select Goal for Development

Identify Limited Self  
Complete Insights Discovery

## CHANGE BEHAVIOR

Enroll Stakeholders

Develop Action Plan

Implement & Follow Up  
Monthly with Stakeholders

Coach Monthly

## MEASURE IMPACT

Measure Results via Mini-Surveys

Assess Results & Create  
Transition Plan



*"I can't speak highly enough of Joe and the Stakeholder Centered Coaching approach he uses. He will be the first person I call when I need support with leadership development."*

- Senior Vice President

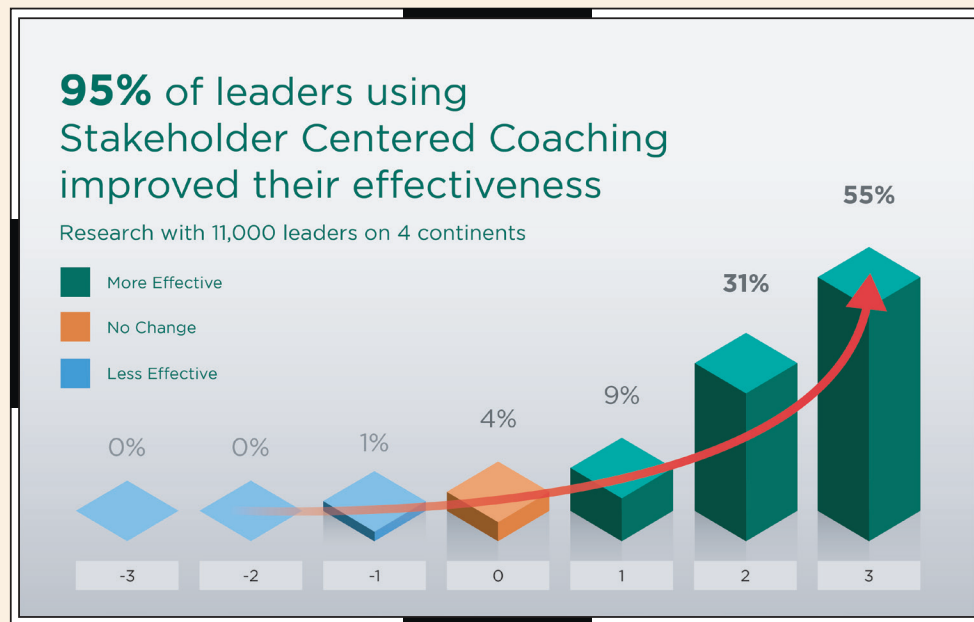
*"I do feel that what Ris and I did together was more remarkable than ANY leadership or personal explorations I have participated in before."*

- HR Vice President

*"I can speak to how the Stakeholder Centered Coaching program is tremendously effective and has had a profound and lasting impact on my leadership effectiveness that led to a multi-million dollar business breakthrough"*

- Business Improvement Manager





## RESULTS FOR THE LEADER

*95% of leaders using the Stakeholder Centered Coaching Process measurably improved their leadership effectiveness. It is designed for successful executives and high potentials by:*

- Utilizing the psychology of successful people, leveraging their high need for self - determination and learning agility.
- Moving rapidly from awareness to acceptance to action, focusing on leadership behaviors that drive change.
- Providing a powerful process for building leadership brand.



## RESULTS FOR THE ORGANIZATION

*Stakeholder involvement produces a strong positive ripple effect on the team and organization as a whole. Systematically involving stakeholders drives a number of positively reinforcing factors:*

- They buy into the leader's change efforts and become supporters, not cynical bystanders.
- They look out for and perceive leadership growth, boosting the leader's motivation to change.
- As the leader progresses from new behaviors into new habits, these changes naturally become embedded in the organization's culture.
- Mentoring and coaching become part of the organization's culture.



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