



EXECUTIVE COACHING METHODOLOGY: The Next Generation of Executive Coaching

FRANKLINCOVEY COACHING PRINCIPLES

A PROFESSIONAL SERVICES FIRM APPROACH

COACHING IS A TIME-LIMITED PROCESS

ALIGNMENT & PARTNERSHIP ARE THE KEYS TO SUCCESS

COACHING IS A DATA-DRIVEN EXPERIENCE

SUCCESS IS MEASURED AGAINST PRESET OBJECTIVES

FOUR STAGES OF EXECUTIVE COACHING

1. ALIGNING OBJECTIVES AND DEFINING SUCCESS

- Initial Consult and Coach Match
- Initial Coach/Candidate Match
- Sponsor Team Meeting
 - Discuss objectives and define success with:



Manager



Candidate



HR/Talent



Coach



2. DATA COLLECTION AND RELATIONSHIP BUILDING

- **Candidate Data**
 - Life/Career history
 - Psychometric assessment
 - 360° interviews and/or survey
 - Competency models and internal reviews
- **Business Knowledge and Data**
 - **Internal:** culture, business strategy, talent strategy, role success, performance indicator
 - **External:** industry, climate, competitors, wild cards



3. DATA DEBRIEFING AND BEHAVIORAL COACHING

- **Debrief With Purpose of Creating Behavioral Change Items**
 - Leverage strengths
 - Develop opportunity areas
 - Mitigate deficit areas
- **Meet Approximately Every Three Weeks to Allow Candidate Time to Practice Change**
 - Hold three to four debrief meetings over two to three months
- **Follow-up Sponsor Team Meeting Mid-Phase 3**
- **Pulse Check (360°) Survey at Conclusion of Phase 3**



4. TRANSITION AND SUSTAINABILITY

- **Action Planning**
 - Create a formal, written development plan. *Candidate presents draft to manager.*
- **Formal Transition Meetings With Sponsor Team**
 - Assign support roles.
 - Schedule follow-up meetings between candidate and sponsor team.
- **Final Meeting Between Coach and Candidate**



COMMUNICATION PROCESS

Coach, Candidate, and Sponsor Plan

- Initial consult regarding engagement
- Alignment meeting in Phase 1
- Sponsor team in Phase 3
- Transition and sustainability meeting
- Regular touch points with coach throughout process

FranklinCovey and Client Organization

- Monthly activity reports
- Bi-annual or annual business review with our chief operating partner
- Select contact with FranklinCovey client partner.