



What Is Coaching?

COACHING – FOR LEADERSHIP, INDIVIDUALS AND PROFESSIONAL DEVELOPMENT

- 1:1 collaborative partnership with a skilled professional
- Designed to support your professional development
- Targeted facilitation to achieve specific change or goals
- Utilizes tools, practices and feedback for self-awareness
- Develops long-term competence that is self-sustaining
- Reinforces learning
- Confidential
- Used by organizations worldwide
- Is not therapy

THE ADVANTAGE WITH KEN

Coaching with Ken gives you a significant advantage because of his combined background in Organization Development ("OD") and his systemic approach to creating change and influence. Ken is a master certified coach and Master Trainer who trains other coaches and companies worldwide, and he is certified in multiple tools and methodologies that can adapt to your style and needs. Ken has helped numerous leaders, companies, and individuals, which is also reflected in the Testimonials.

Not all business coaches can coach the business or do Organization Development ("OD"). As a Business Coach, expert OD specialist, and trainer with diverse international experience as a business owner, employee and consultant, **Ken Sergi** has the unique skills take an integrated approach that aligns strategic directions to coaching outcomes for unparalleled skyrocketing success.

RESULTS

Coaching programs are your best invest to achieve business and personal success that can exceed your expectations with a proven return on investment as high as 570%, self-confidence by 80%, relationships by 73%, and work/life balance by 67%. You become more targeted in understanding yourself, your core motivations, and style of leadership, decision-making, communication, and interpersonal relationships. Through coaching you address the strengths, challenges, and blind spots to unlock your potential and be significant more influential that is transformation and self-sustaining.

WHAT IS IT?

Coaching is a confidential one-on-one opportunity to target your individual development and accelerate your success whether you're a business leader, executive, owner, or professional. You work with a skilled professional in a collaborative partnership built on trust with a commitment to support you in a way that develops internal competence that is transformational, long-term and self-sustaining. Coaching is structured to facilitate alignment of where you're going and how to get there with practices and feedback, while addressing "blind spots" or obstacles that block your potential. You understand more about yourself and how to operate more successfully. Your Coach is an ally to provide expert unbiased perspectives and hard truths blended with skilled methodologies and diverse real-world experience.

BUSINESS COACHING

A business coach is someone who is specifically skilled and experienced to work within a business environment and utilize valid methodologies. The term "Business coaching" can be used interchangeably to label your individual coaching within a business setting, or refer to executive, leadership, entrepreneur, or employee coaching. When a business coach is hired to work with an individual within a business, accountability is to the individual being coached. Confidentiality is still maintained where anything discussed in the coaching relationship is not reported back to anyone at the company. This is essential for maintaining trust.



VALUE – WHY DO COACHING?

Return on Investment ([ROI the Manchester Study](#)) has proven to be as high as 570% (see "Value" below). It can improve your performance by 70%, self-confidence by 80%, relationships by 73%, and work/life balance by 67%.

Executive and leadership coaching strategically supports your ability to successfully lead, impact and influence the organization. Employee coaching improves performance. Coaching can also retain clients, reduce turn-over, reinforce learning and systemically facilitate organizational change in ways that accelerate maximum potential.

You will develop skills and competencies to be self-aware and self-correcting in a manner that maximizes potential and builds long-term self-sustaining success. Coaching is not an enforcement process, nor a fix or a guarantee. It is not therapy. Change takes time through awareness and participation. You create and influence the change you want to see or experience.



Studies have shown up to 570% ROI over consulting, training and development investments. The value, savings and growth as a result of coaching may far exceed the cost. Coaching is the most powerful, quickest and most cost-effective tool for speeding up development and ensuring success now and tomorrow. 40% of new executive hires fail within the first 18 months at a cost of 1.5 to 5 times their annual salary primarily due to influential failure.

- A Manchester Inc. study of 100 executives working with coaches, found a 570% ROI. Productivity increased 53% with quality up 48%. Work relationships with direct reports improved for 77%, with supervisors for 71%, and with peers for 63%. Overall job satisfaction increased for 61% of coached executives. http://www.kensergi.com/mycoachken/coaching_research.pdf
- FORTUNE magazine (May 2002) reports that the Metropolitan Life intensive coaching program for retail salespeople had an ROI of over 500%. Productivity rose an average of 35%. 50% identified new markets. Retention was 100%. (Industry statistics show replacing a salesperson with 3 years experience costs \$140,000.) The program cost about \$620,000 and delivered \$3.2 million in measurable gains.
- The "Good to Great" research indicates the critical impact of Level 5 Leaders on top performing organizations. Most executives will need coaching to achieve this level of excellence.

The value of each service can be measured differently, such as;

- Higher performing employees;
- Leader more effectively influencing performance;
- Client retention;
- Employees replicating cultural values and expectations that grow the business and reduce working hours;
- Creating cohesive teams who achieve performance goals in a healthy work environment that translates into retention, reputation, growth and advancement;
- Targeted training dollars.

The cost of doing nothing can be:

- Disempowered low-performing employees
- Poor leadership negatively impacting performance and organization success;
- Tremendous cost of a bad hire that could have been avoided;
- Lost clients when they have a negative employee experience.

ASSESSMENTS

Assessment tools can be utilized to determine a base-line of skills or personality, but are not required. Programs are

designed specifically for the individual with practices and feedback that can be challenging and meaningful.

TESTIMONIALS

<http://www.kensergi.com/mycoachken/testimonials.htm>

STRUCTURE

Coaching follows a structured process generally based on scheduled time of approximately one hour. The frequency is determined by mutual agreement and can be adjusted, but usually starts weekly or bi-weekly. The initial intake session might last longer to be 90 minutes and include establishing goals and agreement, conduct any appropriate assessments and build an action plan. Consistency is essential to ensure accountability.

Coaching can be just as effective in person as on the phone; in many cases the phone can be more effective. Coaching sessions might be supplemented by occasional email or brief interim conversations, depending on the initial agreement. The overall process:

- Establishing goals and agreement
- Conduct any appropriate assessments
- Selected and build an action plan
- Implement the plan with tools, practices and feedback
- Evaluate progress and make adjustments
- Close the process or re-commit