

PERSONAL COACHING™

Because Genuine, Lasting Change Doesn't Happen Overnight

The Coaching Solution

Coaching is proven to be the highest evolved methodology for adult learning, designed to create positive change. It consists of clients interacting on a regular basis with a personal coach over an extended period. Between coaching sessions, clients have ample time to learn, practice and form new habits that ensure results.

The Coaching Learning Model

Coaching creates the measurable impact successful people demand from method-based learning. It is based on two constructs: seeing the client as capable and holding the client accountable to that capacity. All of the essential elements of education are integrated into coaching delivery:

- Knowledge
- Application
- Accountability
- Motivation
- Time

The Significance of a Certified Franklin-Covey Coach

Certified Franklin Covey Coaches possess a wealth of experience and education that they draw upon as they work with their clients. Certified coaches go through an intensive training and certification process that includes:

- Setting coaching objectives based on the client's agenda
- Tying all coaching concepts into proven principles
- Identifying and defining the client's current focus
- Co-creating a plan of action steps to meet the focus
- Supporting the client in making and keeping commitment toward the focus

What is the Coaching ROI?

The answer is simple -- coaching provides a return on investment of 352%. That means \$1.00 spent on coaching converts to \$4.52 in increased productivity (source: Jack Phillips ROI Study, 2001)

"Nearly 80% of coaching participants agree that coaching is the most effective method they have experienced for learning and internalizing new information."

(source: Jack Phillips ROI Study, 2001)

TRAINING IS GOOD.
COACHING MAKES
IT BETTER.