

“Accelerating Individuals Toward Peak Performance by Understanding Thinking,” will begin by examining coaching industry trends and the evolving needs of the marketplace. Additionally, it will explore the ProAdvisor Coach proprietary method for coaching, and explain why it is structured to best address these needs through a thinking-centric model focused on achieving peak performance within individuals, teams and organizations.

ACCELERATING INDIVIDUALS TOWARD PEAK PERFORMANCE BY UNDERSTANDING THINKING:

*The ProAdvisor Coach Approach for
Coaching Individuals, Teams and Organizations*

BACKGROUND OVERVIEW

I. The Need for Coaching

Just as the world is changing at an exponential rate, so is business and the challenges it faces. Among those challenges is the changing workforce. What people want from their jobs and careers has changed. Keeping employees committed requires keeping them happy, not only with their individual jobs, but with the entire organization as well. It is becoming clear traditional management methods are falling short in this new workplace. Businesses must learn to use coaching, not only as a solution to current employee issues, but as an ongoing management practice for the future.

II. The Advantages of Coaching

As the Harvard Business Review defines it, business coaching is a process that 1) focuses on the future, 2) fosters individual performance in a business context, and 3) helps executives discover their own path.(1) This definition provides a concise background for all of the varied advantages of coaching.

First, and foremost, it hones the leadership skills of high-potential individuals. Secondly, it corrects management behavior problems like poor communications skills, failure to develop subordinates, or indecisiveness. Third, it ensures the success, or decreases the failure rate, of newly promoted managers. Fourth, coaching corrects employee relations problems such as poor interpersonal skills, disorganization, and demeaning or arrogant behavior. Fifthly, and finally, it provides the required management and leadership skills to technically oriented employees.(2)

Addressing reasons for coaching only addresses on set of advantages of coaching. Just as important as the coach is an objective outside party. This unique position allows the coach to 1) provide different viewpoints than someone within the organization that might have an axe to grind, 2) help clarify goals and the paths that lead to them, and 3) provide the necessary follow through to make sure solutions are implemented to their full potential.

III. Industry Trends

The coaching industry has come to a significant place in its evolution, especially in regards to the trends that are shaping its future.

These trends include:

- a shift from behavioral problems to high performance in leaders
- a shift toward determining one or more of the following:
 - Return on Investments (ROI), financial return
 - Return on Objectives (ROO), performance return
 - Value of Investment (VOI), hard and soft benefits
- a shift toward matching coaches with clients based on experience and “fit”
- a shift from other professions, such as consulting or mental health, to unique distinction as a coaching profession
- a shift toward credentialing and external assessment of coaching skills

IV. Challenges in Finding the Right Coach

Like many challenges, the act of hiring the coach and finding the right person for the job, is the real battle. Consider this, business coaching is the second fastest growing profession, next to Information Technology (3), and all it takes to look like a professional is for a person to say he or she is a coach, and get a business card.

V. ProAdvisor Coach Distinction

As a privately-owned business coaching company, ProAdvisor Coach is committed to unlocking the true potential of individuals, teams and organizations. Through its proprietary coaching methodology, ProAdvisor Coach empowers employees and organizations by accelerating the positive development of every individual - both personally and professionally. Groups and individuals learn to harness and focus time, money, relationships, health and purpose on their paths to ultimate success.

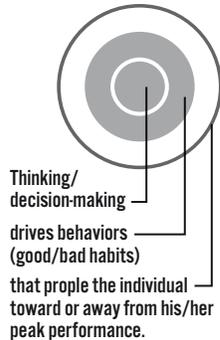


Figure 1: In the ProAdvisor Coach approach, thinking is the source of all decision-making, which drives action/behavior. As behavior establishes habits, bad habits either fall away from reaching capacity (failure) or tend toward reaching full capacity (success.)

THE PROADVISOR COACH ADVANTAGE

I. A “Thoughtful” Approach to Success Conditioning

Ultimately, the ProAdvisor Coach coaching methodology is based on the way individuals think, individually and as part of a group, focusing on peak performance at three levels: 1) individual peak performance, 2) team peak performance, and 3) organization peak performance.

This method leverages the natural strengths of the individual or group, while managing potential weaknesses to create successful habits. The methodology is based on the four following relationships:

- thinking drives decision-making
- decision-making drives behavior/action
- behavior/action drives habits
- habits drive success or failure

If a person’s or group’s thinking is understood, then it is possible to guide their behavior away from bad habits (which drive failure) toward good habits (which drive success.) Bad habits can also be seen as driving the individual, team or organization away from its full capacity (i.e. “failure”), while good habits can be seen as driving the individual, team or organization toward its full capacity (i.e. “success.”) (Please see “Figure 1.”)

II. The ABCs of the ProAdvisor Coach Method

While the thinking-based model discussed above shows how an understanding of thinking ultimately drives operational capacity (success), it is important to understand that the best results are achieved when the individual, team and organization are constantly being reexamined. For this reason, the ProAdvisor Coach method is also a cyclical process, with the goal of continuing to re-examine the individual’s performance, and pushing the successful individual, team or organization towards greater success, and as full as an operational capacity as possible.

The ProAdvisor Coach method is cyclical method utilizing three phases. (See “Figure 2.”)

THE ABCs OF THE PROADVISOR COACH METHOD

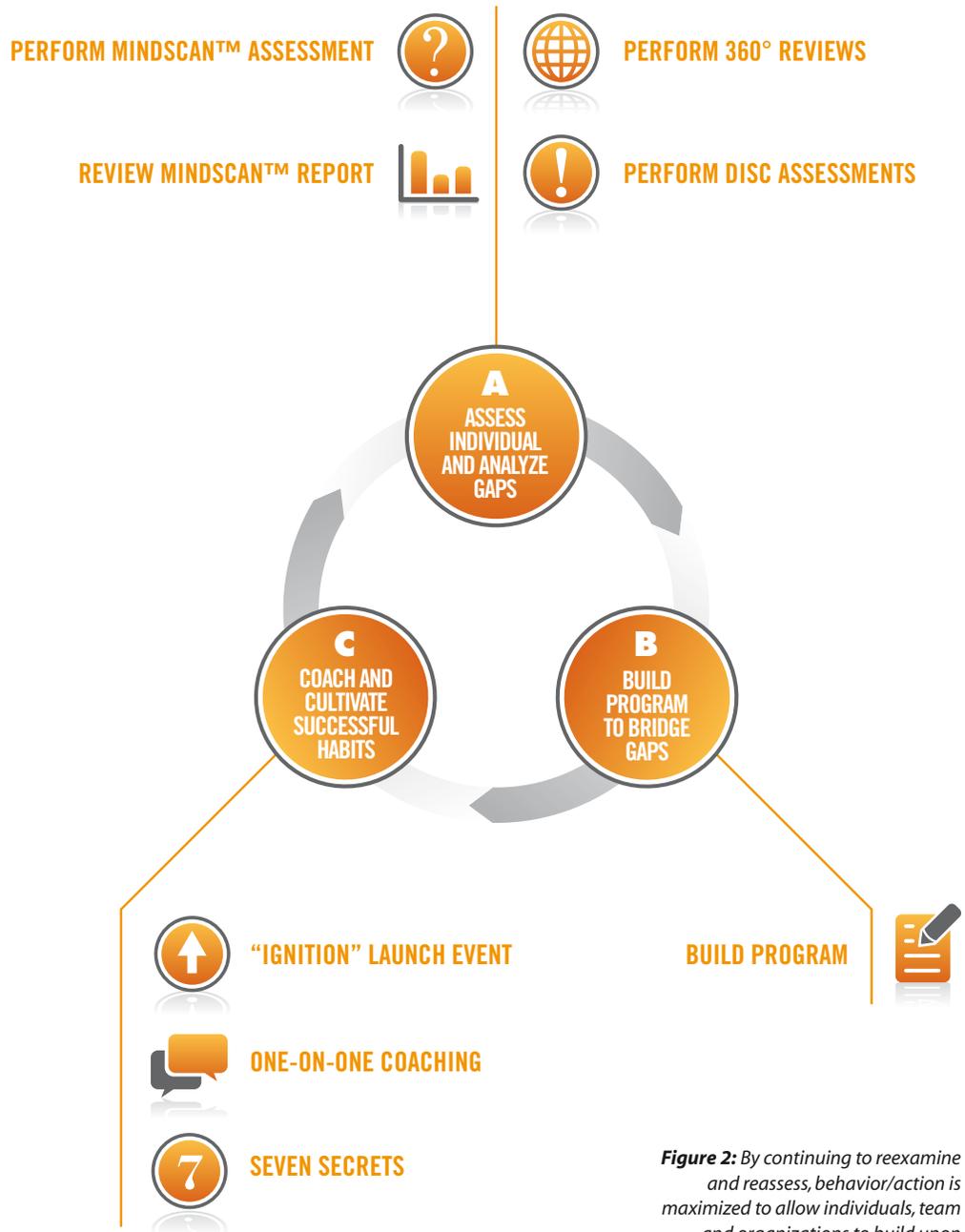


Figure 2: By continuing to reexamine and reassess, behavior/action is maximized to allow individuals, team and organizations to build upon past success, but continue toward their full capacity and potential.

**Phase 1 (A):
Assess the Individual and Analyze the Gaps
Between Performance and Capacity.**

During the initial round, this phase starts with the MindScan™ assessment and proprietary MindScan™ Report, allowing PAC to accurately empirically assess the motivational drivers behind an employee’s behavior as an individual, as well as part of a team and part of an organization. Additionally, a preliminary gap analysis is completed for each individual to demonstrate how barriers to personal and team peak-performance can be identified. (capacity).

During subsequent rounds, the use of 360° evaluations and DISC assessments are used in addition to the MindScan™ assessments to help determine the progress made in closing the gaps between the individual’s performance and capacity.

**Phase 2 (B):
Build a Plan to Bridge the Gaps
Between Performance and Capacity**

Based on the strengths, weaknesses, and capacities determined as part of Phase I, a launch program and ongoing coaching program are put in place to address these needs. Additionally, a plan is set in place to measure ROI, ROO and VOI. During subsequent rounds these ongoing programs are adjusted around the analysis performed during the “A” phase.

**Phase 3 (C):
Coach and Cultivate Successful Habits**

To kickoff the program developed in the “B” phase, an initial “Ignition” Launch Program/Event is developed. These interactive, experiential off-site programs are developed for individuals, teams and organizations to practice breakthrough behaviors.

Beyond the Ignition event, one-on-one executive coaching and scheduled process reviews help condition new thinking patterns and behaviors.

Additional coaching sessions (during the first round and subsequent rounds) are conducted either one-on-one, over the phone, or through an exclusive online library of peak performance tools known as “The Seven Secrets.”

A Cyclical Model

Essentially, the ProAdvisor Coach method is a gap analysis loop, assessing outcomes of the coaching plan developed in the “B” phase and executed during the “C” phase. In turn, the individual, team or organization are sent back through the various phases of the process, examining thinking to adjust behavior and maximize performance capacity. (See “Figure 3.”)



Figure 3: The ProAdvisor Coach method can be thought of as a sort of “peak performance accelerator.” Like a car engine, as the individual and the program are tuned and retuned, the individual’s actions continue moving toward peak performance.

THE 3 BUILDING BLOCKS OF THE 7 SECRETS

SELF-AWARENESS & OUTCOME CLARITY

- What is your capacity (individual, team, and organizational)?
- How much of it are you using?
- How clear are you about where you are headed?
- How are you going to measure it?

LEVERAGE MOMENTUM STRATEGY

- What are the gaps between where you are and where you want to go?
- Design the road map to get there.
- Fuel and launch the program.

PERPETUAL SUCCESS CONDITIONING

- Reinforce good thinking, habits and behaviors, for conditioned long-term success.

THE 4 KEYSTONES OF THE 7 SECRETS

VALUE SPECIFIC IDENTITY

- What is your passion?
- What is your genius?
- Where do you generate the most revenue?
- What is the “sweet spot” (intersection) of all three?

STRATEGIC ALLIANCES

- Who (internal and external) will accelerate your path to success?

PROCESSES, PEOPLE & SYSTEMS SYNERGY

- What technology systems and processes will accelerate your path to success?

SUCCESSION AND LEGACY FOR ABUNDANT LIVING

- What does the compelling future look like?
- What’s next?

III. The MindScan™ Proprietary Assessment Tool

As a tool for coaching success, the strength of the MindScan™ Assessment Tool is undeniable. Based on the Nobel-nominated Hartman Value Profile, the assessment is an axiological inventory that measures a person’s capacity to make value judgments concerning the world and one’s self.

This tool assesses people’s thinking patterns by ranking two sets of 18 items. The results show how a personal thinks in two worlds (externally and internally) and in 6 dimensions (empathy, self-care, practical thinking, role awareness, structured thinking and self-direction.) Additionally, the results are derived from logical mathematical norms, and they are not based on the values of any specific population or group. It is not a “test” to be passed or failed; and the results have no bias with respect to sex, age, race, creed, or any other socio-cultural classification. Honesty is the best criterion for obtaining accurate results.

In addition to the individually-focused MindScan application, PAC has also developed TeamScan™ to assess a team’s thinking patterns. Together, in the training and coaching marketplace, these two tools provide unmatched insight into the thinking patterns of individuals, teams and organizations.

Particularly, executives, managers and employers responsible for others will fit MindScan and TeamScan useful for:

- discovering the strengths and weaknesses of their associates and potential employees
- identifying areas where additional training may be needed
- building work teams and groups
- measuring group morale and spirit
- determining suitability for promotions and job relocations
- retaining existing employees and hiring people who are likely to stay in their jobs, thus cutting down significantly on replacement and training costs
- preventing accidents

IV. “The 7 Secrets” and ProAdvisor Coach Content

Unlike other companies that have content based solely on theoretical models, or a single author, PAC has developed content from the most successful business leaders we could find. Then we put it online in the form of 52 measurable activities. “The 7 Secrets” is a product based on the successes and failures of hundreds of business leaders. This automated process allows coaches to stay focused on each client’s agenda between sessions.

The 7 Secrets cover:

1. Self Awareness and Outcome Clarity
2. Leverage Momentum Strategy
3. Perpetual Success Conditioning
4. Value Specific Identity
5. Strategic Alliances
6. Processes, People & Systems Synergy
7. Succession and Legacy for Abundant Living

The 7 Secrets drive accountability in the following ways:

1. BIG Game Plan (reviewed quarterly)
2. CSFOs Individual (reviewed weekly)
3. Personal scorecards (reviewed daily)
4. Dashboard Metrics (reviewed weekly)
5. Daily Focus (reviewed daily)

The PAC proprietary CRM (customer resource management) system enables any client to access any of the content areas between or during a coaching session. (Our CRM also enables us to guarantee excellent coaching delivery in the unlikely event that one of its coaches is unable to continue working with a client. Otherwise their confidential work together.) However, the client's action steps are retained online in a secure location.

It is unknown if any other coaching company offers such a robust CRM system tied to content that is proven to drive accountability and peak performance.

V. ProAdvisor Coach People

ProAdvisor Coach utilizes only great people. From the MindScan™ Assessment, they understand thinking patterns move from the Intrinsic to the Extrinsic to the Systemic. They start with the Intrinsic—with great people. Then they are matched with the Extrinsic—unique customers. Finally, the Systemic is constructed—the company's ideal.

All PAC coaches are impressive. Coaches are attracted who are 1) proven business leaders, 2) experienced through coach-specific training at a university, or credentialed by the International Coaching Federation, and 3) actively doing their own work with another coach. ProAdvisor Coach does not train coaches, and does not hire aspiring coaches.

Once hired, excellent coaching is guaranteed by 1) training with DVD and audio, 2) certification in the use of the MindScan™ assessment, 3) regular and ongoing mentoring, and 4) professional development focused on best practices.

In addition to PAC's active coaches and our MindScan™ certified coaches, PAC maintains alliance partnerships with coach training companies and universities that guarantee access to hundreds of qualified coaches.

ProAdvisor Coach is uniquely positioned to provide any coaching engagement to any corporate client of any size anywhere in the world.

CONCLUSION

To experience the ProAdvisor Coach Advantage for yourself, and participate in a sample MindScan profile and review, please contact ProAdvisor Coach at (704) 752-7760, or email info@proadvisorcoach.com.

(1) Harvard Business Review, January 2009

(2) The Top 10 Most Important Things A Coach Can Do To Help A Client. Coaching Tools & Skills 50 11/18/96

(3) National Post, April 4, 2007

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