



# Integrity Coaching®

is a developmental process that equips leaders with the knowledge, skills and tools to improve performance and develop people to their highest potential. It is based on the belief that coaching begins with building people.

## Integrity Coaching® Includes:

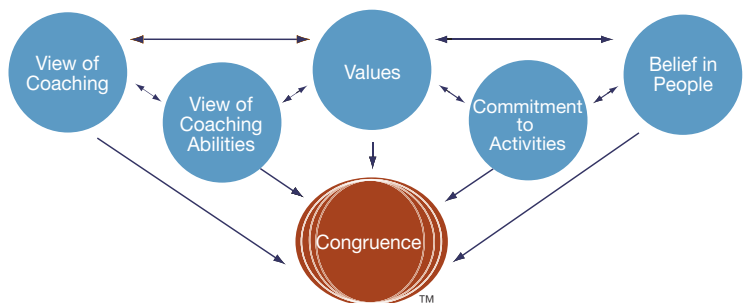
- A simple 5-step coaching system
- Strategies for coaching different Behaviour Styles®
- An eight-week follow-up course with accountability for application
- A leadership model that focuses on achieving a balance between developing people and reaching goals
- Strategies for breaking the Law of Limited Performance

“ The investment we are making in Integrity Coaching® is paying huge dividends in shaping a performance-driven, values-based culture – where people will be motivated, engaged and develop beyond their potential. ”

Vice President

## Congruence of Knowledge, Skills and Values

Effective coaching requires more than knowledge. It is also influenced by five key dimensions related to attitudes and beliefs.



Integrity Coaching® brings these dimensions into congruence, or alignment, through presenting a positive values-driven definition of coaching – and then reinforcing it through application.

## Sales Leaders who participate in Integrity Coaching® will:



### Integrity Coaching® Principles

Integrity Coaching is based on the fundamental beliefs that coaching is:

- Building people and helping them build your team and organization
- Identifying potential in people
- Helping people set goals and accomplish them
- Believing in someone at a greater level than they believe in themselves
- Equipping people to become self-sufficient in their growth
- Sincerely caring about the success of others and investing time and energy to promote that success
- Helping others develop a sense of purpose and vision for their professional and personal life
- Working with someone to identify meaningful, tangible and attainable goals

### Timeline for Behaviour Change

The objective of Integrity Coaching® is to support the consistent application of new coaching behaviours. Coaching processes and tools are introduced in a highly interactive one-day seminar.

Skills are reinforced during a structured eight-week follow-up course where participants practice developmental coaching, report on progress and learn from coaching experiences of their peers. These one-hour follow-up modules can be delivered through classroom, teleconference or webinar.



Integrity Coaching® can be delivered by your certified facilitators or Integrity Solutions' trainers. Certification courses are offered quarterly or can be conducted on site.