

Purpose: 7-Step Coaching is an assessment-based, scientific approach to improving performance. It was developed by a cognitive scientist who studied successful leaders in leading corporations for over 20 years and translated his findings into 7 progressive coaching interventions that consistently led to change-improvement. The method/tools proved to be so effective they are now taught in courses to HR staff, professional coaches, and consulting psychologists.



The 7-Step Coaching Process is a rigorously-analytical development and performance improvement process that is facilitated over 7 steps:

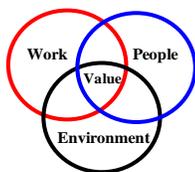
- 1) **Contracting** – we set specific, measurable performance improvement goals, then define our methods, and explain coach-participant roles.
- 2) **WPE Analysis** – we do a ‘common sense review’ of Work, People and Environmental factors that are now or will influence performance.
- 3) **Assessment** – we quantify what is causing performance on 5 Levels of Measurement (traits-preferences-values-skills-behaviors)
- 4) **‘Domains of Genius’** - we thoroughly investigate what is right about participants in order to find, build, and capitalize on their strengths.
- 5) **Performance Pyramid** – we do ‘root cause analysis’ of participants’ current results so that interventions are relevant, timely, and effective.
- 6) **Interventions** – based on their ‘targets for change’ we tailor learning solutions to each participant’s unique learning needs and style
- 7) **Self Management** – coaching ends when performance improves and participants show they have both the will and ability to self-manage.



Performance improvement and talent development are the common reason clients engage us in 7-Step Coaching assignments. If not Specific change-improvement objectives we always add the often unspoken objective of enabling-enhancing-ensuring each participant's **success** on the job - through a timely balance of *Performance, Growth, Satisfaction, and Well being* in their work-lives.

Our research shows these 4 factors are interdependent, meaning that pursuing one at the expense of the others produces inferior results with *hidden costs* that later affect participants' performance, tenure, and overall work-life quality. It takes more expertise to coach 'balance' as part of each coaching assignment but the payoff to our participants and

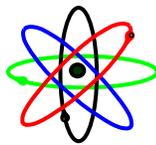
We apply an extensive inventory of research-based, field-tested resources in the course of a 7-Step Coaching Process. The illustrations below represent just a few of the proprietary measurement technologies and state-of-the-art coaching methods in our inventory of assessment-development-coaching solutions.



WPE Analysis



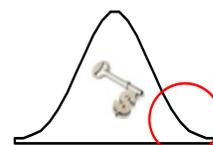
5 Measurement Levels



Domains of Genius



Performance Pyramid



High Achievable Standards



Self Management