

Hands-On Coaching Skills Training...with Immediate Results!



What is Laser Coaching?

Laser Coaching is a focused, cutting-edge coaching system created by expert coaches to provide corporate leaders and managers with state-of-the-art skills. *Laser Coaching* streamlines communication, maximizes engagement and produces lasting results with teams and clients.

Why Take this Workshop?

Whether communicating with internal stakeholders or with clients around the world, you will learn to:

- Effectively coach anyone, anywhere, anytime
- Develop and deepen working relationships
- Build client trust and confidence
- Improve communication and save time
- Energize team participation and productivity
- Convert challenges into coaching opportunities
- Quickly uncover underlying issues
- Easily work with difficult personalities
- Inspire teams through internal motivation
- Know when to coach and when to direct

Who should attend?

Leaders and managers who collaborate with others internally, manage teams, or work with clients on a global level.

Your Workshop Coach

Kip McClure, JD, PCC is co-creator of *The Laser Coaching Workshop* and lead presenter for International Master Coaches. As a seasoned, credentialed executive coach, he has worked with executive teams in London, Athens, Montreal, Beijing and the USA. Kip is credentialed by the International Coach Federation (ICF) and was a featured presenter at the IMC's Global Coaching Conference in London.

"This is a **very powerful training** that can make you a better executive and person, no matter how experienced or successful you are." *Jill Macleod, Senior Consultant, JL Cornerstone, Toronto, Canada*

"If you really want to **improve your skills** as a people manager, executive or consultant, **this is a must do!**" *Katerina Meimaroglou, Partner, Cornerstone International Group Ltd, Athens, Greece*

"A **great team builder** that really helps with solving problems." *Lisa Kek, Program Manger, Temecula, California, USA*

"It is not only an educational experience, but a **dramatic self-development** step." *Tommasso Lazzari, Senior Consultant, Cornerstone International Group, Rome, Italy*

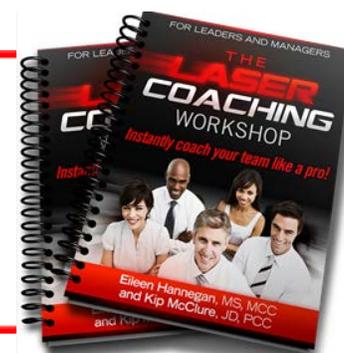
"**If you are serious about helping people** achieve goals, I can't think of a better way than to take this training."

Neil McLaughlin, Managing Partner, BK Cornerstone, London, UK

The *Laser Coaching Workshop* is presented LIVE at your location in your choice of either 1-day or 2-day formats. Reserve your workshop today!

Contact: Kip McClure: kip@InternationalMasterCoaches.com

Customized Coaching Skills Training for Global Organizations



Overview

Program Description: Masterful coaching skills are not just for professional coaches, but can be effectively practiced by leaders to improve communication, empower teams, increase productivity, deepen relationships, build confidence, and impact the bottom line. This highly interactive professional coaching skills workshop from [International Master Coaches](#) provides an engaging, user-friendly learning experience. The training is presented in three modules:

- 1. Pre-Workshop Survey** - Participants self-assess their previous coaching experience, workshop expectations, personal intentions, and desired outcomes via email survey.
- 2. The Laser Coaching Workshop:** Participants are quickly immersed in the world of professional coaching and learn the powerful *Laser Coaching* method. The training acknowledges the various roles and responsibilities of leaders, and examines how to identify and implement the appropriate coaching skills for a given situation. Participants leave with the confidence to effectively incorporate basic professional coaching skills on the job the next day. *(See Agenda, page 2)*
- 3. Two Follow-Up Coaching Practice Sessions:** Participants hone their skills in these live group sessions. These sessions reinforce and deepen the learning and help promote a coaching culture within the organization. Sessions are conducted by phone, enabling participation from anywhere in the world.

Key Learning Points:

- When to use coaching vs. “directing” with team members and clients
- How to coach confidently using the “5-C’s” Coaching Model
- How to start coaching immediately--and get results--with *The Laser Coaching Method*
- How to use coaching to engage clients and build solid customer relationships
- How to help clients move forward when they are “stuck”
- How to apply the Coaching Engagement Model in onboarding and with new hires
- How to skillfully maintain a coaching perspective in a fast-moving competitive market

Workshop Presenter: Kip Stratte McClure, JD, PCC, is seasoned and credentialed international executive coach and presenter with more than 15 years professional coaching experience. *See bio page 3*

Workshop Materials: Participants receive a comprehensive *The Laser Coaching Workshop* training manual to reinforce skills building, application and ongoing practice.

Sample 2-Day Program

Also available in 1-day and 1.5 day formats

Day 1

1. Introductions, Expectations and Intentions
2. Defining professional Coaching. What It Is, and What it is Not
 - a. Distinguishing coaching from mentoring, counseling and advising
 - b. What is skilled coaching?
 - c. Coaching examples for observation and discussion
3. Coaching vs. Directing
 - a. Positives and negatives of directing others
 - b. When to leverage coaching instead of directing
 - c. The neuroscience of a coaching approach to communication
4. Understanding and Applying the 5-C's Coaching Model
 - a. Building genuine trust and rapport
 - b. Identifying the core issue, not just the problem
 - c. Supporting the person in finding strategies for action
 - d. Accessing personal strengths and motivations to overcome obstacles
 - e. Aligning inner motivation to move forward toward identified goals
5. Learning *The Laser Coaching Method*
 - a. The six critical Laser Coaching questions
 - b. Practical coaching tips and skills
 - c. How to coach the person, not the problem
6. *Laser Coaching* Practice Sessions
7. Creating Dynamic Coaching Questions
 - a. The formula behind good coaching questions
 - b. Coaching questions that fortify the 5-C's Coaching Model

Day 2

8. The Hidden Power of "Silence and Pause" in Coaching
 - a. Advancing coaching skills using silence and pause
 - b. How to use silence or pause for maximum impact
9. *Laser Coaching* Practice Sessions
10. Using the Coaching Engagement Model for Team Development
 - a. The 4 states of the Coaching Engagement Model
 - b. How to blend and balance directing and coaching
 - c. Sample Scenarios
11. *Laser Coaching* Practice Sessions
12. Commitment to Action: Incorporating Coaching Skills with Confidence
 - a. Anchoring the learning
 - b. Personal Coaching Development Plan
 - c. Group Coaching Development Plan
 - d. Integrating coaching skills into your life and work

Post-Workshop Reinforcement - Participants receive 3 live, 90-minute group Coaching Skills Practice Sessions conducted by instructor, to further hone and reinforce the training. (2-Day Format only).

Workshop Presenter



Kip Stratte McClure, JD, PCC is co-creator of The Laser Coaching Workshop and co-founder of International Master Coaches (IMC). As the lead workshop presenter for IMC, Kip has worked with executive teams in Athens, London, Montreal, Beijing and the USA. He has been a featured presenter at the Global Coaching Conference in London. A former attorney, Kip has been a professional coach since 2002. He has coached and mentored a wide range of high achieving professionals focused on leveraging individual strengths to achieve personal and professional goals. Kip also heads the Pro-Wellness Coaching Program at IMC, emphasizing personal health, wellness, and work/life balance. Kip is a former Senior Executive Coach and Executive Coaching Skills Trainer with Cornerstone International Group, Ltd. He is based in Southern California.

Education and Training

Graduate, College of Executive Coaching
Graduate, Coachville Graduate School of Coaching
JD, University of Santa Clara Law School
BA, University of Southern California

Certifications

Certified Personal and Executive Coach, College of Executive Coaching
Professional Certified Coach (PCC), International Coach Federation
Certified Health and Wellness Coach, Wellcoaches, Inc.
Certified Behavior Change Specialist, American Council on Exercise

About International Master Coaches

We offer a full range of coaching, mentoring, and coach training services for leaders, managers, and teams. Please visit our website to learn more about our programs:

- Customized Coaching Skills Training
- The Laser Coaching Workshop for Healthcare Professionals
- The Laser Coaching Workshop for Leaders and Managers
- Wellness Coaching
- Leadership Development
- Coaching Interventions

Contact

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