

Leader as Coach



An Employee Engagement and Retention Imperative

The merits of developing an internal coaching culture can be attributed to the growing concern that as Baby Boomers retire, organizations will be faced with a significant talent deficit. It behooves organizations to address this impending talent shortage now by supporting managers in acquiring the necessary skills

and best practices for effectively engaging and retaining top talent at all levels.

According to the Gallop Poll, 29% of employees are fully engaged at work; 54% are neutral and all others are disengaged! Disengaged employees cost companies in North America \$300 billion in lost productivity as stated in a 2005 Harvard Business Review article Manage Your Human Sigma by Fleming, Coffman and Harter. Disengaged employees quit resulting in significant costs and disruption to their employer's business.

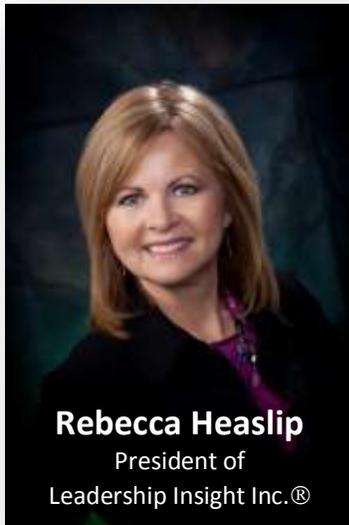
THE SOLUTION... train managers how to coach staff members for development not just for performance – to reach out to all generations of employees to help them realize their full potential. Organizations that recognize the value of developing a coaching culture experience a direct return on their investment. In a study published by Hewitt Associates which tracked over 300 companies over 5 years, increases in employee engagement clearly preceded improvements in financial performance. Managers that embrace a coach-approach to leading, inspire teams that are more loyal and committed to achieving the organization's goals and objectives (the definition of engagement).

In a recent study by the Bedford Consulting Group, 62% of executives surveyed believe that the shortage of talent is about to get worse with boomers retiring and that many younger managers are ill-prepared to step in to replace them. As workplaces become more diverse and the talent pool shrinks, managers will need to understand how to inspire and engage staff members who are motivated by things other than financial rewards, such as the opportunity to perform interesting work in an environment where they feel valued.

This interactive presentation will start with an overview of how coaching for development differs from coaching for performance. The presentation will outline the benefits and process of developing an internal coaching culture by training front-line managers to 'C' suite executives how to incorporate coaching in their day to day activities. We will invite participants to share with the group their organization's experiences (positive and challenges) in developing managers as coaches.

In This Presentation Participants Will Learn:

1. The benefits to the organization of building an internal coaching capability, as well as the personal benefits for the employee and the manager.
2. How managers can reconcile their two key roles - managing and evaluating a staff member's performance and acting as that person's advocate for their career development.
3. How to gain endorsement with senior management for building a coaching culture.
4. Dealing with resistance to culture change.
5. The 3 key coaching capabilities necessary for all great coaches in delivering all types of coaching.



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Rebecca Heaslip is an entrepreneur, coach, speaker and author of the upcoming book “Simply...Trust Your Gut! -Access your Intuition every day and transform your life!”

Rebecca has been in business for more than 14 years, helping organizations transform talent into performance and managers into leaders. Managers learn how to engage staff through regular, respectful coaching conversations through, the 2 day Confident Coach™, program she developed. Rebecca is certified to deliver many leading edge behavioural assessments, including: EQ, 360 Degree Feedback Surveys, competency assessments, etc.

Her passion is helping people to grow, develop and discover careers that align with their heart's desire, turning dreams into reality. Many people have had success with her 5 step process called “Intentional Intuition” to leverage their intuition when making key decisions in all areas of their lives.

Prior to establishing her company, Rebecca held positions in sales, marketing and sales management. Her 25 years of broad-based business experience, business acumen, certification in leading-edge psychometric assessments and intuitive insights enable her to offer clients a wide breadth and depth of service offerings. Her clients include organizations both large and small in the private and public sectors, and individual coaching clients.

Rebecca believes her clients have the answers to solve many of their problems and the wisdom to recognize and capitalize on opportunities; her passion and her calling is to support and encourage individuals to balance rationality and facts with intuition to make the best possible decisions.

Rebecca holds a Bachelor of Arts Degree in Sociology and a Certificate in Instructing Adults. She is a certified Executive Coach through Co-Pilot Coaching, and an active member of the *Human Resource Professionals Association; Strategic Capability Network; Women’s Executive Network; International Coaching Federation-Toronto Chapter; Ontario Municipal Human Resources Association, Canadian Community of Corporate Educators and TTI Chairman’s Club.*

Rebecca is an active volunteer in the Oakville community – as a past member of Cabinet with the United Way of Oakville for several years, and presently as a volunteer with the Oakville Hospital Foundation.

Rebecca is a lively workshop facilitator and sought-after public speaker on the following topics:

- What’s Your Gut Telling You?
- Employee Engagement: What’s Trust Got to do With It?
- Create A Coaching Culture – A Manager Imperative
- Strategic Leadership
- Assessing Performance and Potential using 360-degree Feedback Surveys