

**Career Coach Academy
Leadership Coach Academy**

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877-659-3769



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**Certified Leadership & Talent
Management Coach (CLTMC) Program**

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**Certified Leadership & Talent
Management Coach (CLTMC)**

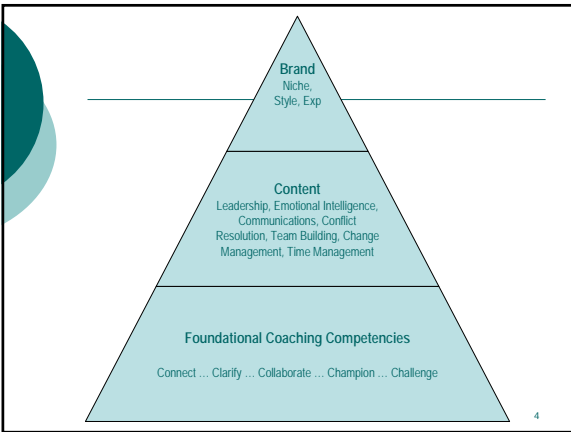
Coach Marla Emery

Marla's Expertise & Experience:

- * Principal, Charlotte Transition Specialists
- * Certified Leadership & Talent Management Coach
- * 20 Years in Corporate Business as a consultant, manager, trainer & coach
- * 7 Years in the Coaching Industry
- * Board Member ICF-Charlotte Area Chapter
- * Univ of North Carolina-Charlotte Coaching Grad
- * B.A. Degree, University of Delaware



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- ### Leadership & Talent Mgmt Program
- o Week 1: Introduction to LTM Coaching
 - o Week 2: Clarify Purpose of Coaching
 - o Week 3: Understand Organizational Context
 - o Week 4: Coaching on Vision
 - o Week 5: Tools for Creating Client Awareness
 - o Week 6: Strategies & Goals
 - o Week 7: Leadership Style
 - o Week 8: Career Development
 - o Week 9: Building a Strong Team
 - o Week 10: Leveraging the Brilliance of Your People
 - o Week 11: Coaching on Relationships & Communications
 - o Week 12: Coaching on Conflict Resolution
 - o Week 13: Coaching on Change Management
 - o Week 14: Coaching on Stress/Time Management Coaching
 - o Week 15: Calculating the ROI of Coaching Impact
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- ### Assessment Tools to Create Awareness
- o Work Behavior Inventory
 - o Golden Personality Type Profiler
 - o Multidimensional Leadership Profile 360 (optional)
 - o Leading Change at Every Level
 - o Relational Quotient at Work
 - o O*NET Work Importance Profile
 - o Locus of Control (Stress & Resiliency)
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Resources

- **Coaching Winners**
by Dr. Ronald Page
- **Boundless Diversity: An Intro to the Golden Personality Type Profiler (GPTP)**
by Dr. John Golden
- **Introduction to Conflict Management**
by Lance A. Berger, Dorothy R. Berger
- **Recommended: The Talent Management Handbook: Creating Organizational Excellence by Identifying, Developing, and Positioning Your Best People**
by Lance A. Berger, Dorothy R. Berger



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Leadership & Talent Mgmt Program

- **Satisfaction:** 100% of participants - very satisfied
- **Expectations:** 100% of participants - either exceeded expectations or greatly exceeded expectations
- **Prepared to coach:** 100% of participants - either well prepared or very well prepared

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Ongoing Free Thought Leader Forums

- **Next week, Thurs April 17:**
Scott Eblin, executive coach and author of *The Next Level: What Insiders Know About Executive Success*
- **Archive** from recent Forum on *True North* with Bill George of Harvard Business School (former CEO of Medtronic, Director of Goldman Sachs, ExxonMobile, and more)




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Leadership & Talent Management Program

- o **Last Opportunity for Discounted Investment for CCMCs:** \$1,895 for CCMC graduates (plus \$500 mentor coaching) – Use Coupon Code GROW for \$600 savings
- o **All Others, Early Registration Discount:** Save \$300 off normal \$2,795 registration, or \$2,495
- o **Refer a Friend:** Refer someone to May classes and receive a \$100 referral
- o **Deadline for Discount:** Friday, April 22nd
- o **Register:** Contact Terri Ferrara at 877-659-3769 Terri@LeadershipCoachAcademy.com
- o **Program Questions:** Contact Nancy Branton, Program Director at 866-286-7173 Nancy@LeadershipCoachAcademy.com

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Benefits & Value-Adds of Leadership & Talent Management Program

- o **Resource Binder:** Content-rich resource of coaching and leadership info and forms.
- o **Golden Personality Type Profiler (GPTP) Certification – FREE** (normally \$294) ([View Sample Report](#))
- o **Work Behavior Inventory (WBI) Certification - FREE** (normally \$196) PLUS WBI for Employee Selection. ([View WBI Sample Report](#))
- o **Multidimensional Leadership Profile (360° assessment) Audio Training – FREE** (normally \$196)
- o **6 powerful assessments** ... these are included in registration.
- o **Five Foundations** Coach Training audiotape course (5 hours) FREE (normally \$395) ... (license for one person).
- o **Team Coaching FREE add-on:** Internal coach from a Fortune 500 company shares how he coaches teams, plus how to use "Five Dysfunctions of a Team Survey" survey in coaching teams.
- o **Alumni Bonus Center (ABC):** Free one-year membership in the Academy's Alumni Bonus Center with access to shared learnings of coaching, marketing, and more, including interviews with thought leaders such as What Color Is Your Parachute author Dick Bolles and Bill George (PBS Top 25 Leaders of the Last 25 Years), and more!
- o **HRCI Recertification:** 38 hours (ALSO: As with other training that teaches coaching principles, you can submit the 30-hour CLTMC program for ICF as part of your ACC or FCC portfolio application)
- o **No Travel Expenses or Time Away from Office**

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Coach Approach for HR/OD/T&D: Steps to Implement LTM Coaching

- o **Implement Coach Training:** HR Generalists, HR Managers, L&T/OD Managers trained in coaching skills – Leadership or Career Programs through LeadershipCoachAcademy.com or CareerCoachAcademy.com
- o **Augment Existing Leadership Development Program:** Augment with coaching to accelerate development.
- o **Attend Free Thought Leader Forums:** Featuring leading authors on career, leadership, and coaching topics www.LeadershipCoachAcademy.com/forum.html
- o **Develop Leaders' Coaching Skills:** Develop leaders' coaching skills and knowledge of talent management.
- o **Develop & Implement Internal Coaching Program:** Develop and implement internal coaching program using peer coaching 1-on-1 or in peer coaching circles.

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Steps for Coaches to Transition to LTM Coaching

- o **Certification:** Become credible through certification
- o **Expand Coaching Services:** Shift business from, say, only career coaching, to include leadership coaching
- o **Communicate:** Communicate to previous clients your new services
- o **Make New Contacts:** Make new contacts with companies in your area
- o **Marketing/Branding:** Shift brand to be consistent with new focus on leadership

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Questions?

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Certified Career Management Coach (CCMC) Program

Susan Whitcomb
President
Susan@CareerCoachAcademy.com



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Certified Career Management Coach (CCMC) Program

Coach Robyn Feldberg

Robyn's Expertise & Experience:

- * President, AbundantSuccessCareerServices.com
- * Certified Career Management Coach
- * Featured Contributor to National Career Bestsellers
- * Quoted by Monster.com
- * Certified VAL and DISC Administrator
- * Honored with Career Mastery Award from Career Masters Institute (now The Career Management Alliance)
- * B.A. Degree, Journalism

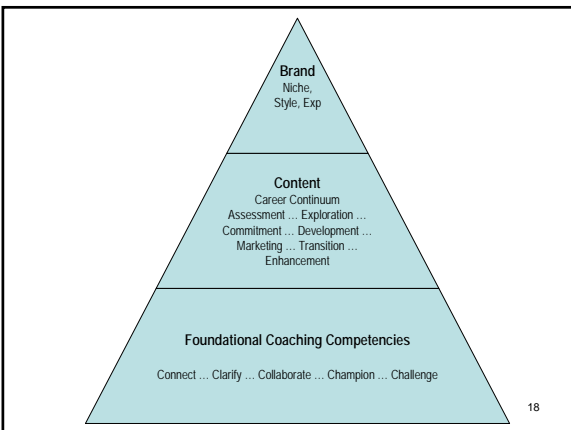


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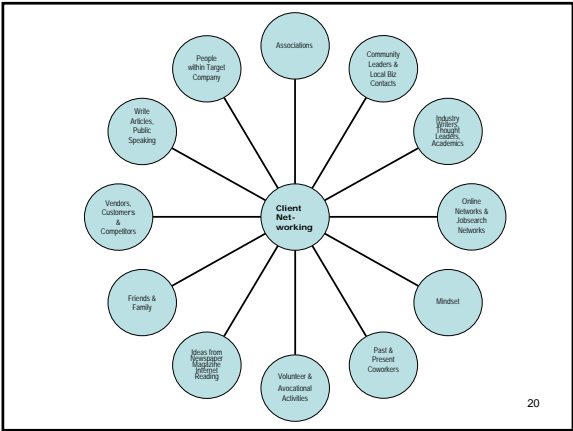
Career Management Program

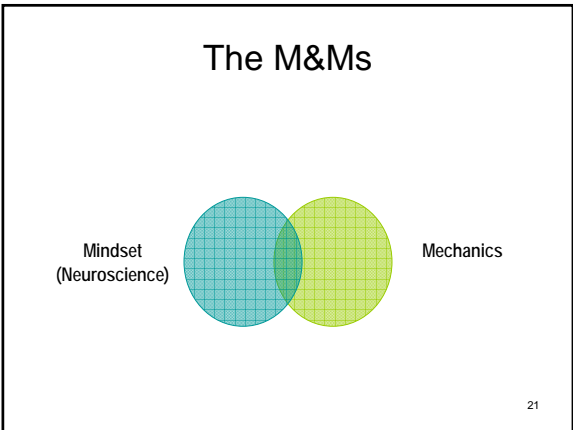
- o Week 1: Visioning
- o Week 2-3: Coaching: What It Is/Isn't
- o Week 4-5: Career Reconnaissance & Assessments
- o Week 6: Career Exploration
- o Week 7: Branding/Networking
- o Week 8: Career Research
- o Week 9: Resumes & ePortfolios
- o Week 10: Employment Interviewing
- o Week 11: Job Jumpstarts
- o Week 12: Supporting Change
- o Week 13: 21st Century Career Management
- o Week 14: Career Coach Business Management
- o Week 15: Career Coach Marketing

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Career "Master F.I.T." [™]	
External "F.I.T." <small>(The easily observable F.I.T.)</small>	Internal "F.I.T." <small>(The less observable, but equally important F.I.T.)</small>
Function	Eulfillment
Industry/Interest	Identity
Things That Matter	Type
Options: _____	
Best Next Steps: _____	





Career Program



- o **Early Registration Discount:** Save \$300 off normal \$2,295 registration, or \$1,995
- o **Refer a Friend:** Refer someone to Jan. classes and receive a \$100 referral
- o **Multiple Tracks:** Day and evening classes available
- o **Deadline for Discount:** Friday, April 22nd!
- o **Questions or Registration:** Contact Terri Ferrara at 877-659-3769 (Terri@CareerCoachAcademy.com)

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Benefits & Value-Adds of Career Management Program

- o **Resource Binder:** More than 400 pages of coaching information.
- o **Career Change System:** A proven career change and job search system with step-by-step markers and milestones for clients to navigate their transition
- o **Forms, Forms, Forms!** Dozens of forms ... coaching agreements ... career reconnaissance and more that you can "brand" as your own.
- o Susan's award-winning 500-page book *Job Search Magic*
- o **Alumni Bonus Center (ABC):** Free one-year membership in the Academy's Alumni Bonus Center with access to shared learnings of coaching, marketing, and more, including interviews with thought leaders such as What Color Is Your Parachute author Dick Bolles and Bill George (PBS Top 25 Leaders of the Last 25 Years), and more!
- o **Three FREE PowerPoint Presentations:** The Master F.I.T.: How to Avoid Being a Square Peg in a Round Hole; Overcoming Obstacles to Promotion; 10 Keys to Becoming a Career Conqueror
- o **Assessments** in the areas of interests, temperament, and values ... all included in registration.
- o **Feedback:** Opportunities in nearly every class for practice coaching, followed up by individualized written feedback aligned with the ICF Core Competencies.
- o **Five Foundations** Coach Training audiotape course (5 hours) FREE (normally \$395) ... (license for one person).
- o **No Travel Expenses or Time Away from Office**

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Questions?

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