

## ***Shift Corporate Coach Program™ Business Case***

### **Shift Coaching Inc.**

Shift Coaching Inc. is a leadership development and corporate coaching company. Our expertise is rooted in 15 years of designing custom coaching and leadership solutions for organizations confronting a need to adapt, change and grow.

### **About the Program**

The ***Shift Corporate Coach Program™*** provides business leaders with the essential skills and tools to become an effective and competent Business Coach.

This Program is Built for Business leaders. It stands apart from other coaching programs. It was designed to be used in the business context, incorporating the language and tools that are relevant to business requirements. This program is considered a “new best practice” and exceeds current industry standards. The ***Shift Corporate Coach Program™*** has been built specifically for Business Leaders to master coaching skills, capabilities, and take them to the next level.

The sessions will focus on unique aspects of Coaching that will equip leaders with the theoretical essentials and practical tools to provide effective support to their teams and embed coaching skills into their day-to-day activities.

### ***Shift Corporate Coach Program™*** will:

- ✓ Introduce methods, practices, and skills that can enhance the ability to lead and connect with employees at all levels.
- ✓ Equip leaders with the skills and practical tools necessary to create a fully functional internalized coaching system
- ✓ Enhance the leader-as-coach effectiveness through discovery-based inquiry, managing others’ opportunities and challenges
- ✓ Construct opportunities for framing feedback and observation, helping others to envision success, harness the possibility of positive thinking, and goal-oriented action.

Participants will be exposed leading edge content, concepts and models. They will be suitably equipped to bring the highest quality leadership coaching practices back to their organizations. Participants are supported by seasoned professional coaches with significant business and coaching experience.



***The Shift Corporate Coach Program™*** holds the prestigious global distinction WABC Accredited (Level 1 – RCC)™. This mark signifies that our program has met the highest global standards for business coaching training programs as set by the Worldwide Association of Business Coaches™ (WABC™), the leading global authority for the business coaching industry. Given our program's WABC Accredited™ status, this means that graduates of our program will be eligible to earn their own prestigious individual qualification from WABC, namely the Registered Corporate Coach™ (RCC™) designation.

Shift's fellow status at Institute of Coaching at Harvard allows us to leverage our relationships with leading researchers and thought leaders in the field of behavioural science and coaching. This provides us with access to the newest research and information that we translate into practical tools for Business Leaders.

### **What can the program do for your organization?**

There is significant value in having a Business Coach on your team. Participants can apply their coaching skills to support your organization to;

- ✓ Generate improved productivity
- ✓ Experience less conflict across the organization
- ✓ Experience faster response to managing and implementing change
- ✓ Use industry leading leadership tools to grow staff and develop people
- ✓ Create a renewed vision and strength in their approach to corporate culture
- ✓ Develop an integrated, internal coaching structure in your organization
- ✓ Create greater focus on the art of relationship building throughout the organization; with direct reports, peers, stakeholders and clients
- ✓ Improve communication procedures, company-wide
- ✓ Explore the benefits using of coaching conversations in every day applications as well as in formal protocols



## What's Involved?

The program will begin with a three-day, in-person intensive workshop, followed by bi-weekly coaching clinics and circles and significant business coaching practice requirements that will give participants the opportunity to practice and solidify the concepts they are learning, while gaining support and feedback from professional coaches.

Program	Program Description
<b>Learning Shift</b> ✓ 3 full days ✓ in person	<i>Take a deep dive into the fundamental coaching skills, as well as the Shift Coaching Model, through a three-day, in-person program in a safe, fun environment.</i>
<b>Transformation Shift</b> ✓ 8 bi weekly online sessions ✓ 2 hours in length	<i>Bi-weekly online coaching clinics and circles over eight weeks gives participants the opportunity to review the fundamental skills and coaching model and practice using them with a peer coach.</i>
<b>Practice Shift</b> ✓ 30 hours coaching practice ✓ peer and mentor coach support	<i>Complete your practice hours with a Shift mentor coach supporting you throughout the process. Your Mentor coach will observe your coaching and deliver feedback on your progress. During this time, you will also continue practice coaching with clients, and your peer coach.</i>

Read more about the Worldwide Association of Business Coaches™ (WABC™) on their website: <http://www.wabccoaches.com>

For more information visit our website [www.shiftcoaching.ca](http://www.shiftcoaching.ca)

Call us direct 905 472-1772

Follow us on social media  
 Twitter: @ShiftCoaching  
 Facebook: /ShiftCoaching.ca  
 Instagram: /Shiftcoaching  
 LinkedIn: /shift-coaching-inc.

