



# COACHING PROGRAM

CALLING ALL  
SENIOR BUSINESS  
AND HR LEADERS!



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## Are you:

- Taking on the work of others?
- Working too hard to stop and listen?
- Not getting enough out of your team?
- Watching people line up to ask you for solutions, instead of coming up with the answers themselves?

## Would you like to:

- Inspire people to be fully engaged and accountable for their work?
- Ask questions that catalyse creativity and innovation?
- Coach colleagues with confidence using state-of-the-art techniques?
- Take your leadership to the next level by increasing your personal and organizational impact?

**Senior-level Business and HR Leaders** who adopt a coaching style of leadership increase their personal impact as well as their impact on the organisation.

By attending this highly interactive program, you will acquire a practical toolkit of coaching techniques that will enable you to interact with more impact. Some of the immediate benefits include:

- Ignite new perspectives and solutions in others through powerful questioning
- Exchange high quality feedback in a way that is well received, even in difficult situations
- Create an environment where innovation can flourish through applying state-of-the-art coaching techniques
- Maximize your team's performance by conducting conversations that empower and inspire
- Develop critical talents and prepare team members for more senior leadership roles in the future (active talent management)

## THE CASE FOR COACHING

According to the International Coach Federation (ICF), the following situations have created a tremendous demand for leaders who are able to coach:

- Rapid changes are taking place in the external business environment, demanding unprecedented agility of people.
- Downsizing, restructuring, mergers and other organizational changes have radically altered the "traditional way of working." Companies can no longer achieve results using traditional management or leadership approaches, putting pressure on executives to reinvigorate and inspire the workforce.
- The disparity between what people have been trained and expected to do versus what their jobs now require of them is widening due to increasing demands for competitive results.

## SCORES

- Score on Value for last five programs: 4.85/5.0
- Net Promoter Score (NPS) for most recent program: 73%-100%

## Why are coaching skills important for leaders?

Research shows that leadership coaching skills are key to accelerating business growth:

- Achieve higher levels of productivity
- Help people to transition smoothly into a new team, department or business
- Increase employee engagement
- Unleash hidden potential: build essential skills, confidence and knowledge needed for the job
- Attract and retain top talent

*A group of our senior leaders recently completed an intense 12-month program offered by JJC, where they learned to develop themselves and be better coaches for our young talents. The scores from our senior leaders speak for themselves (4.9+/5.0). At least as important is that many of their coachees reported significant positive changes in how they work, to the benefit of the business and their careers.*

*Amelia Zhou, VP, Global HRBP  
Philips BG Domestic Appliances*

# WHAT MAKES THIS PROGRAM DIFFERENT?

Coaching programs are 'a dime a dozen', and most of them don't result in significant and sustainable positive change.

This program is different. It is an over-time development journey featuring interactive plenary sessions, small-group action learning, individual coaching supervision, peer support group work and reflective journaling.

Action learning is emphasized in the form of activities and exercises, video-taped role plays + feedback debrief + video review, and actual peer coaching of fellow participants + feedback debrief.

*The best leaders are those who focus on the continuous learning and development of themselves and others. There is no finer way to build this momentum than to lead by example (developing oneself) and to coach others (helping them develop in the process). I recommend JJC and its coaching programs for all leaders who really want to achieve their full leadership potential, and for our organization as a whole in order to be truly competitive in the marketplace.*

*VP, Head of HR, Global Business Group Consumer Goods Industry*

*Attendees will be able to quickly assess their current coaching strengths and development areas, and continually set and achieve new coaching goals along the way.*

*In partnership with JJC on this customized coaching program, employee engagement has been increased with both our business directors and selected young potentials. I recommend this program for all leaders who really want to achieve their full leadership potential, and for your organization as a whole in order to be truly competitive in the marketplace.*

*Global Head of HR, Consumer Goods Industry*

- **Special attention:** group size is limited to 12 attendees; most sessions are small-group or 1:1. The number of small-group and 1:1's is unlimited
- **Real-life coaching application:** attendees identify two people in their organization that are willing to be coached over a nine-month period
- **Learnings that stick:** program facilitates life-long learnings by spanning nine months and featuring short, flexible modules, and regular interventions
- **Flexible platform:** sessions can be F2F or virtual, suited to participants' preferences
- **Safe and confidential environment:** participants are coming from a variety of companies
- **Learning from multiple perspectives:** three-role practice as coach, coachee, and observer
- **Improvement of feedback skills:** frequent feedback exchange, sharp focus on refining feedback skills
- **New relationships with like-minded peers:** peer support groups that deepen relationships
- **Expert guidance:** experienced international facilitator, coach and coach supervisor Julie Johnson
- **Robust, immediately applicable toolkit:** many tools and techniques, tips and models around *Deep Listening*, *Powerful Questioning* and *Feedback Exchange*, and much more.

## REQUIREMENTS

Coaching is an Art program focuses exclusively on the demands of senior level executives. You and your peers will share similar challenges and aspirations around the use of coaching skills on a daily basis, creating a learning environment that is real, relevant and directly applicable to your situation.

To ensure that attendees have the optimum background to benefit from and contribute to the program, application begins with the following requirements:

- Minimum five years experience in a senior position
- Commitment to attending the full program and all components
- Flexibility and responsiveness with scheduling small-group and 1:1 sessions
- 30-minute private 'intake' conversation with Julie prior to the start of the program to discuss your unique situation and learning needs

## YOUR FACILITATOR: JULIE JOHNSON



Julie Johnson is founder and director of JJC. With a career that started in the early 1990's, Julie is one of the most experienced executive coaches and facilitators in Europe.

She specializes in (and is passionate about) helping leaders and their teams achieve higher levels of performance. Using a powerful coaching and feedback framework that

she developed over many years, Julie works with global organizations to develop a coaching culture. Client feedback consistently confirms significant improvement in participants' leadership skills, and successful application in the workplace over the long-term. Further information is available on the JJC website.



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## WHAT DO PAST PARTICIPANTS SAY:

*I recommend this program for all leaders who really want to achieve their full leadership potential.*

*Julie Johnson worked with a team of talented HR professionals at Nike Europe. She created a very safe, yet challenging environment. We went deep into the heart of coaching with a rigorous, multi-part program that allowed us to feel safe and experiment freely with the tools offered.*

*Great experience, highly recommendable. I learned a lot and will apply it the rest of my life.*

*We went deep into the heart of coaching with a rigorous, multi-part program that allowed us to feel safe and experiment freely with the tools offered.*

*The strong emphasis on practice, observation, and feedback gave me the confidence to coach people at every level of the organization.*

*I previously prided myself on always having an answer and advice... However through the coaching program I have learned the value in guiding individuals in how to reach the answers themselves, leading to directions that are fully owned by the individual ... and better suited to the situation... This gives me more time to lead the strategy.*