

This proven, effective approach to coaching has ADI clients showing that the source for maximized performance is within their own reach. Delivered in three phases, participants can determine the investment they are willing and able to make and the level of certification they desire to earn.

As the pace of business continues to accelerate, it has become more challenging to manage a team, be it small or large, that can consistently achieve its targeted results. For decades, ADI has implemented a coaching model that brings leaders, project managers and internal champions the tools and practices to create the action they want to produce the results they need.

Now available to the public, ADI is launching a Coaching Workshop series that includes three progressive working sessions where practical application of the science of human behavior is reviewed and assessed.

Certification can be earned after successfully completing the requirements for each level. Participants interested in coaching certification must start at Level I and graduate before moving on to the next level. Those that complete all three Levels of workshops and complete the required follow-up activities can be certified as an ADI-Certified Master Coach.

Each level has a specific focus:

Level I: directed at coaching to bring out the best in individual performers

Level II: focused on improving collective business performance using a combination of group and individual coaching processes

Level III: dedicated to optimizing systemic organizational change at the enterprise level

Regardless of level, each participant brings their own specific coaching opportunities to each session so that they can apply what they are learning to a real-life challenge. Each working session also includes a review of the coaching tools and techniques with assignments and pull-through activities—specific tasks that are

done in your own area of responsibility to ensure understanding and sufficient practice of the targeted coaching skill.

Level I: What You Will Learn

- Develop coaching plans that work and help your employees, clients, or other internal customers
- Develop, from a behavior-based needs assessment, your personal plan as a coach and work to make improvements in your own skills
- Conduct one-on-one coaching sessions that result in behavior change related to key initiatives or needed change in culture or bottom-line results
- Use shaping strategies to accelerate change in the first 1-2 months of implementing a coaching process
- Share successes and adjust plans for individuals and your group with an ADI coach as your partner in review and design.

To graduate with a certificate at Level I, coaching action plans are required to be implemented on a significant business issue. Demonstration of impact is required with the sharing of knowledge gained along the way.

Who Should Attend?

Leaders, Project Managers, Internal Champions

Each level of certification is designed around the needs of individuals who are in the process of implementing ADI's behavioral technology or those who are charged with helping to achieve and sustain key initiatives of their organization. Completion of ADI's APMT seminar is a prerequisite for the coaching series.

Program Costs

Level I workshop registration fee is **\$1795/participant**.

All fees include program materials for each workshop. Candidates interested in certification and the required follow-up activities (*including on-site observation*) would require additional investment.

Program Costs (cont.)

Hotel accommodations are not included. However, ADI has secured a highly competitive rate with a five-star hotel less than a block's walk from our office, in the heart of Buckhead, Atlanta's business district. To register or for more information, visit us online at www.aubreydaniels.com or contact Sandy Stewart:

phone: **678-904-6154**

e-mail: **sstewart@aubreydaniels.com**

ADI

Regardless of your industry or expertise, one thing remains constant: People power your business. Since 1978 Aubrey Daniels International (ADI) has been dedicated to accelerating the business performance of companies worldwide using positive, practical approaches grounded in the science of behavior and engineered to ensure long-term sustainability. Every product, program and consulting engagement is designed to maximize the efforts of the men and women in your organization to drive business success.