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The Case for Coaching

According to the Harvard Business Review, coaching is well in excess of a one billion dollar business and growing rapidly. Our research points to a few key drivers of this growth. Excessive “busyness” in business, widespread succession gaps, cost of recruiting mistakes, and the success of focused one-on-one coaching with an unbiased and qualified third party. In recent years, individuals have discovered the power of coaching as an investment in their own development and to assist with career and life transitions. In both situations, an external coach provides a safe harbor to discuss any and all issues and plan accordingly.

Summary of Our Process

We work with individuals and companies to craft personalized coaching plans utilizing our unique and proven process to get results quickly. We coach for companies who are interested in using this powerful approach as part of their leadership development program, as well as individuals who are interested in driving their own development or exploring alternatives and transitions. Our expert coaches are broadly experienced as executives, consultants and business owners, so we understand the challenges faced by individuals in all types and sizes of businesses. We are plainspoken and unencumbered by organization issues or politics. Our confidential process enables us to establish lasting and effective relationships.

Our Offerings

We offer three distinct coaching program alternatives, but are also happy to tailor a customized approach that best fits your specific situation.

Executive Leadership Coaching®

- *Designed for senior managers*, this program is intended to prepare leaders for increased responsibilities or to equip them with the tools required to more effectively lead large organizations. Focus is on performance, results and people leadership. Ideal for Senior GMs and functional heads, or those designated to these positions. Typical duration is 6-9 months.

Managerial Excellence Coaching®

- *Designed for upper and middle managers*, this program is intended to equip managers with tools and processes to achieve improved results or to prepare for advancement. Ideal for division heads, department/functional managers and high potential employees. Typical duration is 5-7 months.

Transition Coaching®

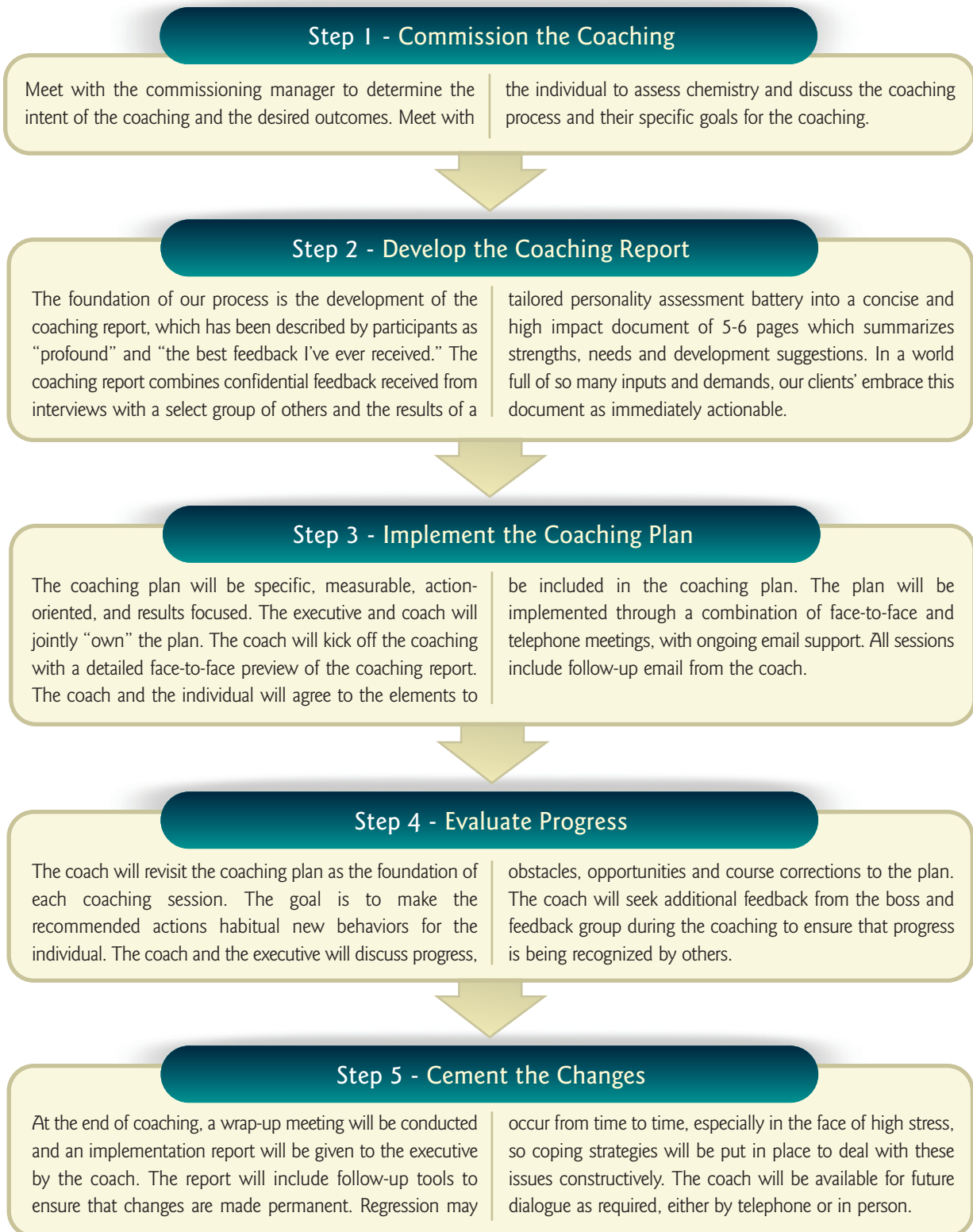
- *Targeted to individuals* who are undergoing or wish to explore transitions, either inside of a company or independently. The coaching will vary depending on the transition and will be appropriate to the type of change (new career, promotion, outplacement, etc). Typical duration is 3-4 months.



Our Methodology

Regardless of the coaching offering selected, we employ a proven and highly effective methodology designed to achieve and sustain the desired outcomes. Our methodology is slightly different for coaching within companies than for individuals, usually governed by shorter timeframes for individual coaching.

Methodology for Companies



Methodology for Individuals

Step 1 - Meet the Individual

Meet with the individual to discuss their specific goals and to assess chemistry with the potential coach. The coaching

approach will vary based on the desired outcomes.

Step 2 - Develop the Coaching Plan

As with coaching for companies, the coaching report is also an important element of our individual coaching as well. It may or may not include the personality assessment instruments and interviews, based on the desired outcome. For instance, career transition coaching will likely include

assessment instruments, but not extensive interviews, opting instead for identifying networking contacts. Developmental coaching, however, would include assessments and interviews.

Step 3 - Implement the Coaching Plan

Individual coaching tends to be transitional and shorter term, so it is important to make an immediate impact. The coaching plan will be kicked off at a face to face meeting

with follow-up meetings and telephone calls scheduled very closely thereafter.

Step 4 - Wrap-up and Follow-up

At the end of coaching, a wrap-up meeting will be conducted and a follow-up report will be given to the individual by the coach. The report will include follow-up tools to ensure that

the coaching outcome is secured. The coach will touch base with the individual over the ensuing months to check in and be available for any follow-up.