



BILL ECKSTROM

WORLD'S FOREMOST AUTHORITY IN
METRIC-BASED PERFORMANCE
COACHING

FOUNDER OF ECSELL INSTITUTE

AUTHOR OF *THE COACHING EFFECT*

PSYCHOLOGICAL SAFETY: The Next Performance Frontier

EcSell Institute's vision is to create a world where everyone knows what it feels like to have a great coach. To always be moving towards this future workplace dream, we equip leaders with the most effective coaching science, tools, and programming, most of which comes from our rigorous and ongoing research efforts. And while on this continuous development journey, we sometimes discover new theories and concepts that impact the growth of individuals and teams in unexpected ways.

Now enter—psychological safety.

The term psychological safety was coined by Dr. Amy Edmondson at Harvard and is becoming an increasingly trendy buzzword in the modern workplace. When the EcSell Institute team first began to research this transformational concept, we had two basic questions that needed answering: is psychological safety something that can be measured, and does creating a psychologically safe environment lead to the growth of people and performance?

Fortunately, the answer to both was a resounding YES!

EcSell Institute CEO, Bill Eckstrom, will share the impact that psychological safety plays in the growth of individuals and teams, as well as the role coaches/leaders play in its creation or destruction. Attendees will learn:

- Why psychological safety may be the most important discovery in organizational behavior
- What specific behaviors and actions can create or perpetuate a psychologically safe environment
- How psychological safety impacts your organization's bottom line

OCTOBER 27-28 // STREAMING LIVE

THE COACHING EFFECT SUMMIT

