

# STEP 3: IMPLEMENT

## The Coaching Effect Online Workshops

### LASTING CHANGE

Have you ever attended an inspiring and insightful training only to find a few weeks later that you can't remember a thing from it? We've all been there. There's a lot of leadership training out there, but the challenge is actually implementing what you learned to make lasting change. This is where the Coaching Effect is different. We partner with your organization after training to help managers turn their new knowledge into action. No longer will you wonder if the time and money you spent on leadership education will actually lead to behavior change. We make sure it does through our Coaching Effect Online Workshops

### HOW IT WORKS

#### Phase I

We focus first on your team's implementation of the core coaching activities. Partnering with you, we help define which activities your leaders will do, how often they will do them, and how they can do them most effectively. This clarity helps take the guesswork out of coaching for your leaders. And most importantly, they will be a partner in customizing coaching activities so they have real ownership over their success.

#### Phase II

Once the coaching activities are being done consistently, we focus on the development of your leaders' coaching knowledge and quality. We have a vast array of topics for their ongoing education that range from how to build trust to how to drive accountability. And we always partner with you to define which workshops are right for your team.

### COACHING BY THE NUMBERS

- Over 20 online coaching workshops that can be customized for your organization so new coaching behaviors become coaching habits
- Training and coaching led to an increase of 88% in productivity vs. 23% from training alone. Source: Centre for Management and Organizational Effectiveness
- Nearly 84% of all training is lost in 30 days without proper coaching reinforcement. Source: Brainshark



# Turning coaching knowledge into coaching action.

## DESIGNED WITH YOU, FOR YOU

Leadership education and development should never be one-size-fits-all, which is why defining your implementation path is a collaborative effort. We know coaching, but you know your company. Together we can ensure the coaching behaviors we teach take root and are sustainable over time.

- **Customize** your coaching program to your organization's needs, priorities, and organizational culture
- **Implement** coaching activities at the pace and using the format that works for you and your leaders
- **Collaborate** with us to identify the ongoing education your leaders need to continually improve their coaching

## ONLINE WORKSHOP TOPICS

- Building Relationships of Trust
- One-to-Ones with Tenured Reps
- Handling Difficult Conversations
- Feedback to Drive Improvement
- Coaching to Strengths and Weaknesses
- Creating Healthy Tension
- Helping Reps Take Ownership
- Strategic Call Planning
- Coaching to Sales Activity
- Principles of a High-Performance Culture
- Leading During Times of Change
- Recognition Beyond Compensation



"EcSell has been so supportive and instrumental in getting me onboarded in my new position. They always give me a little nugget to consider or a nudge in the right direction."

- Director



"I find value in and leverage the coaching tools in my day-to-day and will continue to do so. I appreciate all of the EcSell team's support in helping me be a better leader."

- VP of Sales



"Working with EcSell Institute has helped me grow as a leader and person."

- Sales Team Coach