InsideOut Coaching
PROGRAM GUIDE

A ground-breaking approach to workplace coaching
Contents:

Introducing InsideOut Coaching ................................................................. Page 2
We’re All Born with the Potential to Perform at a Higher Level ............ Page 3
Getting Leaders to Coach Changes Everything ....................................... Page 4
A Simple Process to Turn Leaders into Coaches .................................... Page 5
A Coaching Method for Sustained Action and Results ......................... Page 6
The Benefits of a World-Renowned Program ........................................ Page 7

Course Materials and Job Aids ................................................................. Page 8
Standard Participant Materials: A Quick Look ...................................... Page 9

Implementing Your Program ................................................................. Page 10
Sample Implementation Schedule ......................................................... Page 11

Frequently Asked Questions ................................................................. Page 12
More leaders coaching, more often, for more business impact

InsideOut (IO) Coaching promises to help individuals, teams and organizations achieve more performance breakthroughs by turning leaders and managers into great coaches.

Review this program guide to learn more about:

- Common IO Coaching Applications
- Our Unique Process for Turning Leaders into Coaches
- Program Features & Benefits
We’re all born with the potential to perform at a higher level...

Great managers and leaders wear many hats; they may be skilled negotiators, artisans of compromise, masters of opportunity, or even occasional miracle-makers. But first and foremost, they’re coaches.

We’re all born with the potential to perform better. Exceptional leaders help bring out the skills and talents already inside us.

Join us!

Participate in the InsideOut Coaching Process and experience for yourself how to unlock performance breakthroughs within your organization.

View a schedule of upcoming events at iocimpact.com
Leaders Who Coach Change Everything...

When it comes to workplace coaching, InsideOut Development thinks differently. As the leader in the world of coaching, our approach is less about adding new knowledge and more about reducing the interference that gets in the way of people using the knowledge they already have.

Our streamlined workshop—designed for a broad audience of senior, mid-level, and front-line managers—equips leaders with powerful, yet easy-to-use coaching tools. As your leaders grow confident in coaching more often on more issues, they’ll unlock the talents, skills, and capabilities that already exist in each employee.

This approach has widespread applications, including:

- Engaging teams to work toward the same goals
- Increasing employee retention
- Improving sales performance
- Maximizing investments in training and development initiatives
- Building a culture of performance and accountability

InsideOut Coaching isn’t about teaching theory; it’s about getting leaders coaching on real-world issues, straightaway. It’s not just training; it’s a paradigm shift with the power to change everything.
After years of work in the coaching field we understand that performance is not just a knowledge issue—it’s an action issue. InsideOut Coaching will quickly engage leaders to act on coaching opportunities.

Our phase approach is targeted to get more leaders, coaching more often, for more impact.

The process really is as simple as one, two, three:

1. **Preparation**
   Participants are provided context for what the program is and how it connects to an overall strategy. Each leader is asked to collect data on their own coaching performance that will be used during the workshop.

2. **Actionable Classroom Learning**
   A stream-lined workshop design gets participants into action quickly through interactive lessons, discussions, and exercises. Learning time is balanced with time to practice and plan, all while connecting each manager to real-world applications.

3. **Workplace Application**
   To support frequent and impactful coaching activity in the workplace, the IO Coaching program includes a robust set of online follow-up tools. This includes an easy-to-use system to track and encourage managers to coach their employees on critical performance goals. This tool leverages the power of peer support and reinforces the involvement of each participant’s manager.
A Coaching Method for Sustained Action and Results

Participants learn a simple and repeatable coaching process based on the world-renowned G.R.O.W.™ Model. Co-developed by Alan Fine—author of the New York Times best-seller and InsideOut founder—GROW represents the four stages of decision making that all people go through. Targeted questions at each stage provide a practical framework for structuring coaching conversations and produces faster and more accurate decisions.

Contrary to popular beliefs, coaching does not have to be complicated or difficult.

To achieve fast and amazing results—in the simplest way possible—IIO Coaching focuses on two primary elements:

1. Understanding key elements of human performance and how to influence them, and...
2. Learning and applying a process for holding coaching conversations.

IO Coaching is hardwired with features to make workplace coaching easy to implement. It’s a fast and scalable way to unlock performance breakthroughs.

Our approach promotes accountability, engagement, and increased performance from the inside-out. With InsideOut Coaching, managers learn to stop dictating answers and help their employees to find their own solutions.
The Benefits of a World-Renowned Coach Training Program

InsideOut Development has taken its widely popular coaching workshop and evolved it into a powerful performance process. IO Coaching introduces targeted pre-work, a streamlined workshop design, and post-workshop tracking and support tools... while still keeping implementation fast & simple!

Here’s a sample of what you’ll see and get when you implement InsideOut Coaching in your organization:

<table>
<thead>
<tr>
<th>What You See</th>
<th>What You Get</th>
</tr>
</thead>
<tbody>
<tr>
<td>A different approach to coaching—a paradigm shift based on the premise that</td>
<td>• Immediate results, because employees are acting on what they already know</td>
</tr>
<tr>
<td>performance comes from the inside-out rather than outside-in</td>
<td>• Employees that take ownership in solving problems</td>
</tr>
<tr>
<td>A framework for structuring coaching conversations based on a simple four-step model and a set of targeted questions</td>
<td>• Increased frequency of breakthroughs on any number or areas</td>
</tr>
<tr>
<td>A streamlined and engaging one-day training format using a blend of experiential learning techniques, practical job aids, and reinforcement tools</td>
<td>• Employees who articulate and clarify their own goals</td>
</tr>
<tr>
<td>Ongoing support tools, feedback, and tracking instruments</td>
<td>• More clarity on the issues surrounding the goals</td>
</tr>
<tr>
<td></td>
<td>• More productive and collaborative brainstorming</td>
</tr>
<tr>
<td></td>
<td>• Increased commitment to clear action plans</td>
</tr>
<tr>
<td></td>
<td>• Leaders who start coaching on real issues, right away, for immediate results</td>
</tr>
<tr>
<td></td>
<td>• A higher level of focus and confidence leaving the classroom</td>
</tr>
<tr>
<td></td>
<td>• A program that’s easily scalable</td>
</tr>
<tr>
<td></td>
<td>• More clarity on coaching objectives, goals, and outcomes.</td>
</tr>
<tr>
<td></td>
<td>• Leaders that are supported in coaching consistently and with greater impact on the things that have the most impact</td>
</tr>
</tbody>
</table>
Course Materials and Job Aids

Whether it’s building bridges or breaking through barriers, the right tool can make a tough job a whole lot easier. InsideOut Coaching comes with a combination of powerful course materials and job aids—both online and off.

With the right tools you won’t just create more coaching conversations; you’ll equip leaders to make the most of each coaching opportunity for faster results and more impact. We’ve designed our program materials for easy customization and integration so IO Coaching can seamlessly support your specific needs.

InsideOut has created the InsideOut Process Navigator. This powerful system helps to organize and control each part of the process...from registering participants and deploying pre-work, to post-workshop support and gathering of ongoing metrics.
Standard Participant Materials: A Quick Look

**Participant Workbook & Job Aids**

Our Participant Workbook offers more than streamlined content to help managers understand and influence human performance.

It’s also a step-by-step guide for implementing a powerful coaching methodology.

**Coaching Snapshot**

This powerful and simple-to-use feedback instrument gives participants a glimpse of what their coaching looks like right now.

This tool is designed to help bridge the gap between what leaders think they do and what they actually do by gathering responses from those that they coach.

**G.R.O.W. Cards & Pad**

The heart of the InsideOut Coaching process is based on the G.R.O.W.™ Model, a world-renowned methodology first developed by InsideOut founder, Alan Fine. Participants receive both the GROW Pad and laminated G.R.O.W. Cards as tools to help construct and guide their coaching conversations. These simple reference tools ensure focus even during the most difficult conversations.

**Coaching Activity Tracker**

With InsideOut’s Coaching Activity Tracker (CAT), participants quickly and easily keep track of their coaching conversations and align those conversations with business priorities.

This easy-to-implement tool promotes sustained action and accountability,
Implementing InsideOut Coaching

When you implement IO Coaching, you’re not just giving leaders the skills and tools to become great coaches; you’re introducing a method to support a sustainable culture of performance throughout your entire organization.

InsideOut Coaching is easily scaled to meet your specific needs. It can be delivered in the standard one-day format, modularized for a spaced-learning strategy, or integrated into existing learning programs—all so you can easily scale InsideOut Coaching to meet your specific needs.
Sample Implementation Schedule

This sample implementation plan includes key milestones and recommended action items to encourage the seamless and successful rollout of your InsideOut Coaching program.

Please note: Suggested timing is provided as a guideline only and may vary by organizations.

Timing 3-4 weeks prior to IO Coaching Workshop

**ACTION ITEMS**
- Introduce InsideOut Coordinator to your organizational team
- Use the InsideOut Process Navigator to:
  - Register participants
  - Send Welcome letter and IO Coaching Intro Video
  - Deploy Snapshot survey

Timing One-Day Workshop

**ACTION ITEMS**
- Deliver interactive lessons, discussions, and exercises
- Apply InsideOut Coaching to real-world issues
- Complete individual Coaching Strategies that connect learning to real-world applications

Timing 2-days through 6 Months

**ACTION ITEMS**
- CAT launches 5 days after workshop
- Provide access to all online resources
- Complete automated CAT reminders (update Coaching Activity tracker every 2 weeks)
- Determine when participants will complete their 2nd coaching snapshot (recommended timing: 4-6 months after the workshop)
Frequently Asked Questions

Q&A

How much does it cost?
IO Coaching will meet the needs of clients with varying budgetary resources. For about the same cost as the traditional workshop materials (workbook, job aids, etc.), IO Coaching now includes the online survey and support & follow-up tools. InsideOut Development will work closely with organizations to customize a program that fits within your budget.

What is the IO Coaching process all about?
In short, we get leaders to think differently about their role as a coach. We help them focus on the factors they can readily influence to truly impact performance. We provide a very simple, practical, and powerful process that teaches leaders exactly how to structure coaching conversations.

What makes IO Coaching different from previous versions of InsideOut Coaching?
Through the introduction of targeted pre-work, streamlining the workshop design, and the integration of easy-to-use tracking & support tools, we’ve taken a widely popular one-day workshop and evolved it into a powerful performance process.

I'm already an IO Coaching Certified Facilitator. Should I upgrade to IO Coaching?
Absolutely! And it's easy to do either through participating in one of the online upgrade certification webinars or attendance of a live train-the-trainer.

How can I apply InsideOut Coaching?
Apply our method for difficult conversations, career development, performance reviews, performance problems, and more. Use IO Coaching to structure conversations with reports, peers, supervisors, and even your family and friends.
What Our Clients are Saying

“Simply stated, we had a better conversation and got more accomplished—more focused than we normally would and I have been working with this person for 17 years!”
—Past Participant
(Sr. Director of a Global Services Company after his first experience using the InsideOut Coaching process to coach the President of his Division.)

“It felt wonderful for me to know I truly helped this manager without “telling” her what to do. Thank you for a great program and adding more tools to my toolbox.”
—Past Participant
(Sr. Manager, Global Manufacturing)

“I am so excited to report I used the InsideOut GROW Coaching model this morning with a manager and even more excited to say IT WORKED. What started out with an hysterical manager on the verge of a breakdown who just needed to vent, turned to a manager that walked away with a plan of action to reach her goal.”
—Past Participant
(Manager of Operations)

insideoutdev.com
For more information about certification or to learn more about InsideOut Coaching, please call your local client manager, or call 888.262.2448