



EXECUTIVE COACHING

Enabling Your Leaders and Teams to Maximize
Their Business Success & Performance

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COACHING EFFECTIVENESS:

Training Component	Understand It	Attain Skill	Change Work Behavior
Theory	85 %	15 %	5 – 10 %
Modeled by Trainer	85 %	18 %	5 – 10 %
Practice & Feedback in training	85 %	80 %	10 – 30 %
Coaching	90 %	90 %	80 – 90 %



“A study featured in Public Personnel Management Journal reports that managers that underwent a managerial training program showed an increased productivity of 22.4%. However, a second group was provided coaching following the training process and their productivity increased by 88%.
– F. Turner, Ph.D.

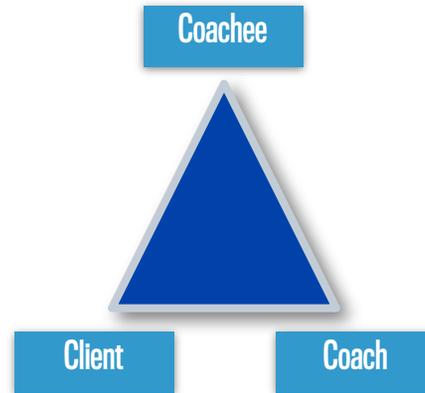
PROGRAM OVERVIEW

"The significant problems we face cannot be resolved at the same level of thinking we were at when we created them."

Albert Einstein

WHAT IS CORPORATE COACHING?

The objective of corporate coaching is to focus in on accelerating the learning process and developmental phases such that enhancement in the performance of your current and future leaders can be attained.



Corporate coaching is a program tailored to the executive designated by you. This executive will work on one-on-one bases with our experienced coach who will individualize the program in an effort to empower the executive in becoming an effective leader. By concentrating on learning attitudes and changes in the mind-set, this process will ultimately maximize the potential value of the leader as an asset to the organization. Ultimately, increasing the executive's potential favorable impact on your company and business results.

The dynamics of corporate coaching is bounded by an equilateral triangle linking the client organization, the individual executive (coachee), and the coach. This triangle defines the shared purpose, trust, mutual respect, confidentiality, and equality within the tripartite that is essential to the program's success.

The coach guides the coachee in defining, developing and implementing their personal strategy for success. While a great deal of focus and energy will be brought to bear in formulating the strategy, the individual will ultimately be the architect of his own destiny.

WHEN IS COACHING BEST?

In today's corporate environment change is the only constant where growth and success is defined by one's ability to deal with the ever-present change. In this dynamic setting we have learned that at predictable junctures or milestones the coaching function becomes relevant -

- When a leader is transitioning into a new position
- When a leader is assuming greater or different responsibility
- When a leader is facing a particularly difficult time
- When a leader has to initiate a major change



**"EVEN MODEST
IMPROVEMENTS CAN
JUSTIFY HIRING A
COACH. AN INVESTMENT
OF \$30,000 OR SO IN AN
EXECUTIVE WHO HAS
RESPONSIBILITY FOR
TENS OF MILLIONS OF
DOLLARS IS A
ROUNDING ERROR."**

— Jerome Abarbanel, VP of Executive Resources, Citibank

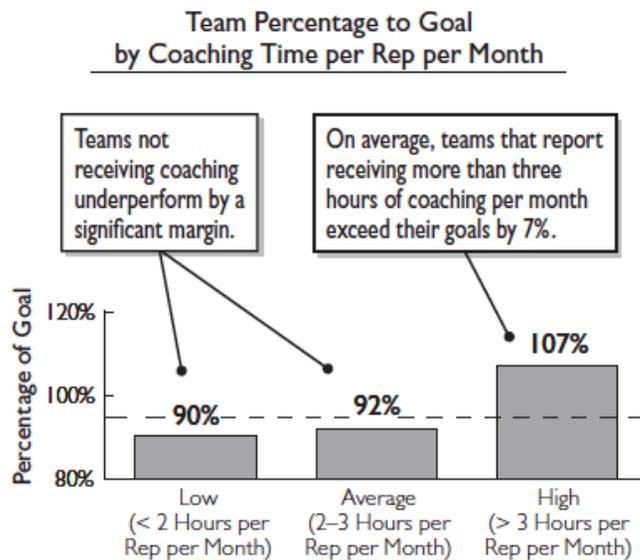
PROGRAM OVERVIEW

- When a leader needs a redirection or turnaround in performance in order to avoid career derailment
- When high-potential executive needs to be further develop and retained
- When a new or existing team member needs to be acknowledged or motivated
- When there is conflict among the individuals, with the teams or between hierarchical levels.

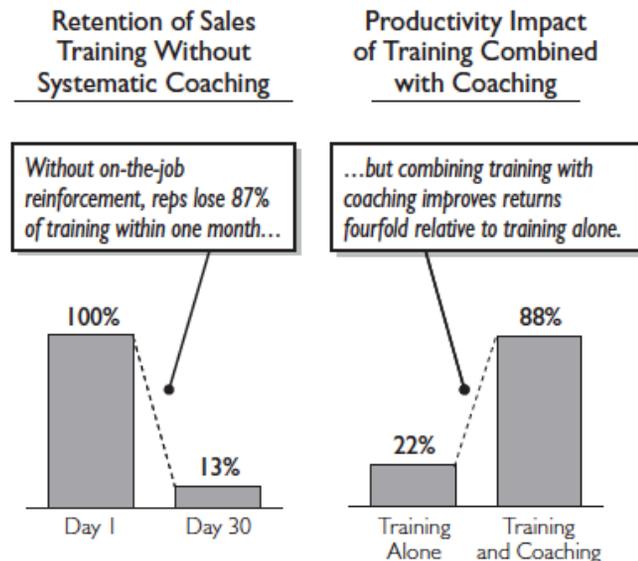
Perhaps it is no surprise then that: Human Resource Executive reports that Dell Computer Corporation has seen a 90 percent satisfaction rate and a higher rate of promotion among over 350 executives who have participated in a coaching.

ACCORDING TO RESEARCH BY THE SALES EXECUTIVE COUNCIL:

While coaching is the manager activity most closely associated with rep success...

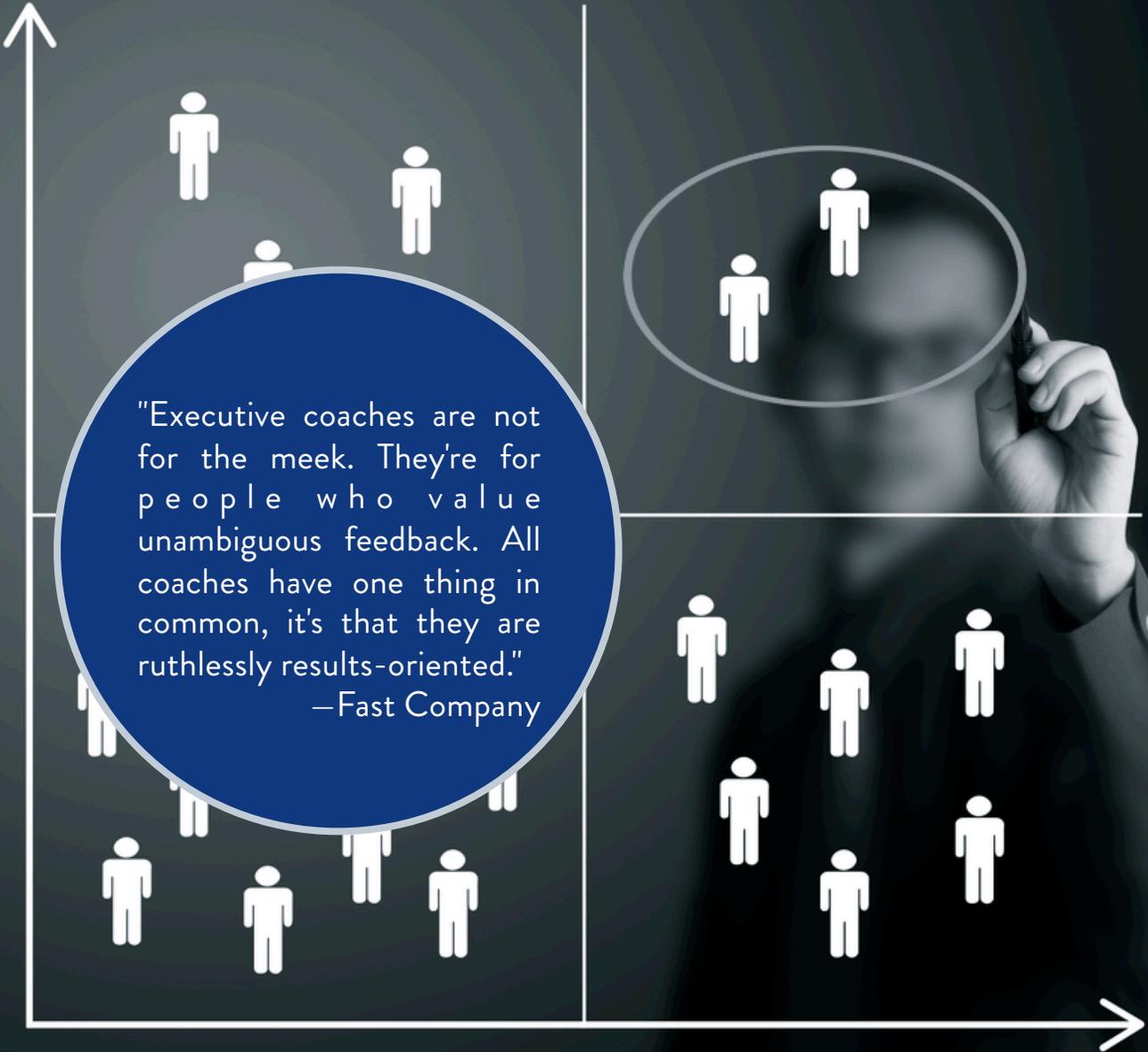


...and the key to maximizing value of training efforts...



Source: SEC research 2003-2012

Potential

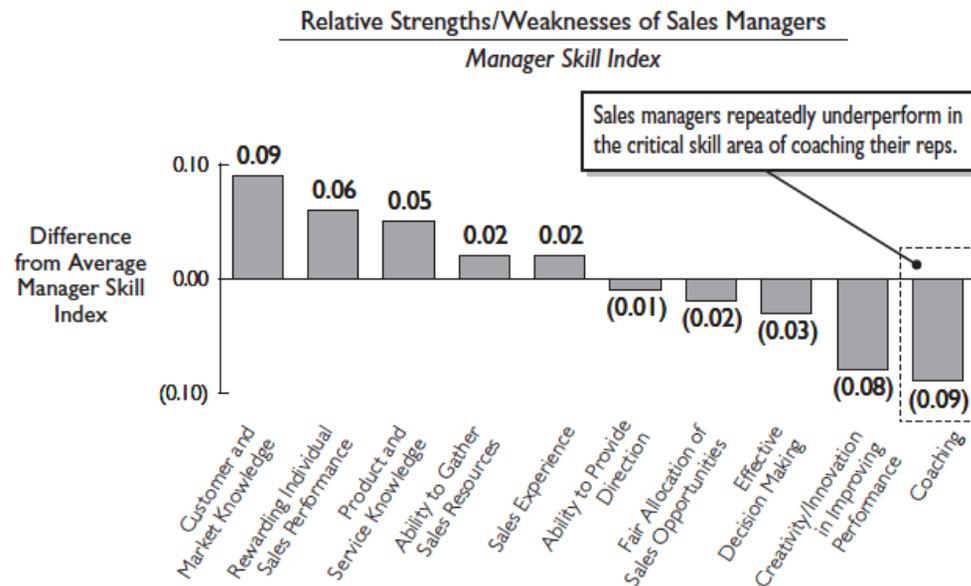


"Executive coaches are not for the meek. They're for people who value unambiguous feedback. All coaches have one thing in common, it's that they are ruthlessly results-oriented."
—Fast Company

Performance

PROGRAM OVERVIEW

...it is, regrettably, also the activity that managers perform least well



Source: SEC research 2003-2012

THE ROLE OF THE COACH

The underlining assumption that the enterprise and its executive has the required technical skills and expertise to get the job done is understood, therefore, the role of our coaches will not include telling our client how to do their job.

Further, technical know-how alone is no longer sufficient to gain credibility as a leader. Human factors - often described as emotional intelligence - play an ever-increasing role in sustaining competitive leverage for the leader. A coach is catalyst for your executive's mastery in

the skills of -- creating business impact, enhancing customer relationships, team motivation, managing organizational change, effective communications and cultural congruence.

Our coach is an ally and a sounding board to the leader. A coach interplays with the leader through ongoing probes and questions to ensure that this executive has thought through the implications of his actions -- uncovering all the angles to a problem, seeing through the blind-spots, tested assumptions, confronted inhibitions, committed to affirmative action, following through with the plan, and finally, insuring that he has considered

"MANY OF THE WORLD'S MOST ADMIRABLE CORPORATIONS, FROM GE TO GOLDMAN SACHS, INVEST IN COACHING. ANNUAL SPENDING ON COACHING IN THE US IS ESTIMATED AT ROUGHLY \$1 BILLION DOLLARS."

— Harvard Business Review



PROGRAM OVERVIEW

“Business leaders are finally realizing what sports experts have known for years: individualized attention from an expert is the only way to unlock a person’s full ability.”

D. Logan, PhD., & J. King

how to do it all better the next time. In short, our coaches keep the learning process on track and on going.

Our experienced coaches will listen and understand his clients – moreover he will energize, excite, challenge and to push the limits of his client in order that he is primed for the potential for greater achievements.

By bonding with his client executive, the coach will develop trust through which he can affect the broadening of the executive’s capacity for interpersonal skills and enhancement of their leadership mind-set. In this process, our coaches set the motion for long-term impact beneficial to the organization.

THE FORMAT

A coaching relationship is established via confidential one-on-one discussions over an agreed period of time, typically 6 – 12 months. These are comprised of face-to-face sessions augmented with other interactions such as by phone and email. Typically, there are two inter-personal meetings per month of approximately two hours each, scheduled to fit into the executive’s workflow.

OUR PROCESS

1. **Establish Focus:** In the initial meetings with the client and the designated executive (coachee), we

establish objectives, desired changes, timelines, and commitment.

2. **Assessment of Situation:** We collect data from 360° feedback surveys, performance appraisal, assessment tools, and interviews and where possible we conduct ‘shadow coaching’. Together with the coachee, we create a development plan and secure commitment to the plan.
3. **Learning:** The coachee and coach review the past and present situations, extract the learning, and agree upon action-steps for the future. Additionally, the need for further new learning is defined.
4. **Application:** Clear, measurable action-steps will be mutually agreed upon and steps are taken to insuring that the coachee is executing the action-steps.
5. **Review:** Finally, the coachee and the coach assess the outcome of the applied actions and extract the relevant learning. A continuous assessment of progress against objectives is made at this time. For control purposes, regular update meetings with the client sponsor are conducted.
6. **Sustain:** Changes and improvements by the coachee are assessed with additional surveys to monitor the

A black and white photograph of two men in business suits shaking hands. The man on the left is smiling and looking towards the man on the right. A blue circular graphic with a white border and a dashed red and blue outline is centered over the handshake. Inside the circle is a quote in white text. The background is a plain, light-colored wall.

"I'll bet most of the companies that are in life-or-death battles got into that kind of trouble because they didn't pay enough attention to developing their leaders."

*Wayne Calloway, former
Chairman, Pepsico, Inc.*

PROGRAM OVERVIEW

“Leadership can be thought of as a capacity to define oneself to others in a way that clarifies and expands a vision of the future.”

Edwin Friedman

results and the development plan is further updated.

RESULTS AND BENEFITS

Our Leadership & Advanced Management Institute is committed to deliver measurable results within the context of mutually agreed objectives. Accordingly, the performance outcome will be covered in the coaching contract at the onset.

- Many of our former clients are very forthcoming with the resulting benefits of our corporate coaching program. Some of the benefits you can also expect from coaching are as follows -
- Enhanced leadership effectiveness
- Improved collaboration at senior levels of the organization
- Speedier acceptance and implementation of initiatives for change
- Positive impact on key metrics, such as employee attitude, 360° feedback results, retention patterns and balanced scorecard
- Improved bottom line results of your business
- A more satisfying professional and personal life.

LAM PROFILE

LAM (LEADERSHIP AND ADVANCED MANAGEMENT) INSTITUTE LTD., is a leading advocate of corporate coaching in Asia. We have become the preferred source for corporations in their quest for

developing their leaders. In accomplishing this we form a ‘partnership’ with your corporation, supporting you in the critical task of nurturing the strategically viable high performing leaders essential to your company’s future:

- We provide goal-specific and action oriented corporate coaching to key executives, senior leaders, sales directors and high-potential candidates for companies across Asia.
- The members of the Leadership and Advanced Management Institute and its alliance partners have extensive experience in corporate management, training and consulting in major commercial centers of Asia, USA and Europe. With a multi-cultural background, we bring a seasoned perspective and an in-depth understanding of the vital business issues being faced by business leaders in Asia.

CLIENTS

LAM Institute is proud to work with leading medical, tech, and chemical manufacturers as well as the largest insurance and banking firms globally. Around the world and across industries we support your aim of powerful communication.

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