



# COACHING

## #1 LEADERSHIP BEHAVIOR

Our research confirms that no other leadership behavior is more correlated with increasing Employee Engagement than a leader's **coaching effectiveness**.

Here's why a coaching culture would improve your organization...

### LEADERS THAT ARE THE MOST EFFECTIVE COACHES HAVE

# 3X

 **MORE EMPLOYEES THAT**   
**"GO THE EXTRA MILE"**

#### INTRODUCING *THE EXTRAORDINARY COACH™* PROGRAM

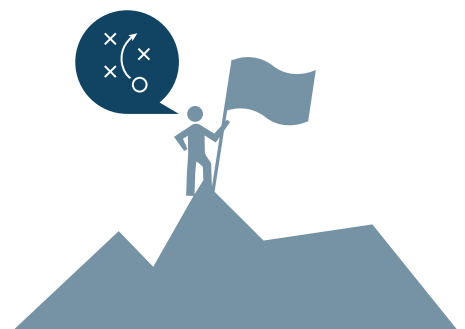
*The Extraordinary Coach™* workshop enables your leaders to improve the performance and capability of their teams by introducing and practicing FUEL, a flexible coaching framework. The workshop presents the overall business case for coaching, while also providing individual insight through the Coaching Attitudes and Preferences assessment. Coupled with world-class video demonstrations and personal development plan creation, all these elements equip your organization to create a coaching culture.

[ZENGERFOLKMAN.COM/THE-EXTRAORDINARY-COACH](http://ZENGERFOLKMAN.COM/THE-EXTRAORDINARY-COACH)

# FUEL

ZENGER FOLKMAN'S COACHING FRAMEWORK  
FOR SIMPLIFYING DIFFICULT COACHING CONVERSATIONS

- WORKS FOR ALL TYPES OF COACHING CONVERSATIONS
- ENCOURAGES SOLUTION DISCOVERY
- POWERFULLY SIMPLE: **SO SIMPLE THAT YOUR LEADERS WILL ACTUALLY USE IT**



WHEN YOUR LEADERS ADD COACHING TO THEIR EXISTING STRENGTHS, THEY ARE

# 8X

MORE LIKELY TO BECOME A TOP-TIER LEADER.



ZENGER | FOLKMAN