

Marshall Goldsmith Stakeholder Centered Coaching

World's Leading Executive Coaching Network

Highest Quality Coaching Services

- Marshall Goldsmith has been recognized as the # 1 leadership thinker in the world by Thinkers50 and Harvard Business Review.
- His Stakeholder Centered Coaching process has been used by more than 100 of the Fortune 500 companies.
- Stakeholder Centered Coaching is the largest network of certified executives coaches with 1200+ certified coaches in 200 cities and 45 countries speaking 35 languages



Guaranteed Measurable Leadership Growth: No Growth, No Pay!

As the adage goes: 'You can manage what you can measure'

- Our online measurement tool, developed by Marshall Goldsmith, surveys the stakeholders around a leader at regular intervals throughout the coaching process to measure leadership growth.
- If at the end of the engagement the stakeholders rate the leader as having positively grown, then our coaches get paid.
- Our 'No Growth No Pay' guarantee aligns the organization, the leader and the coach, ensuring that everyone works towards getting the necessary business results.

Customized Coaching...Disciplined Execution

Whereas the coaching content is highly customized to meet individual leadership needs, the overall engagement structure delivers on the client's needs for execution.

- We offer our clients one point of contact for global coaching needs
- A uniform and transparent coaching process followed by all our certified coaches
- Regular progress reports on what leaders are working on, and where they are at in the process
- High-level overviews of leadership culture bottlenecks in the organization
- Measurable return on investment for the leader and the organization

Largest Global Network of Local Coaches

- 1100+ certified coaches in 200 cities and 45 countries speaking 35 languages
- Our coaches are local coaches who also have experience working in multinational organizations, often in international executive roles.
- They have considerable coaching experience using a variety of coaching tools which they integrate into the Stakeholder Centered Coaching process.

"We were a very successful team who took our performance to the next level. With Marshall's help we identified our two areas and went to work. We used everyone's help and support, exceeded our improvement expectations and had fun! A team's dedication to continuous improvement combined with Marshall's proven process ROCKS!"

Alan Mulally
former CEO
Ford Motor
Company,
3rd Best Leader
in the World by
Fortune
Magazine 2014



Transparent Process that Guarantees Growth

Marshall's highly successful approach places a strong emphasis on involvement of stakeholders, implementation to establish long-lasting behavioral change, and follow-through to measure growth in leadership effectiveness.

The Stakeholder Centered Coaching process is highly time efficient, transparent and structured, and works as follows:

1. In consultation with the coach, the leader selects 1-2 leadership growth areas based on behavioral interviews and multi-rater leadership assessments that identify his/her leadership strengths and bottlenecks
2. On a monthly basis stakeholders provide a few practical 'feedforward' suggestions that relate to the agreed upon leadership growth areas
3. The stakeholders' suggestions and areas for skill development are incorporated into a monthly action plan that the leader commits to implementing during the following month
4. The leader changes behaviors and perceptions through execution on the job
5. Leadership growth is measured quarterly and is based on changes in stakeholders' perceptions

Marshall Goldsmith Stakeholder Centered Coaching helped GE human resource professionals customize the coaching process for use with our high-potential leaders. Our internal HR coaches have achieved outstanding results with hundreds of our leaders. Marshall's model has been a real win for us!

Linda Sharkey – Former VP Organization & Staffing at GE and Chief Talent Officer at HP

Results for the Leader

11,000 business leaders on 4 continents concluded that 95% of leaders who consistently applied the Stakeholder Centered Coaching process measurably improved their leadership effectiveness. (This study is described in 'Leadership is a Contact Sport').

The Stakeholder Centered Coaching process:

- Is designed for successful executive and high potentials, and as such assumes self-determination and tailoring of content
- Moves rapidly from awareness to acceptance to action, focusing on behaviors that drive for results
- Is a powerful process for building personal 'leadership brand'



Results for the Organization:

Stakeholder involvement produces a strong positive ripple effect on the team and organization as a whole. Systematically involving stakeholders drives a number of positively reinforcing factors:

1. They buy-in to the leader's change efforts and become supporters, not cynical bystanders
2. They look out for and perceive leadership growth, boosting the leader's motivation to change
3. As the leader progresses from new behaviors, into new habits and into micro-processes, these changes naturally become embedded in the surrounding eco-system.
4. Mentoring/ coaching become part of the organization's culture.