

WHAT TO EXPECT TRAINING & ON-GOING COACHING

1 **Getting Started**

When you accept a project proposal, we'll create a project timeline, sign a contract, and schedule a Discovery Meeting.

2 **Discovery Meeting**

Our Discovery Meeting is all about listening and learning. If you're interested in coaching, there is likely a specific issue you want us to address, but it's okay if you can't put your finger on the exact problem yet—that's our job. The purpose of the Discovery Meeting is to learn about you and get a sense of specific areas to target in coaching, including areas you might be unaware of. We'll send you a few questions to get you thinking about your vision, strategy, and inspiration, which we'll then talk through in our conversation.

3 **Research**

After that conversation, our team will continue the learning process by researching and reading everything that is relevant to your context. We'll draw from both our own knowledge and external research to be experts on everything so you don't have to be. We'll become familiar with you, your brand, and your specific industry's audience, paying particular attention to the kinds of cultural issues and rhetoric that are relevant.

4 **Brainstorm & Content Development**

We'll gather all the notes, data, and ideas we jotted down during the Discovery Meeting and research process and plot a direction for what coaching will look like in your context, whether that is through exemplar resources, written feedback, or reports on change management within your organization. Because everything we do is content-driven, we will develop training materials that are effective and impactful through courses, workshops, and lesson planning.

5 **Teach Content**

This is where it'll get practical. We'll teach you everything you need to know through whichever medium is most appropriate, such as recordings, digital coaching, and pertinent and personalized content. With our learning tools and lesson plans, you can progress at your own pace. What good is a workshop or seminar if you can't be there? Through it all, we'll make sure you are given consistent, substantial feedback so that you and your organization can take meaningful steps forward.

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