



Beyond
Sales Tactics™



**Executive
Coaching Programs**

*We help companies, teams & entrepreneurs...
Gain confidence. Get into action. **Grow.***

Barb Girson

Barb Girson is a Registered Corporate Coach™, an ICF Credentialed Professional Coach (ACC), and is one of the inaugural 250 Executive Coaches worldwide certified in Conversational Intelligence® which combines the latest research of neuroscience with coaching to achieve results.

She is the president of International Coach Federation - Columbus Charter Chapter.



CERTIFIED IN
CONVERSATIONAL
INTELLIGENCE®



Delivers Training To

Company
Owners

Senior
Executives

Professional
Individuals/
Teams

Industry Coaching Experience

Accounting

Engineering

Insurance

Public
Services

Law

Private
Membership
Orgs.

Other



Connect With *Beyond Sales Tactics*™ For

External Executive Sounding Board

Orientation/Appointment of Senior Leader

Executive/Organizational Change

Company/Culture Shifts

Leadership Development

Support Team Diversity

Team Development

Magnify Strengths

Reduce Blind Spots

Increase Accountability

Barb Girson's Coaching Improves

Accelerated Turnaround To Success

Team Performance & Teamwork

Cultivate Influential Leadership

Communication & Presence

Speaking & Presentation

Behavioral Adjustments

Business Development

Time Management

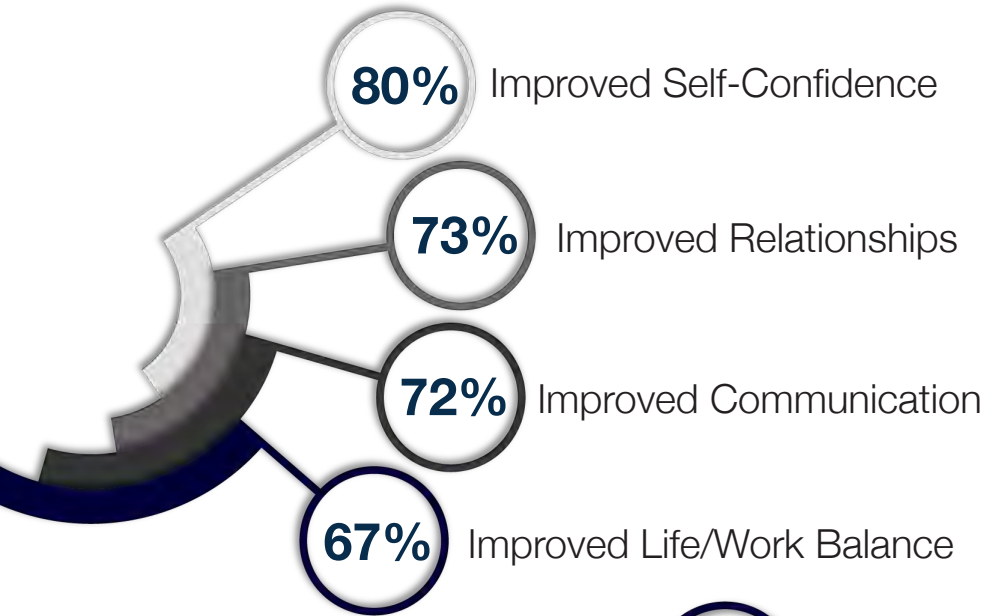
Strategic Planning

Networking

Listening

Sales

Coaching ROI Personal & Team Level



Improved Work Performance

70%

Improved Business Mgmt.

61%

Improved Time Mgmt.

57%

Improved Team Effectiveness

51%

(Source: International Coach Federation)

Industry Executive Coaching Statistics

A study of Fortune 100 executives found that executive coaching was effective for all participants, including women and ethnic minorities, and resulted in ROI, averaging \$100,000 or 5.7 times the initial investment.

(Source: Manchester Consulting Group)

ROI
5X
Initial
Investment

ROI
788%
Increase

The impact of executive coaching on a Fortune 500 telecommunications company found a ROI of 529%, The financial benefits from employee retention, when added, increased the overall ROI to 788%.

(Source: Metrix Global study)

Industry Executive Coaching Statistics

Build Employee Relations

The relationship between an employee and their direct manager is the number one indicator of job satisfaction. (Source: Harvard Professional Group)



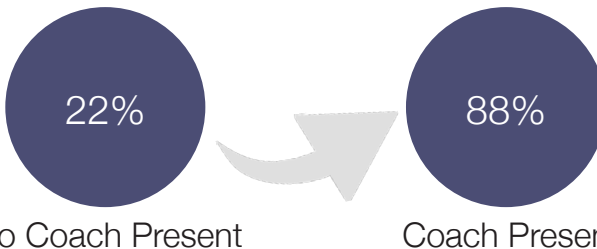
Leadership Development

Fortune 500 utilizing Executive Coaching for development: (Source: Hay Group)



Improve Training Impact


An article in Public Personnel Management reported a study comparing training alone to coaching combined with training. Training alone increased productivity by 22 percent while a combination training and coaching increased productivity by 88%.



(Source: Public Personnel Management)

Coaching Process

A typical engagement includes:

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1. Contracting
 2. Information gathering and debriefing
 3. Feedback
 4. Planning and active coaching
 5. Reassessment
 6. Final evaluation
 7. Follow-up and sustainability

Each program is customized according to the client's specific needs. Objectives derive from initial consultation.


Coaching Fees

Coaching project fees are based on the length of scope, time, selected activities, frequency of sessions. Your budgetary considerations are factored into program design.

Based on research, it takes between 18-224 days to make a new behavior an ingrained practice, indicating a considerable variation based on the individual. For your budgeting purposes, we recommend 3-6 months minimum.

(Source: How are habits formed: Modeling habit formation in the real world, Phillippa Lally*, Cornelia H. M. van Jaarsveld, Henry W. W. Potts and Jane Wardle 16 JUL 2009)

Coaching Clients Are Saying



“I think of you often. I appreciate the interest and commitment you brought to our work. I am now much more confident and effective.”

~ Robert F., Professional Clinical Counselor

“Barb’s insightful coaching, positive attitude, exceptional communication skills, and her warmth has helped me and my team build a solid foundation of trust. The results are so extraordinary that we are taking giant steps forward in creating an inspiring, harmonious and very inclusive culture.”

~ Julien P. CEO, Managing Partner, Custom Jewelry Manufacturer, International Multi-Channel Distribution

“Working with Barb has been a transformational experience. Your approach was uniquely catered to my strengths. As a result of my work with you my confidence has grown, my leadership skills have evolved and my career has blossomed.”

~ Lynnise S., M.A., C.D.P, Supplier Diversity Specialist/Small Business Liaison Officer, Achieved career promotion in global research and development organization



Speaking | Training | Facilitating | Consulting | Coaching
Executive/Business/Career/Leadership/Sales

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