




The **RBL** Group

+ *Executive Coaching*

A large teal geometric graphic on the left side of the page, consisting of two overlapping triangles pointing towards the center.

"Coaches are not measured by what they know but how they help others change because of what they know and do."

Dave Ulrich
Co-Founder, The RBL Group



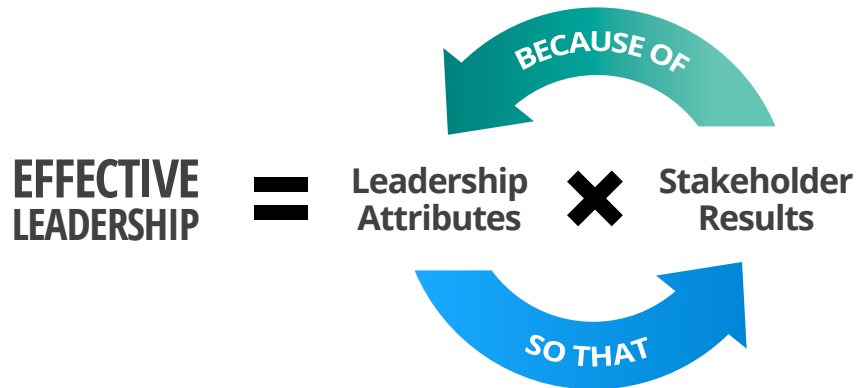


Coaching should be defined by outcomes.

The RBL Approach

Neither attributes nor results is enough; it's the virtuous cycle between them that makes all the difference. Our coaching methodology connects attributes with results and helps leaders become more effective by developing strengths that strengthen others and addressing weaknesses that get in the way of delivering results.

Leaders should be able to say "I will improve this competency *so that* I deliver a particular result." Or, "I delivered this result *because of* this competency I have."



What makes RBL different?

1 Results-Focused

We focus on connecting personal goals with stakeholder needs. Personal goals provide the motivation to change, and stakeholder needs ensure needed results.

2 Thought Partner

We don't tell you what to do. We're here to help you consider alternatives and implications outside of your normal approaches, identify patterns that hold you back, and provide direction in a safe environment.

Coaching Arrangements

Compact Coaching

Features

- MENTOR® leadership insights
- Individual development agenda
- One-to-one personalized coaching
- 360 perspectives

Scope

Typically three-month duration with scheduled 1.5 to 2 hour meetings at two- to three-week intervals and unlimited contact by telephone and email 24/7. Initial meetings are face to face with the option of telephone or video conferencing subsequently.

3

Months

Progressive Coaching

Features

- MENTOR® leadership insights
- Individual development agenda
- One-to-one personalized coaching
- Facilitated stakeholder perspectives

Scope

Typically six-month duration with scheduled 1.5 to 2 hour meetings at two- to three -week intervals and unlimited contact by telephone and email 24/7. Initial meetings are face to face with the option of telephone or video conferencing subsequently.

6

Months

Impact Coaching

Features

- MENTOR® leadership insights
- Individual development agenda
- One-to-one personalized coaching
- Stakeholder interviews

Scope

Typically twelve-month duration with scheduled 1.5 to 2 hour meetings at two-to three-week intervals and unlimited contact by telephone and email 24/7. Initial meetings are face to face with the option of telephone or video conferencing subsequently.

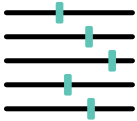
12

Months

Any of these offerings can be tailored to create the right process for you. Call us to discuss now, +1.801.373.4238

The Coaching Process

While each coaching assignment differs according to the type of coaching, the needs of the individual client, and the requirements of the organization, we recommend that the coaching engagement be built on this basic framework:



Establish a baseline.

We'll use self- and multi-stakeholder assessments to create a starting point for coaching. For senior executives, we may also use an organization assessment. The following pages contain more information about the assessments that may be used.



Create the engagement.

The coach and the client co-create the coaching process. This will include a discussion of feedback, development planning, and ongoing coaching sessions to reinforce focus, adjust strategies, and create accountability.



Measure results.

Follow-up stakeholder feedback during the coaching process and at its closing allows the client to measure individual growth.



Coaching is a partnership that focuses on action.

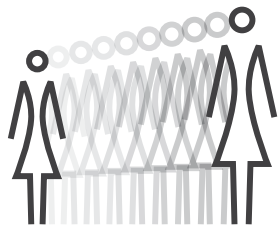
MENTOR® Leadership Battery

MENTOR® is a psychometric assessment that measures individual strengths and weaknesses and is a powerful addition to any talent development strategy. Designed to measure personality attributes, team role preferences, leadership indicators, and conceptual complexity, the instruments in MENTOR® provide insights that are critical to understanding how individual leaders operate and how they can improve.

Originality (sample)

ORIGINALITY	Dimensions	0	1	2	3	4	5	6	7	8	9	10
	Ⓟ S-N Preference							N				
	Ⓛ Innovative Leadership				●							
	Ⓑ Openness			●								
	Ⓢ Open-Minded						●					
	Ⓣ New Ideas									●		
	Ⓣ Detail Type (R)							●				
	Ⓒ Growth Potential				●							

One-on-one coaching by RBL-certified coaches helps leaders understand how their preferences affect individual and organizational performance and focuses them on one or two key areas for development. This personalized development plan helps leaders improve in ways that affect current and future job performance.



The MENTOR® Leadership Battery identifies an individual's characteristics in 26 dimensions and profiles them in five categories known to facilitate leadership success:

1. Originality

Do I look ahead and generate new ideas or solutions?

2. Leadership Potential

Am I motivated to lead?

3. Task v. People Orientation

Are my decisions based on logic or do I factor in people?

4. Organization and Execution

How structured do I like my work environment to be?

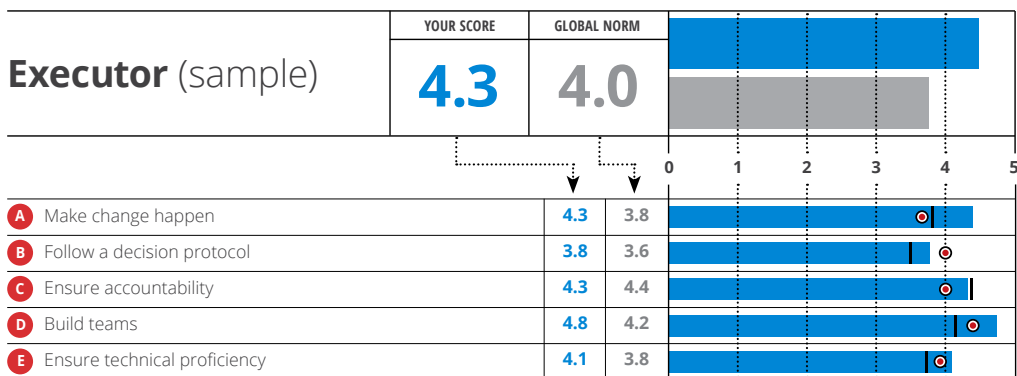
5. Temperament

How do I respond to stress?

[Learn more: rbl.net/go/mentor-lead-battery](http://rbl.net/go/mentor-lead-battery)

360 Assessment

Having 360 feedback available is critical in ensuring that coaching sessions address behaviors and results that directly impact the organization. RBL Leadership Code assessments are based on the best available research on what makes leaders great. The report provides a simple and clear outline of the strengths and opportunities identified in the assessment so that leaders can become more effective in delivering results that matter.



For executives, 360 feedback can also be gathered through in-person or telephone interviews with stakeholders.



Our research shows that 60-70% of the attributes of leadership effectiveness are the same for all leaders. The five domains of the RBL Leadership Code are the foundation of what all leaders must know and do to be effective.

1. Strategist

Do I shape the future?

2. Executor

Do I make things happen?

3. Talent Manager

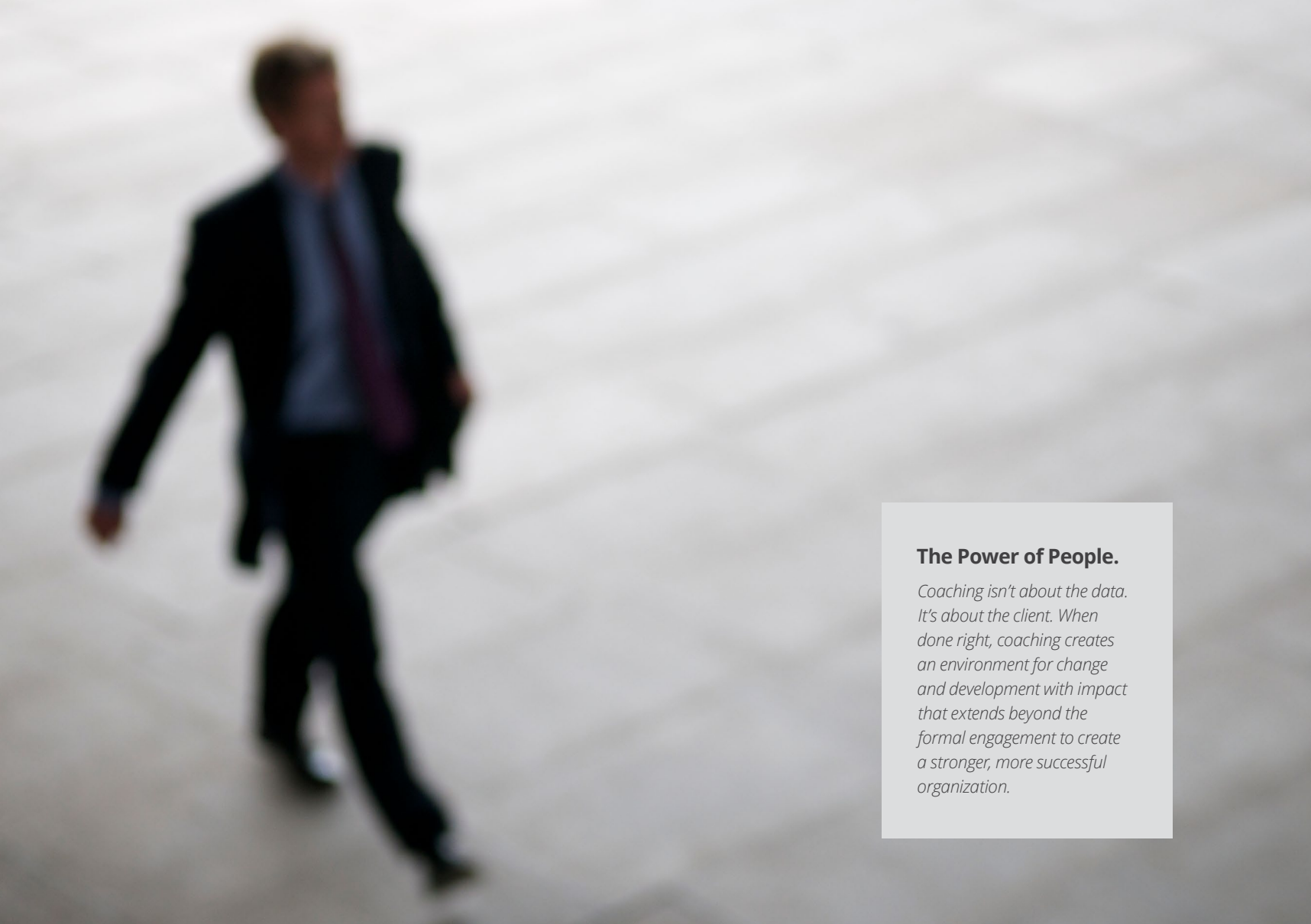
Do I engage today's talent?

4. Next Generation Developer

Do I build the next generation?

5. Personal Proficiency

Do I invest in myself?



The Power of People.

Coaching isn't about the data. It's about the client. When done right, coaching creates an environment for change and development with impact that extends beyond the formal engagement to create a stronger, more successful organization.



Executive Coaching

The **RBL** Group

To inquire about our Executive
Coaching offerings:

call +1-801-616-5600

email rblmail@rbl.net

web www.rbl.net