

Transformational Leadership Coaching

HOW DOES LEADERSHIP ASSESSMENT AND COACHING SUPPORT OUR STRATEGIC LEADERSHIP PROCESS?

Our Strategic Leadership Process for leading and implementing strategic step change initiatives/projects requires the application of transformational leadership skills and behaviors.

The Leadership assessment and coaching process provides the support leaders need for learning while doing real work. The assessment can also be used as a gauge of the organization's capacity or readiness to lead significant change.



TLCCTM
TRANSFORMATIONAL LEADERSHIP
COACHING & CONSULTING, LLCTM

We are in the business of developing Transformational Leaders and engaging their organizations to deliver truly extraordinary business results. We coach leaders and leadership teams in the skills, processes and behaviors needed to inspire individuals & teams to new levels of achievement.

For more information visit our website at www.TLCC.biz

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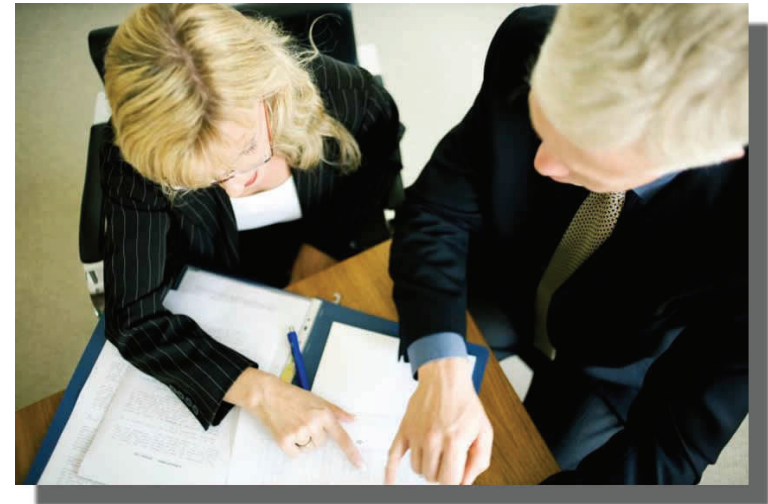
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Transformational Leadership Coaching & Consulting, LLC

Transformational Leadership Coaching



Building Organizational Capacity to Achieve Extraordinary ResultsTM

**Developing and Sustaining
Transformational Leadership Capacity
Through Feedback and Coaching**

WHAT IS... TRANSFORMATIONAL LEADERSHIP COACHING?

Coaching is a supportive relationship that helps the leader to:

- Leverage the positive impact of key transformational leadership behaviors in order to lead organizational change and improvement
- Meet the organizations objectives
- Become more resilient in the face of stress and change

WHY... TRANSFORMATIONAL LEADERSHIP COACHING?

Most leaders live in a feedback deficit world. But just like everyone else, they need feedback and coaching to identify beneficial leadership behavior changes and to develop new leadership behaviors, to the point of mastery.

Transformational leadership behaviors are needed to supplement day-to-day management skills (transactional) in order to address a work environment that is changing at an ever-increasing rate.



There is overwhelming evidence that transformational leadership behaviors foster extraordinary results.

BENEFITS OF... TRANSFORMATIONAL LEADERSHIP COACHING?

When leaders get valid feedback that provides a clear understanding of what leadership behaviors are critical to their success and how they support attainment of key objectives, the opportunity for personal and organizational growth is created.

That is why leadership coaching is often a key part of leading and implementing strategic step change improvement initiatives and or creating sustainable leadership growth as part of an integrated development program.



WHO SHOULD CONSIDER LEADERSHIP COACHING?

Leaders and leadership teams at any level of the organization who want to:

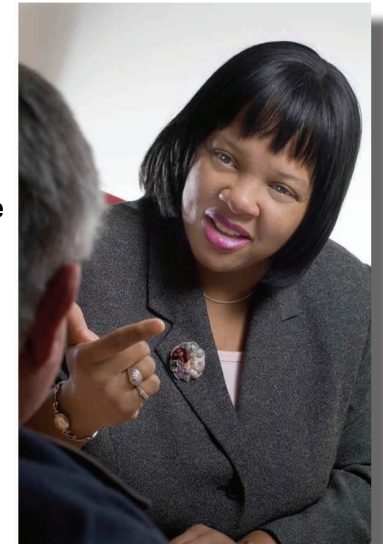


- Make a sustainable improvement in their leadership capabilities / effectiveness
- Become transformational leaders
- Start a strategic or step change improvement project
- Support leadership development plans with a very focused approach/process
- Prepare for higher levels of responsibility and address specific issues
- Accelerate their leadership development in preparation for higher levels of responsibility

WHAT IS OUR APPROACH TO LEADERSHIP COACHING?

Our experienced behavioral coaches provide one-on-one performance coaching to enhance the leader's effectiveness by:

1. Gathering feedback data – we utilize the MLQ Assessment, which is the gold standard for transformational leadership assessment, and other feedback data such as interviews.
2. Providing specific and valid feedback
3. Focusing the leader on exactly what they need to improve
4. Connecting the leader's 2-3 key business objectives with the transformational behavior improvement opportunities
5. Jointly developing a behavioral coaching action plan with auditable outcomes
6. Providing ongoing feedback and follow up



The content of the coaching sessions is formed by leadership assessment data (we utilize the MLQ assessment – see insert) or other feedback data. The focus of the work is forward looking and action oriented i.e. to take the leader from where they are to a new level of leadership effectiveness.

The Multifactor Leadership Questionnaire (MLQ) Leadership Assessment

The 'benchmark' measure for
Transformational Leadership



- Developed by Bernard M. Bass and Bruce J. Avolio -

What Is... The Multifactor Leadership Questionnaire (MLQ)?

- A full range, behavior based 360 degree leadership assessment
- Measures a broad range of leadership types
- The most highly researched and validated leadership instrument
- Evidence based and is predictive of organizational outcomes
- Validated across cultures and different types of organizations

“A variety of studies have shown the MLQ to be effective...
in settings as diverse as savings banks, community action agencies,
offshore oil platforms, the United States Army, Chinese state-run
industry, and the Israel Defense Force infantry.”

~Ed Hoffman, *Psychological Testing at Work*, 2003~

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Benefits of Utilizing MLQ

- Assesses the effectiveness of individual & team leadership capabilities
- Provides a comprehensive development report, including narrative comments
- Provides benchmarks based on global normative data for comparison
- Defines target ranges based upon scores of successful transformational leaders
- Provides data that defines strengths and developmental opportunities
- Establishes a behavioral basis for leadership coaching
- User friendly because it is available 'on-line' and only takes approximately 15 minutes to complete



Who Should Consider Using This Tool?

- Strategic Leadership Teams, prior to starting a strategic or step change improvement project in order to position leadership for achieving extraordinary results
- Executives and Middle Managers, as a basis for individual leadership coaching
- Any Leader who wants to provide a more 'outcome' oriented basis for leadership development plans



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