



THE COACHING EFFECT WORKSHOP TOPICS

DRIVEN BY DATA. POWERED BY PEOPLE.



TABLE OF CONTENTS

03

BUILD RELATIONSHIPS →

These workshops teach best practices that will help you build more open, supportive, and positive relationships with the people you lead.

05

CREATE ORDER →

These workshops teach best practices that will help you drive alignment, accountability, and consistent execution with your team members.

07

DRIVE COMPLEXITY →

These workshops share best practices you can use to move your team members out of their comfort zones and increase performance.

09

MAXIMIZE COACHING ACTIVITIES →

These workshops build on the core coaching activities with deeper insights into how to maximize every interaction.

12

MAXIMIZE COACHING IMPACT →

These workshops build on the core coaching themes with deeper insights into how to maximize every interaction.

15

SALES LEADERSHIP →

These workshops build on the core sales coaching with deeper insights into how to maximize sales performance.

COACHING WORKSHOPS TO BUILD RELATIONSHIPS

Strong relationships are the foundation of effective coaching interactions. These workshops teach best practices that will help you build more open, supportive, and positive relationships with the people you lead.

TOPIC	OVERVIEW	KEY TAKEAWAYS
BUILDING RELATIONSHIP OF TRUST	Leaders who build stronger relationships with their team members lead happier, more productive teams. Learn the key benefits and principles of creating more genuine and meaningful connections to deepen the trust that your team members have in you	<ul style="list-style-type: none">• How to create relationships of trust with every individual on your team• Benefits of being personally vulnerable with your team members• How to read non-verbal cues to create stronger connections
MAKING YOUR RECOGNITION MEANINGFUL	Rewarding your team members is a proven way to increase retention and motivation to perform, but many recognition approaches are ineffective. Learn best practices on how to make your recognition memorable and meaningful to your team members	<ul style="list-style-type: none">• How the right kind of recognition impacts team member behavior and performance• Three “must haves” for recognition to be more meaningful to your team• Specific, creative recognition ideas you can use to boost morale and motivation
PREPARING FOR DIFFICULT CONVERSATIONS	Addressing challenging subjects, such as performance issues, is one of the most important skills a leader can develop. Learn how to address uncomfortable issues in a manner that is direct, but also supportive and not confrontational	<ul style="list-style-type: none">• Why certain types of conversations may be challenging for us or our team• What we do that can cause sensitive conversations to be more difficult• How to prepare for conversations so they lead to positive results for all involved
CREATING PSYCHOLOGICAL SAFETY	When team members have psychological safety, they feel more comfortable sharing their opinions, making decisions, and taking chances in their work. In this workshop, we explore how to create more psychological safety with your team members	<ul style="list-style-type: none">• The definition of psych safety and why it's essential to good coaching relationships• How a team member's performance is impacted by a lack of psych safety• Proactive steps to improve psych safety with individual team members

COACHING WORKSHOPS TO BUILD RELATIONSHIPS

Strong relationships are the foundation of effective coaching interactions. These workshops teach best practices that will help you build more open, supportive, and positive relationships with the people you lead.

TOPIC	OVERVIEW	KEY TAKEAWAYS
PSYCH SAFETY WITHIN TEAMS	<p>Team members that feel psychologically safe with their peers are more likely to believe they're part of a great team. In this workshop, we will share best practices you can use to inspire your team members to support, value and encourage their peers</p>	<ul style="list-style-type: none">• How a lack of psych safety can negatively impact team collaboration• The role a leader plays in creating or hindering psych safety amongst peers• Key strategies you can use to encourage better psych safety within your team
MAKING WORK FUN	<p>Creating a fun work environment isn't about pizza parties. To help team members find joy, you must create a place where they can do their best work. In this workshop, we will share what truly leads to a more fun and, ultimately, a more productive workplace</p>	<ul style="list-style-type: none">• Why fun at work matters and how it impacts team performance• What our research shows leads to a more fun and engaging environment• Specific best practices to help your team members re-discover the joy in their work
DO WE NEED FRIENDSHIPS AT WORK?	<p>Americans are forming less friendships at work than before. In this workshop, we will examine the data around workplace friendships to assess their impact on team member experience and performance, and what leaders can do to encourage positive relationships between colleagues.</p>	<ul style="list-style-type: none">• The data on the shifting importance of workplace friendships• How friendships at work impact team member retention and engagement• Specific strategies to encourage positive relationships between peers
WHAT CREATES TRUST?	<p>High levels of trust are essential to effective team collaboration. Without it, work slows down, miscommunication increases, and the work experience becomes more stressful.</p>	<ul style="list-style-type: none">• How high or low trust in leadership impacts the work experience• The key coaching behaviors or actions to correlate to higher trust• What leaders can do to increase trust with their team members

COACHING WORKSHOPS TO CREATE ORDER

When leaders create order, their teams increase the quality and quantity of their work. These workshops teach best practices that will help you drive alignment, accountability, and consistent execution with your team members.

TOPIC	OVERVIEW	KEY TAKEAWAYS
HELPING YOUR TEAM TAKE OWNERSHIP	<p>When team members are uncertain in their roles, they are unlikely to act with confidence. Helping your team members take ownership can increase their independence, engagement and, most importantly, their performance</p>	<ul style="list-style-type: none">• Why team members may struggle with taking ownership of their work• How your team culture can impact team members' feelings of ownership• Coaching behaviors that help create a sense of ownership in teams
SETTING THE RIGHT GOALS	<p>Having clear, measurable, and relevant goals helps drive your team members' actions and accountability. We will share the key elements of effective goals, as well as when you may need to adjust goals in an ever-changing environment</p>	<ul style="list-style-type: none">• How the right goals help your team members perform better• The kinds of goals that help your team members achieve more• When you should re-consider or change your goals
COACHING WITH KPIS	<p>Clear key performance indicators (KPIs) can help you and your team members plan and predict performance. In this workshop, you will learn how to better define your KPIs, coach their execution and drive accountability for them</p>	<ul style="list-style-type: none">• Clear definition around your most important key performance indicators• Coaching ideas to help team members meet their KPIs consistently• How to use measurement and accountability to drive execution
CREATING A CULTURE OF ACCOUNTABILITY	<p>Why do some team members hold themselves accountable while others struggle to follow through? We will discuss what to do to create a culture of accountability that drives everyone to work more consistently and effectively</p>	<ul style="list-style-type: none">• What a culture of accountability looks like for you and your team• Specific strategies you can use to proactively drive accountability• How to coach when someone demonstrates a lack of accountability

COACHING WORKSHOPS TO CREATE ORDER

When leaders create order, their teams increase the quality and quantity of their work. These workshops teach best practices that will help you drive alignment, accountability, and consistent execution with your team members.

TOPIC	OVERVIEW	KEY TAKEAWAYS
EFFECTIVE LEADERSHIP COMMUNICATION	<p>When a leader is a good communicator, they can move people to action to achieve bigger, more strategic goals. In this workshop, you will learn how leadership communication differs from everyday communication and how to do it effectively</p>	<ul style="list-style-type: none">• How effective leadership communication improves team performance• What the best leaders do differently when they communicate with their teams• Three key leadership communication behaviors to drive clarity and alignment
MANAGING YOUR ENERGY	<p>More productive leaders don't necessarily work longer hours, instead they use their time and energy more effectively. We will discuss strategies you can use throughout your day to ensure you have the energy you need to achieve your goals</p>	<ul style="list-style-type: none">• How energy management impacts our focus and productivity• The key energy zones and how to spend more time in the most effective ones• How to manage your day to build, rather than drain your energy levels
THE ART OF DELEGATION	<p>When leaders delegate effectively, they increase their productivity and influence, creating an environment where team members can grow. In this workshop, we will explore the impact of effective delegation on leaders and their teams, and learn how to do it well.</p>	<ul style="list-style-type: none">• Why many leaders struggle to become good delegators• How effective delegation improves the productivity of a team• Steps leaders can take to become smart and confident delegators
IMPROVING TEAM COMMUNICATION	<p>Effective team communication drives collaboration and performance. This workshop explores strategies to foster authenticity, select the right communication methods, and plan productive meetings, creating an environment where teams thrive.</p>	<ul style="list-style-type: none">• Encourage authenticity in team communication to build trust and openness.• Choose the right communication method (email, phone, face-to-face) for each situation.• Implement strategies for more productive, engaging, and goal-aligned meetings.

COACHING WORKSHOPS TO DRIVE COMPLEXITY

Complexity is essential for growth, as we must experience new things to learn and develop. These workshops share best practices you can use to move your team members out of their comfort zones and increase performance.

TOPIC	OVERVIEW	KEY TAKEAWAYS
TRIGGERING COMPLEXITY FOR GROWTH	<p>Making people uncomfortable can be seen as a negative, but our research indicates top-performing coaches are not afraid to challenge complacency. Learn how to push your team to move outside their comfort to continue to grow and develop in their roles</p>	<ul style="list-style-type: none">• Why moving into complexity is necessary for growth and development of skills• Why your team members may be reluctant to go into complexity• Specific steps you can take to get your team members out of their comfort zone
DRIVING CONSTANT DEVELOPMENT	<p>We often think of development as planning bigger experiences to help team members grow, but development can be part of each day. In this workshop, we will share how you can weave learning and development into all your coaching interactions with your team</p>	<ul style="list-style-type: none">• Why it's important for development to be something you do all the time• The obstacles to constantly creating learning and development opportunities• Unique ideas to weave development into everyday experiences and interactions
COACHING INNOVATION TO OVERCOME CHALLENGES	<p>Our teams will always face new challenges in their work and one of the best ways to overcome these challenges is to pursue innovation solutions. In this workshop, we will teach you how to coach your team to innovate in the face of challenges</p>	<ul style="list-style-type: none">• Why innovation helps your team deal with challenges more effectively• The current challenges your team members are facing• Specific ways to coach your team to innovate to overcome their challenges
QUESTIONS THAT DRIVE GROWTH	<p>As any great teacher knows, asking questions is the best way to help someone learn to think for themselves. In this workshop, we will discuss why questions are a coach's best tool and how you can ask more questions to help team members make better decisions</p>	<ul style="list-style-type: none">• Why questions are the best tool for teaching and developing your team• Different kinds of questions you can use to stimulate your team's thinking• What kinds of questions hurt, rather than help, your team member's learning
MAXIMIZING SKILL DEVELOPMENT	<p>Skill development is critical for team success. This workshop will explore how to assess and enhance team skills, leverage strengths, and provide constructive coaching to foster growth and continuous learning.</p>	<ul style="list-style-type: none">• How strong skill development boosts confidence, performance, and team success.• Addressing skill development challenges to drive growth and improvement.• Strategies for leveraging strengths, coaching weaknesses, and fostering learning.

COACHING WORKSHOPS TO DRIVE COMPLEXITY

Complexity is essential for growth, as we must experience new things to learn and develop. These workshops share best practices you can use to move your team members out of their comfort zones and increase performance.

TOPIC	OVERVIEW	KEY TAKEAWAYS
MOTIVATING YOUR TEAM	<p>Historically, many leaders have used “carrot and stick” approaches to motivate their team. We will share why those approaches often prove ineffective, what really motivates team members to perform and specific steps you can take to increase your team’s motivation</p>	<ul style="list-style-type: none">• Why traditional motivation best practices are typically insufficient• The research around what really drives motivation to perform at a higher level• Specific strategies you can use to drive the long-term motivation of your team
PERFORMING UNDER PRESSURE	<p>When your team members are tackling new challenges, they will also face new moments of pressure. In this workshop, we will share how pressure can hinder a person’s ability to perform and how you can coach your team members to handle it.</p>	<ul style="list-style-type: none">• How pressure-filled moments can impact people physically and mentally• Lessons from the world of athletics on how to perform under pressure• Proven techniques to prepare your team members for times of pressure
COACHING IN CHAOS	<p>During times of significant company changes or new challenges, team members may feel that their work has become chaotic. In this workshop, we will discuss how leaders can help their teams navigate chaos and create a more stable work environment.</p>	<ul style="list-style-type: none">• The impact on team members of working too long in chaos• What team members need to move out a chaotic work environment• Specific strategies leaders can use to support and coach during times of chaos
BEING COMFORTABLE WITH YOUR TEAM IN DISCOMFORT	<p>Getting out of their comfort zone is necessary for people to grow. But it can be challenging to watch someone learn, struggle or make mistakes. In this workshop, learn how to manage your own discomfort, so you don’t hinder your team’s growth.</p>	<ul style="list-style-type: none">• Why experiencing discomfort is an essential part of the growth process• How we disrupt our team members’ growth because of our discomfort• Techniques to help you get comfortable getting out of the comfort zone

COACHING WORKSHOPS TO

MAXIMIZE COACHING ACTIVITIES

These workshops build on the core coaching activities with deeper insights into how to maximize every interaction. They also teach you how to build relationships, create order, and drive complexity through each coaching activity.

TOPIC	OVERVIEW	KEY TAKEAWAYS
MAXIMIZING ONE-TO-ONE MEETINGS	In this workshop, we will discuss why one-to-one meetings are an essential coaching best practice. Then, we will help determine what is going well with your one-to-ones and how to improve them to maximize their impact	<ul style="list-style-type: none">• A self-assessment of your effectiveness with your one-to-one meetings• Strategies to overcome your challenges with one-to-ones and specific steps you can take to improve their effectiveness
ONE-TO-ONES WITH TENURED TEAM MEMBERS	One-to-ones with tenured team members should feel different than those with less experience. Learn the unique needs of and best practices for coaching tenured people	<ul style="list-style-type: none">• How tenured team members' needs differ from those of newer team members• Specific tactics and approaches you can use to better coach tenured people
MAXIMIZING TEAM MEETINGS	In this workshop, we will discuss why team meetings are an essential coaching best practice. Then, we will help determine what is going well with your team meetings and how to improve them to maximize their impact	<ul style="list-style-type: none">• A self-assessment of your effectiveness with your team meetings• Strategies to overcome your challenges with team meetings and specific steps you can take to improve their effectiveness
DRIVING ENGAGEMENT IN TEAM MEETINGS	Team meetings are more fun and effective when your team members participate. We will share how you can drive engagement to create more valuable meetings	<ul style="list-style-type: none">• How to plan your team meetings to ensure interaction and involvement• Techniques to use when your team is not engaging or taking ownership of meetings
MAXIMIZING FEEDBACK	In this workshop, we will discuss why feedback is an essential coaching best practice. Then, we will help determine what is going well with your feedback and how to improve it to maximize its impact	<ul style="list-style-type: none">• A self-assessment of your effectiveness with your feedback• Strategies to overcome your challenges with feedback and specific steps you can take to improve its effectiveness

COACHING WORKSHOPS TO

MAXIMIZE COACHING ACTIVITIES

These workshops build on the core coaching activities with deeper insights into how to maximize every interaction. They also teach you how to build relationships, create order, and drive complexity through each coaching activity.

TOPIC	OVERVIEW	KEY TAKEAWAYS
FEEDBACK TO DRIVE IMPROVEMENT	Feedback about how a team member needs to improve is often the hardest to give. Learn how to discuss improvement needs in a supportive way that moves people to action	<ul style="list-style-type: none">• Why effective feedback is essential to team member growth and improvement• A framework to give feedback on improvement needs in a productive way
MAXIMIZING CAREER DISCUSSIONS	In this workshop, we will discuss why career discussions are an essential coaching best practice. Then, we will help determine what is going well with your discussions and how to improve them to maximize their impact	<ul style="list-style-type: none">• A self-assessment of your effectiveness with your career discussions• Strategies to overcome challenges with career discussions and specific steps you can take to improve their effectiveness
INDIVIDUALIZING CAREER DEVELOPMENT	Team members need development that is consistent with their talent, goals, and career stage. Learn how to tailor growth experiences to account for each person's unique needs.	<ul style="list-style-type: none">• How to identify a team member's unique development needs and goals• Specific growth experiences to address individual needs and career stages
THE 10 RULES OF FEEDBACK	Our research shows that the key to helping team members improve performance is delivering consistent, high-quality feedback. Join our engaging workshop to test your knowledge of effective feedback and learn best practices for improvement.	<ul style="list-style-type: none">• How to build trust with team members while providing constructive feedback• Strategies to help team members be more receptive to feedback• The common mistakes leaders make that lessen the impact of their feedback

COACHING WORKSHOPS TO

MAXIMIZE COACHING ACTIVITIES

These workshops build on the core coaching activities with deeper insights into how to maximize every interaction. They also teach you how to build relationships, create order, and drive complexity through each coaching activity.

TOPIC	OVERVIEW	KEY TAKEAWAYS
FOSTERING A SUPPORTIVE TEAM ENVIRONMENT	<p>When your team has supportive relationships with colleagues, they are happier, more likely to be retained and rate their company higher. In this workshop, learn how you can foster a supportive, positive, and collaborative work environment.</p>	<ul style="list-style-type: none">• Data on why supportive relationships with peers are vital to a high-functioning team• What it feels like to be part of a caring, helpful, and encouraging team environment• Steps you can take to foster more supportive relationships between colleagues
CREATING HAPPINESS AT WORK	<p>Happy employees – it sounds like a nice idea, but does happiness at work really matter? This workshop will shed light on how workplace happiness impacts organizational metrics, and the steps leaders can take to create a happier workplace.</p>	<ul style="list-style-type: none">• The data on workplace happiness, including its impact of key organizational metrics• What a happy work environment looks like for different team members• Key tactics every leader can use to promote a happier workplace for all employees
BECOMING A LEADER OF ACCOUNTABILITY	<p>A leader sets the tone for accountability on their team. If team members are consistently falling short, their leader's behavior is likely the root cause of the problem. In this workshop, we will show you exactly what to do to become a leader of accountability.</p>	<ul style="list-style-type: none">• Why team members crave more accountability from their leader• What research tells us about the leadership behaviors that drive more accountability• Specific ways to lead your team to be consistently accountable in their work
TEACHING YOUR TEAM TO PROBLEM SOLVE	<p>As the saying goes... teach someone to fish; they can eat for a lifetime. Likewise, teach employees to problem solve so they can fix many issues on their own. In this workshop, we will share techniques to help your team members identify, assess, and solve problems.</p>	<ul style="list-style-type: none">• How we should respond when our team wants us to solve their problems for them• The steps your team members should take to solve their own problems effectively• When and how you should get involved with a problem to ensure the best solution
COACHING WITH THE GROWTH RINGS	<p>The Growth Rings framework helps leaders understand how comfort, challenge, and potential drive growth. Learn to identify where your team falls within the four Growth Rings—Stagnation, Order, Complexity, and Chaos—and tailor your coaching to unlock new performance levels.</p>	<ul style="list-style-type: none">• How to identify your current position within the Growth Rings and the environment shaping growth• Coaching techniques to navigate the Growth Rings, from Stagnation to Complexity, and drive development• Leverage comfort and challenge to inspire breakthrough performance

COACHING WORKSHOPS TO MAXIMIZE COACHING IMPACT

These workshops build on the core coaching themes with deeper insights into how to maximize every interaction. They also teach you how to build relationships, create order, and drive complexity through each coaching theme.

TOPIC	OVERVIEW	KEY TAKEAWAYS
<p>COACHING TO OVERCOME MISTAKES</p>	<p>When a team member makes a mistake, it can wreck their confidence and make them scared to try again. This workshop will teach you how to help them learn to work through their errors, so they can return to the game smarter and stronger than ever.</p>	<ul style="list-style-type: none"> • How top-rated coaches respond effectively when their team members make a mistake • Research on how mistakes impact a team member's confidence and performance • Strategies to help team members fix, prevent, & move on from their mistakes
<p>DEVELOPING AS A STRATEGIC THINKER</p>	<p>Strategic thinking isn't just for top-level senior executives. Thinking strategically can help employees at every level of a company plan and execute their work more effectively. This workshop will teach the benefits and the attributes of strategic thinking.</p>	<ul style="list-style-type: none"> • Insight into the habits and behaviors of leaders who are good strategic thinkers • The research & data around the benefits of strategic thinking at all levels of a company • How you can help your team members develop their strategic thinking for their role
<p>BE A MACRO, NOT A MICRO MANAGER</p>	<p>To drive better quality and ensure goals are achieved, leaders may inadvertently end up micro-managing their team. In this workshop, we will share the pitfalls of micro-management and how you can proactively manage your team to avoid it.</p>	<ul style="list-style-type: none"> • How micromanaging impacts the motivation & actions of our team members • Why leaders sometimes fall into the bad habit of micro-managing their team • Steps a leader can take to create a team culture of ownership, action, & autonomy
<p>GOOD VS. GREAT LEADERS</p>	<p>Most leaders consider themselves to be good at what they do. But what are the differences between good leaders and those that are truly great? In this workshop, we will explore what makes great leaders special and how to take a step toward greatness.</p>	<ul style="list-style-type: none"> • The impact of good vs. great leaders on team member performance • Biggest ways in which great leaders differ from good leaders • Specific actions and behaviors of great leaders that you can use
<p>CREATING A NO EXCUSES ENVIRONMENT</p>	<p>Excuses may protect self-esteem but often hinder performance and motivation. This workshop explores their impact on accountability and team outcomes, offering strategies to set clear expectations, eliminate barriers, and build a culture of high performance.</p>	<ul style="list-style-type: none"> • The impact of excuses on performance and their role in poor preparation and underachievement • How clear expectations and removing barriers foster accountability and drive results • Five strategies to coach non-performance and promote ownership of actions and outcomes

COACHING WORKSHOPS TO MAXIMIZE COACHING IMPACT

These workshops build on the core coaching themes with deeper insights into how to maximize every interaction. They also teach you how to build relationships, create order, and drive complexity through each coaching theme.

TOPIC	OVERVIEW	KEY TAKEAWAYS
<p>HOW TO LEAD IN A HIGH STRESS ENVIRONMENT</p>	<p>Leaders are used to operating under times of stress, but we may not fully appreciate the impact that stress has on us or our team. In this workshop, we will share research on working in a high-stress environment and what you can do to combat its effects</p>	<ul style="list-style-type: none"> • Research on the impact of stress on you and your effectiveness as a leader • The proactive steps you can take to better manage stress in your own work and life • How you, as a leader, can help your team members deal with workplace stress
<p>COACHING TO PREVENT THE GREAT RESIGNATION</p>	<p>When employee turnover is creeping up all around us, it's important to take proactive steps to combat it. In this workshop, we will share our research on what the best leaders do to retain their team members and how you can put those ideas into action</p>	<ul style="list-style-type: none"> • Data and insights into why team members may be looking to make a change • The impact of the manager in driving or preventing employee turnover • Specific best practices you can use to help make your team turnover-proof
<p>LEADING THROUGH TIMES OF CHANGE</p>	<p>Change is constant in today's business world, but it can be hard to motivate people to make the changes you need. Learn to manage your team's reaction to change and what you can do to help them deal with change more effectively</p>	<ul style="list-style-type: none"> • How people react in the face of changes going on around them • Strategies that do and don't work when trying to lead change • How you can help your team embrace new strategies, ideas, and behaviors
<p>VALUING YOUR TEAM MEMBERS</p>	<p>Team members who feel like they are an important part of their team are more likely to be happy in their work and want to stay with your organization. In this workshop, we will share best practices for making team members feel valued and appreciated</p>	<ul style="list-style-type: none"> • How making team members feel valued drives key performance metrics • Insight into what really makes team members feel important and valuable • Specific steps to take to show your team members how much you value them
<p>LEADING LONG-TERM IN HYBRID OR REMOTE ENVIRONMENTS</p>	<p>Let's face it, employees working remotely or in a hybrid environment is here to stay, and this creates new challenges for managers. In this workshop, we will explore what leaders need to do differently to coach and drive remote and hybrid team members</p>	<ul style="list-style-type: none"> • The latest research on where people work and how it impacts their experience • The top challenges that leaders face when coaching remote or hybrid teams • How to create rapport, motivation and results with remote or hybrid teams

COACHING WORKSHOPS TO MAXIMIZE COACHING IMPACT

These workshops build on the core coaching themes with deeper insights into how to maximize every interaction. They also teach you how to build relationships, create order, and drive complexity through each coaching theme.

TOPIC	OVERVIEW	KEY TAKEAWAYS
<p>LEADING WITH TRANSPARENCY</p>	<p>When times are tough or direction is unclear, it can be challenging for leaders to be open with their team members. In this workshop, we will discuss why transparency is essential to trust and how you can have transparency even in moments of uncertainty</p>	<ul style="list-style-type: none"> • How a lack of transparency impacts trust between a leader and their team • Strategies to overcome the obstacles that make transparency more difficult • Best practices to proactively build a culture of transparency
<p>EMPOWERING LEADERSHIP</p>	<p>Empowering leaders distinguish between driving accountability and micromanaging. While accountability focuses on what is achieved, micromanagement fixates on how it's done. This workshop explores how these approaches impact your team and provides tools to drive results without controlling every detail.</p>	<ul style="list-style-type: none"> • The different leadership types that are focused on accountability and/or micro-management • How each leadership type impacts their team's motivation, engagement and approach to work • Best practices from leaders who are able to drive accountability while still giving team members freedom to perform
<p>EFFECTIVELY COACHING GEN Z: FROM BOOMERS TO ZOOMERS</p>	<p>Coaching Gen Z requires a balance of guidance and connection. This session explores generational differences and provides strategies to engage, develop, and retain Gen Z employees while bridging gaps across the workforce.</p>	<ul style="list-style-type: none"> • Understand how the newest generation's workplace experiences differ from other teams • Learn behavior shifts that make coaching more effective for emerging talent • Discover strategies to engage, support, and develop team members across generations
<p>PERFORMANCE IN ACTION: BELIEFS, BEHAVIORS, AND RESULTS</p>	<p>This session examines why team members meet or miss performance goals using data from our Coaching Effect Survey (CES). Leaders gain strategies to support success and address gaps in behavior or perception.</p>	<ul style="list-style-type: none"> • Understand factors that influence team performance • Learn strategies to motivate and support team members • Explore ways to create accountability and drive results

COACHING WORKSHOPS TO SALES LEADERSHIP

These workshops build on the core sales coaching with deeper insights into how to maximize sales performance. They also teach you how to build relationships, create order, and drive complexity through coaching activities.

TOPIC	OVERVIEW	KEY TAKEAWAYS
SETTING THE RIGHT SALES GOAL	Having clear, measurable, and relevant goals helps drive your sales team's actions and accountability. We will share the key elements of effective goals, as well as when you may need to adjust goals in an ever-changing environment	<ul style="list-style-type: none">• How the right goals help your team members perform better• The kinds of goals that help your team members achieve more• When you should re-consider or change your goals
PREPARING FOR DIFFICULT CONVERSATIONS	Addressing challenging subjects, such as a salesperson not hitting their number, is one of the most important skills a leader can develop. Learn how to address performance issues in a manner that is direct, but also supportive and not confrontational	<ul style="list-style-type: none">• Why certain types of conversations may be challenging for us or our team• What we do that can cause sensitive conversations to be more difficult• How to prepare for conversations so they lead to positive results for all involved
PERFORMING UNDER PRESSURE	When salespeople have an important customer meeting, they can fall victim to the pressure to do well. In this workshop, we will share how pressure can hinder a person's ability to perform and how you can coach your salespeople to handle big moments	<ul style="list-style-type: none">• How pressure-filled moments can impact people physically and mentally• Lessons from the world of athletics on how to perform under pressure• Proven techniques to prepare your team members for times of pressure
BUILDING TRUST TO STRENGTHEN SALES TEAM	Sales leaders who build stronger relationships with their team members foster higher trust, leading to more motivated and productive teams. This workshop will focus on key principles and actions to deepen trust within your sales team, ultimately driving better results and engagement.	<ul style="list-style-type: none">• How to build relationships of trust with each team member• The benefits of being personally vulnerable with your team• How to read non-verbal cues to create stronger connections

COACHING WORKSHOPS TO SALES LEADERSHIP

These workshops build on the core sales coaching with deeper insights into how to maximize sales performance. They also teach you how to build relationships, create order, and drive complexity through coaching activities.

TOPIC	OVERVIEW	KEY TAKEAWAYS
MOTIVATING YOUR SALES TEAM	<p>Sales leaders often use a “carrot or stick” to motivate their team. We will share why those approaches often prove ineffective, what really motivates salespeople to perform and specific steps you can take to increase your sales team’s motivation</p>	<ul style="list-style-type: none">• Why traditional motivation best practices are typically insufficient• The research around what really drives motivation to perform at a higher level• Specific strategies you can use to drive the long-term motivation of your team
DRIVING CONSTANT DEVELOPMENT	<p>We often think of development as planning specific growth experiences for salespeople, but development can be part of each day. In this workshop, we will share how to weave development into sales meetings, internal meetings and all your daily interactions</p>	<ul style="list-style-type: none">• Why it’s important for development to be something you do all the time• The obstacles to constantly creating learning and development opportunities• Unique ideas to weave development into everyday experiences and interactions
COACHING TO SALES ACTIVITY	<p>KPIs drive sales success and accountability. This workshop will cover how to define, track, and coach KPIs—from pipeline creation to conversion rates—to boost performance and achieve stronger team results.</p>	<ul style="list-style-type: none">• How KPIs help leaders predict success, identify issues, and drive team accountability.• How to define and track key KPIs like pipeline, calls, conversions, and deal velocity.• Coaching strategies for 1:1s and team meetings to boost performance and accountability.
MAKING RECOGNITION MEANINGFUL FOR SALES TEAM	<p>Recognition is a powerful motivator for sales teams, but it must be done meaningfully to truly drive performance. This workshop explores how to make your recognition impactful, fostering greater motivation and retention within your sales team.</p>	<ul style="list-style-type: none">• How recognition influences sales team behavior and performance• Three essential elements for meaningful recognition• Creative recognition ideas that boost morale and motivation

COACHING WORKSHOPS TO SALES LEADERSHIP

These workshops build on the core sales coaching with deeper insights into how to maximize sales performance. They also teach you how to build relationships, create order, and drive complexity through coaching activities.

TOPIC	OVERVIEW	KEY TAKEAWAYS
MAKING WORK FUN TO DRIVE SALES TEAM SUCCESS	<p>A fun work environment isn't about perks—it's about creating conditions where your sales team feels engaged and energized to succeed. This workshop explores the connection between fun and productivity and offers practical strategies to make work more enjoyable for your sales team.</p>	<ul style="list-style-type: none">• Why fun at work matters for sales team performance• Research-backed methods to increase engagement and enjoyment at work• Practical steps to make work more fun and engaging for your team
CREATING A CULTURE OF ACCOUNTABILITY FOR SALES TEAMS	<p>A culture of accountability is essential for driving consistent results in sales teams. In this workshop, we'll discuss how to foster accountability, ensuring your sales team works effectively and stays committed to their goals.</p>	<ul style="list-style-type: none">• What a culture of accountability looks like for your sales team• Specific strategies to proactively drive accountability• How to coach when accountability is lacking
TRIGGERING COMPLEXITY FOR GROWTH IN SALES TEAMS	<p>Top-performing sales leaders know that pushing their teams outside of their comfort zones is essential for growth. This workshop focuses on how to trigger complexity in your sales team, helping them to move past complacency and unlock new levels of success.</p>	<ul style="list-style-type: none">• Why complexity is necessary for sales growth and skill development• Why your team members may resist complexity and how to overcome it• Practical steps for getting your team out of their comfort zone
FEEDBACK TO DRIVE IMPROVEMENT IN SALES PERFORMANCE	<p>Giving feedback that drives improvement is one of the most crucial leadership skills for sales leaders. This workshop will teach you how to provide constructive feedback in a way that supports growth and motivates your sales team to take action.</p>	<ul style="list-style-type: none">• Why effective feedback is essential for sales team growth• A framework for delivering feedback on improvement needs• How to use feedback to move your sales team to action

