

The Coach Approach



Tools for Effectively Managing Today's Workers and Yourself!

A one year integrated program of coaching, training sessions and tele-seminars on how to manage with a coaching style – a must for any supervisor or manager or team leader

Begins January 20, 2010

with Patricia Clason, RCC

Accountability Coaching Associates

In cooperation with

Center for Creative Learning, LLC

Offices: 2437 N Booth Street, Milwaukee, WI 53212

(414) 374-5433 (800) 236-4692 fax(414) 374-3997

Conference Center: 1553 S 38 St, #300, Milwaukee, WI 53215 414-383-5433

www.lightly.com patricia@lightly.com www.patriciaclason.com

Patricia Clason was the first to receive the Registered Corporate Coach designation from the Worldwide Association of Business Coaches.

Founder of the Business Coaching Certificate program at UW Milwaukee, she has been training managers, leaders and coaches for over twenty-five years.

Six Powerful Days of Training plus 12 Monthly Teleconferences and articles for integrated learning

In these challenging economic times, effective management is more important than ever before. We need to make sure our employees are motivated and that we keep our enthusiasm and positive focus. Coaching workers to higher self-efficacy and engagement is necessary to getting more done with less.

Each of these sessions is designed to assist you in filling your toolbox with skills guaranteed to get you a high rate of return on your investment.

The all-day workshops are offered at a special price that will be easy on your challenged budget – only \$150 per day, and each day includes an assessment from HRDPRESS!

Coaching Tools and Techniques 1/20 Secrets to Successfully Engaging Others 2/17
Emotional Intelligence 3/17 Time Mastery 4/21 De-stress your Distress 5/19
Don't Eat the Menu: Communication Strategies 6/16

Did you know? Research shows that follow-up coaching increases the effectiveness of training by 400%! Add a one year integration program that begins two weeks after the first workshop, including a monthly teleconference on coaching and related skill development plus an article or book summary to deepen knowledge and understanding for only \$420.

Total cost for the full program – an extremely reasonable \$1320.

If you register for the whole package and pay in advance, the cost is only \$1200!

That's less than \$25 per hour for increasing your effectiveness and profitability.

Call our offices at 414-374-5433 for more information. This program can be offered at your facility for a minimum of 12 participants or your employees can attend an open enrollment program delivered at the Center for Creative Learning.

"The business coaching our management team has received from Patricia Clason has been invaluable! She has helped us to focus on our goals, develop clear processes to achieving those goals and have fun while making it all happen. Patricia has guided through being a company to becoming a team! I recommend her business coaching to anyone that wants to succeed"
Mark Krause, Krause Funeral Homes

"Patricia is a great facilitator, knowing how to respond with content, context setting and mini coaching sessions. She delivered the academics for understanding and demonstrated coaching and leading skills. A very good job." — Participant - Coaching Tools and Techniques

Coaching for Productive Change

Coaching has emerged as a highly effective tool for helping individuals integrate and implement learning, resulting in more effective and productive workers and teams. The ability to coach others is a core competency for those helping organizations to develop personnel. Through coaching, supervisors learn how to optimize the value of human capital

Change is essential for an organization to grow and adapt to today's rapidly shifting marketplace, but people and organizations are naturally resistant to change. Coaching helps to facilitate productive change in persons, teams, and systems by enabling supervisors to gain cooperation and uncover potential that might otherwise go untapped.

TOOLS

- ⌘ What is Coaching?
 - ⌘ Core Beliefs about Coaching
 - ⌘ Differences between Coaching, Managing, and Mentoring
- ⌘ Key Coaching Skills
 - ⌘ Goal-Setting
 - ⌘ Asking Powerful Questions
 - ⌘ Listening
- ⌘ Structure of Coaching Sessions
- ⌘ Accountability
- ⌘ Building Self-Efficacy
- ⌘ Coaching for Peak Employee Performance
 - ⌘ Assessment of Performance Issues
 - ⌘ Positive Feedback
 - ⌘ Constructive Feedback



Includes the Coaching Effectiveness Profile from HRDPress

8:30 – 4:30

January 20, 2010

Center for Creative Learning, LLC

Offices: 2437 N Booth Street, Milwaukee, WI 53212
(414) 374-5433 (800) 236-4692 fax(414) 374-3997

Conference Center: 1553 S 38 St, #300, Milwaukee, WI 53215 414-383-5433

www.lightly.com patricia@lightly.com www.patriciaclason.com

Secrets to Successfully Engaging Others

Learn the reason why traditional means of motivating others often do not work in today's diverse workforce. From understanding how our communication affects others to recognizing how others best receive our communication, we can begin to master the principle that "One cannot motivate others - one can only create an environment in which others motivate themselves."

TOOLS

- ⌘ Principles of Engagement
- ⌘ NeuroLinguistic Programming
- ⌘ How we process and sort information and how it affects motivation
- ⌘ Rapport building
- ⌘ Values as a Motivational Guide
- ⌘ Power of Vision
- ⌘ Positive Self-Expectancy
- ⌘ Supervisor qualities that result in loyal work teams



Includes the Influencing Styles Clock assessment from HRDPress

8:30 – 4:30

February 17, 2010

Center for Creative Learning, LLC

Offices: 2437 N Booth Street, Milwaukee, WI 53212

(414) 374-5433 (800) 236-4692 fax(414) 374-3997

Conference Center: 1553 S 38 St, #300, Milwaukee, WI 53215 414-383-5433

www.lightly.com patricia@lightly.com www.patriciaclason.com

Emotional Intelligence:

The Missing Link in Motivation & Leadership

Success in the corporate world has traditionally been attributed to rational thinking and analytical skills (IQ). Research studies over the last three decades have concluded that Emotional Intelligence (EQ) may be THE most important business skill today.

Who survives and who thrives will be determined by mastery of the skills of self awareness, motivation, managing emotions, empathy and interpersonal effectiveness. While IQ appears to be determined early in life and by our genes, evidence shows that EQ can be learned and increased at any time.

Discover how your thinking gets hijacked and control gets lost. You will have the opportunity to assess your personal EQ and practice tools that will help you deal with difficult people, resolve conflicts, and create powerful business relationships. We will define the five core competencies of Emotional Intelligence and give you skill-building techniques for increasing your EQ competency.

TOOLS

- ⌘ Definition of Emotional Intelligence
- ⌘ The Five Domains of EQ
- ⌘ Emotions and the Brain
 - How to stop the Hi-jacking
- ⌘ Identifying emotions in others
- ⌘ Understanding the Fundamental Attribution Bias
- ⌘ Defining the Line in the Sand – your organization’s emotional culture
- ⌘ Tools for increasing Emotional Intelligence



Includes the Emotional Intelligence Styles Assessment from HRDPRESS

8:30 – 4:30

March 17, 2010

Center for Creative Learning, LLC

Offices: 2437 N Booth Street, Milwaukee, WI 53212

(414) 374-5433 (800) 236-4692 fax(414) 374-3997

Conference Center: 1553 S 38 St, #300, Milwaukee, WI 53215 414-383-5433

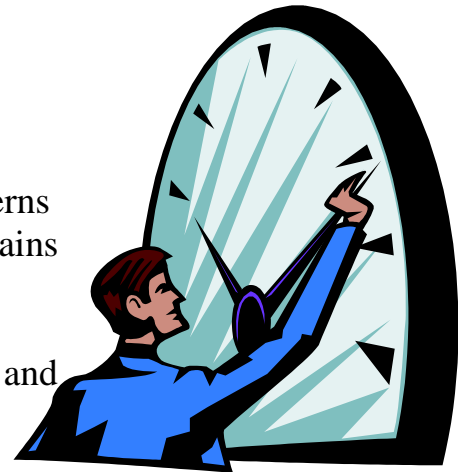
www.lightly.com patricia@lightly.com www.patriciaclason.com

Time Mastery

This workshop will give a new perspective to "managing" time and insights on why we have time problems. Defining time and different time styles will allow participants to implement new ideas with a firm base of understanding and to interact with others more effectively when understanding their *time motivation*. Through lecture and experiential activities, the three principles of time mastery, with specific techniques for each principle, will become the basis for developing unique approaches to change *time habits* and get the job done more efficiently and effectively.

TOOLS

- ⌘ Definitions of time and time styles that work
- ⌘ Clarity on professional and personal time styles
- ⌘ Motivation for current time behaviors
- ⌘ Understanding of other's time styles and behavioral patterns
- ⌘ How to clean up and clear out physical and emotional drains on productivity and creativity
- ⌘ Templates for prioritizing and project management
- ⌘ Develop a plan for using time effectively and efficiently and changing time habits



Includes the Time Management Effectiveness Profile from HRDPRESS

8:30 – 4:30

April 21, 2010

Center for Creative Learning, LLC

Offices: 2437 N Booth Street, Milwaukee, WI 53212

(414) 374-5433 (800) 236-4692 fax(414) 374-3997

Conference Center: 1553 S 38 St, #300, Milwaukee, WI 53215 414-383-5433

www.lightly.com patricia@lightly.com www.patriciaclason.com

De-stress your Distress!!!

Stress Management Tools

Stress is actually important to our well-being. However, it becomes dis-stress when the speed of change and technology demand instant response and create information overload or when the changes of downsizing and restructuring result in overwhelm. We find ourselves suffering from a lack of rest and relaxation and we end up pushing the body past its healthy limits. Stress becomes a negative force in our lives. Add to this emotional imbalance, as people ignore their feelings in favor of getting the job done or getting ahead - and you have someone on the way to involuntary early retirement. If this sounds even little bit familiar, then enroll now and gain valuable insights, creative techniques and comic relief to help you balance your workday and lighten the stress load.

TOOLS

- Stress Scale Assessment
- How our decisions control our emotions and our emotions affect our work
- Burn-out symptoms to help you identify the early warning signals
- Options for changing stressful habits
- Development of a plan of action for creating balance
- Skills for recognizing stress in others and assisting them in implementing change.



Balance Or Burn-out?
Your Choice!



Includes the Personal Stress and Well-Being Inventory from HRDPress

8:30 -4:30

May 19. 2010

Center for Creative Learning, LLC

Offices: 2437 N Booth Street, Milwaukee, WI 53212

(414) 374-5433 (800) 236-4692 fax(414) 374-3997

Conference Center: 1553 S 38 St, #300, Milwaukee, WI 53215 414-383-5433

www.lightly.com patricia@lightly.com www.patriciaclason.com

Don't Eat the Menu: Communication Strategies

"To think that communication is words is like going into a restaurant and eating the menu." - John Grinder, founder NeuroLinguistic Programming

Communication is so much more than words which we often take at their face value and our personal definition and history. We don't really listen beyond the words to the meaning and intent of the communication. Most business problems are related to poor communication and lack of understanding of communication styles. People think because we're talking English, we speak the same language - and that's just not how it is!

From this workshop you will gain clarity on your communication style, understanding of others' styles, skills for communicating in other styles, and getting the results that you want

TOOLS:

- ⌘ A definition of communication that works
- ⌘ Neurolinguistic Programming
 - The study of how we receive, store and access information
- ⌘ Communication Styles
- ⌘ Visual, Audio, Kinesthetic
- ⌘ Communication Techniques
 - Gaining rapport
 - Utilizing metaprograms
- ⌘ Power in Communication
 - Choices – tonality, words, body language
 - Congruency - mean what you say and say what you mean
- ⌘ Generation definitions and values
- ⌘ Gender and cultural differences in communication



Includes Communication Effectiveness Profile from HRDPress

8:30 – 4:30

June 16, 2010

Center for Creative Learning, LLC

Offices: 2437 N Booth Street, Milwaukee, WI 53212

(414) 374-5433 (800) 236-4692 fax(414) 374-3997

Conference Center: 1553 S 38 St, #300, Milwaukee, WI 53215 414-383-5433

www.lightly.com patricia@lightly.com www.patriciaclason.com

Monthly Teleconferences

In-between the classes, a monthly teleconference will give participants an opportunity to discuss how they are using the training and ask questions about using their coaching tools.

Easy on the budget because no travel is required!

Each teleconference will be recorded so participants can listen even if a last-minute meeting keeps them from attending the live session.

Reading Follow-up

Each month, participants will also receive an email with an ebook, a book summary, or an article, that will deepen their understanding and increase their resources for coaching and related skills.

Peer Coaching

Participants will be encouraged to connect with a fellow participant for at least one follow-up call each month, sharing experiences, challenges and successes.

Peer Coaching will help them refine their coaching skills and integrate what they learned in class.

The Coach Approach is the most inclusive, well-rounded manager or supervisor training program available in Wisconsin today. The price is right. The timing is perfect. Get beyond your economic worries with a more effective management, engaged and excited about doing their very best and getting the best from others.

Call now – in Milwaukee 414-374-5433, outside greater Milwaukee 800-236-4692

Patricia Clason

For over thirty years, Patricia Clason has traveled across the continent doing speeches, workshops and media appearances as a professional speaker, trainer, consultant and writer, giving over 4,000 presentations for corporations, associations, government agencies and non-profit organizations. Now the Director of the Center for Creative Learning which offers programs for personal and professional development at offices in Milwaukee, Madison, and Detroit, Patricia has written many articles, training programs and personal growth seminars and is a sought-after guest for radio and tv.



The focus of her work is on alternative methods of teaching and learning that produce high quality results. Her search for the best in the technology of human resource development has taken her as a student on many adventures through traditional and some not-so-traditional training programs.

An important aspect of Patricia's presentations is that she addresses the psychological perspectives and principles behind the practical tools that she teaches. As a result, audiences are often entranced with her and excited about using these new ideas.

Patricia often receives letters and phone calls from the participants in her programs, thanking her for the insights and inspiration she has shared in these presentations. One of the reasons people are so enthused about what they hear is that Patricia shares personal and real stories - so people know that her practical wisdom comes from experience, not just books and good ideas. Her diverse background makes her a competent presenter for spouse groups, schools, parents and personal growth groups, as well as business-related meetings and training.

Her business background ranges from executive secretary to food store manager, office manager, and licensed insurance agent. Currently she is the owner of the Center for Creative Learning and Accountability Coaching Associates. As a consultant and business coach she works with large and small companies, as well as individuals, in the areas of start-up, marketing, and management skills and career building. *Ask the Coach*, Patricia's Q & A column on career coaching, appears regularly in *Employment Times*. Her articles are also often printed in business and trade publications and in online newsletters.

As the host of *A Sign of the Times*, an interview format television show for Warner Cable for five years, she had the opportunity to introduce people to the cutting edge technologies in all areas of life. A member of the boards of several non-profit organizations, Patricia is active in both charitable and civic organizations.

To keep all this together, and still have time for her family and herself, Patricia must truly practice what she teaches in the areas of communication, time management, and motivation, as well as business marketing, management and ethics

Center for Creative Learning, LLC Accountability Coaching Associates

Offices: 2437 N Booth Street, Milwaukee, WI 53212

(414) 374-5433 (800) 236-4692 fax(414) 374-3997

Conference Center: 1553 S. 38 St, Milwaukee, WI 53215 414-383-5433

www.lightly.com www.patriciaclason.com patricia@lightly.com