



Coaching for Leaders (CFL)

Course Objectives and Content Outline

Course Objectives

1. To identify and apply key coaching skills and behaviors: building alliances, co-creating agreements, and establishing agenda and accountabilities.
2. To understand the neuroscience of human change and to explore the reasons that us to be ready for the next stage of change, and reasons why we “tap the brakes.”
3. For participants to find ways to use their own style and temperament as a coaching leader.
4. To distinguish when to coach—and when not to.
5. To address employee development along with performance and production, making the solid delivery of feedback an on-going practice at all levels.
6. To foster a coaching culture where everyone begins to understand and practice coaching skills and presence in their leadership.

CFL Cohorts launches with a minimum of 10 participants, and a SeattleCoach Team which includes the Speaker/Presenter along with a “Pod Coach” for every 3-4 participants.

- We ask each participant to purchase a hard copy of [The Coaching for Leaders Playbook \(2nd Edition\)](#). At the beginning and then between each Module, we send an independent study “RPRP” email: *Review, Practice—Read, Prepare*, with readings from the Playbook along with brief videos and links.
- In addition, between each ninety-minute general session, Triads meet for an hour of connection and practice.

General Session #1: // through page 9

Welcome, introductions, overview, and essentials: why this? why now?

The Play Cards

A demo

Working with your peer coaches

General Session #2 // through page 23

Coachable

Talking about this thing you’re doing/becoming

A demo

General Session #3 through page 41

Human brains: belonging, predictability, and the stages of change

The Wheel

Key Skills and Behaviors Part 1: Co-Creating a Level 3 Conversation

Finding the focus: 5 questions

A demo

General Session #4 // pages 42-44

Key Skills and Behaviors Part 2: Exploring Resistance
Human Change Models; Brain Science
A demo

General Session #5 // review pages 24-44; pages 45-47; page 54-57

Key Skills and Behaviors Part 3: Finding the Next Step, the Experiment
Focused coaching conversations—of any length
Coaching Lab I: A Strong Start

General Session #6 // pages 48-63

Key Skills and Behaviors Part 4: Your Authenticity, Transparency, and Presence. Being Brave
Key Skills and Behaviors Part 5: Skills to Use Strategically and Powerfully
Leadership Coaching Presence: *The Flag Exercise*
The Practice of “Resetting”
Coaching Ethics
Coaching Lab II: A Full 10 Minutes

General Session #7 // pages 67-88

Leadership Coaching Presence, continued

- The Coaching Leader’s Arena
- Somatics
- Coaching Big Emotions (and with them)

Balancing accountability and support with your coachees and team
What to do when your coachee needs mental health support

General Session #8 // pages 89-95

Giving Feedback Like a Coach

- Finding Your Fluency with Support and Challenge
- The Rule of 4
- Refining the “How To”

General Session #9 // pages 97-102

Putting it All Together
Some personal visioning and preparing for next steps in “doing the craft, being the coach.” For example:

- Joining an advanced Professional Credentialing SeattleCoach Cohort
- Becoming a Pod Coach for an upcoming CFL Cohort

General Session #10 // pages 97-102

“Next Steps” presentations by triads
Vision, opportunities, and next steps for you and for this emerging coaching culture

Optionally, following General Session #10, the CFL Team hosts a conversation for review, evaluation, and celebration.

To the Journey Then!

A handwritten signature in blue ink that reads "Patty".

Patricia Burgin, MA, Master Certified Coach

Founder, CEO, Supervisor, Co-Creator

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