



How to Prepare and Teach a Two-Hour SeattleCoach Coaching for Leaders (CFL) Launch Workshop

As a member of the SeattleCoach Coaching for Leaders conversation, you will likely soon have an opportunity to teach a two-hour SeattleCoach Coaching for Leaders (CFL) Launch workshop. Here's how to prepare.

Increasingly, leaders and organizations are hearing about The Coaching for Leaders (CFL) Program. We've gotten their attention because, bottom line, these leaders are aiming to build a coaching culture. I tell them that, with that goal, these are the non-negotiables:

- Organizational sponsors who want to build a coaching culture
- External coaches and facilitators
- Internal leaders who are raising their hands to become coaching leaders
- CFL Launch Workshops
- Full CFL Cohorts

Once I've coached a leader for a while, and maybe observed them with some of their team members, I'll invite them to think about a two-hour workshop that is designed to:

- a. Introduce some coaching skills, philosophy, and vocabulary into the life of their team,
- b. To inspire interaction about the ideas I present and finally,
- c. To land some quickly applicable new habits and next steps.

I expect you to include a "call to action" as you close. This includes helping your participants to find a specific next step or two—and to decide who will know if they take those next steps. And I expect your "call to action" to also provide clear direction for your participants who want to know more about:

- i. 1:1 or team coaching with you, or
- ii. A CFL Program (I'll help you), or about how to apply for
- iii. A [full SeattleCoach "Flagship" Training Cohort](https://www.seattlecoach.com) that is designed to give participants a path to international credentialing with the International Coaching Federation (ICF).

In addition to the benefits to the groups and teams we serve, the chance to teach a **Launch Workshop** is an opportunity for SeattleCoach Facilitators (maybe like you!) who want to build their effectiveness with groups and teams.

Do's and Don'ts and Keeping Patty happy:

- a. As you master the material in my **CFL Launch Workshop** and then customize and infuse your own style into it so that you can present it well, you don't owe me anything.
- b. You do have to credit SeattleCoach and leave in all of the © stuff.
- c. You have to make SeattleCoach look good.
- d. And you have to contribute to the community.
- e. You do not have to teach the **CLF Launch Workshop** "just like Patty does it." You do have to prepare very well and then do a thorough job of explaining, illustrating (using your own wisdom and stories), demonstrating, and applying the © material.
- f. You have to find your own style. And if your **SeattleCoach CFL Launch Workshop** goes well, people will want more. I will help you to customize a full CFL Program.

Be in touch with any questions—I'm already looking forward to what we can co-create going forward.

Note: *The Coaching for Leaders Playbook, Second Edition* will be released in the Summer of 2023.