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## **“Can I Partner with SeattleCoach in 2021?”**

*(Yes! Here’s how in three ways . . . )*

### **I. “Can I Use @SeattleCoach Materials?”**

I am always honored and pleased when you, as a SeattleCoach graduate, ask to use our stuff. It tells me that you like it and that you are finding opportunities to multiply our shared work even as you engage your own creativity.

You can assume that the following note in the front of each **SeattleCoach Playbook** applies to all of the decks, plans, pre-work emails, materials, essays, tools, web content and books with my © on it. Each **SeattleCoach Playbook** is copyrighted by the Library of Congress.

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*Our goal is to scale with quality. Once you have completed Modules I and II or Coaching for Leaders with SeattleCoach and would like to license the use The SeattleCoach Playbook (and the associated web content and presentation decks) for training and development purposes, contact the author at the address below. We will tell you how it works.*

### **So. Three guidelines to make it easy . . .**

1. Wherever you see something like the footer on this page or on an individual tool or resource, simply leave in the attribution.
2. Unless you are planning to present a majority SeattleCoach program (see page 2), I will always assume that the majority of what you develop is your own original work.
3. And you are always welcomed to link to the resources on my website.

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To read more about how we market our work, you’ll want to read Getting Naked by Patrick Lencioni.

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## ***“How about when I want to facilitate a SeattleCoach ‘Intro to Coaching Workshop’ (two hours) with a group or a team?”***

Fantastic! Every SeattleCoach grad can teach an “Intro to Coaching Workshop.”

When you find an opportunity, be in touch. I will provide you with ©SeattleCoach materials (the **Intro** deck and the outline, some videos) along with ideas about how to personalize and promote your opportunity.

- It does not have to be “just like Patty does it.”
- You do have to find and contract with your own audience and
- To show your own style.
- You have to credit SeattleCoach and leave in all of the © stuff.
- And you have to do a thorough job of explaining, illustrating (with you own stories) and applying the content on the slides and in the outlines including a “call to action” as you close (1:1 coaching, team stuff, sponsoring a Coaching for Leaders (CFL) or a CFL-E, joining a Flagship Cohort).
- You don’t have to document any ICF credits for your participants.
- And we want you to charge for your time. You owe Patty nothing except to make her look good.

### ***I. “So how about when an ‘Intro to Coaching Workshop’ opens the door for more official coach training?”***

This happens all the time. When a SeattleCoach graduate presents an **Intro to Coaching Workshop**, people get interested in experiencing coach training and development.

#### **So. We have two next steps for you to propose . . .**

1. Tell people about our **Flagship Cohorts** (Modules I and II, 75 coach-specific training hours). We are always interviewing and launch 3-4 Cohorts every year.
2. And if you create an opportunity to propose a **Coaching for Leaders (CFL) Cohort** (48 coach-specific training hours with at least ten people on the inside of a great company) and your opportunity is a “fit”, we will partner with you, train you as a **SeattleCoach Facilitator**. You need to have first earned your ACC credential. And we ask that you become a member of a SeattleCoach Supervision Cohort.

So, keep us posted. My hope for you, as a SeattleCoach, is the further development of your coaching presence, professionalism, and practice--and for you to continue to be contagious about this way of leading that brings more life, collaboration, meaning and fun to the workplace and to the rest of life.

TTJT,

