



## EXECUTIVE COACHING METHODOLOGY: The Next Generation of Executive Coaching

### FRANKLINCOVEY COACHING PRINCIPLES

A PROFESSIONAL  
SERVICES FIRM  
APPROACH

COACHING IS A  
TIME-LIMITED  
PROCESS

ALIGNMENT &  
PARTNERSHIP  
ARE THE KEYS  
TO SUCCESS

COACHING IS A  
DATA-DRIVEN  
EXPERIENCE

SUCCESS IS  
MEASURED  
AGAINST PRESET  
OBJECTIVES

## FOUR STAGES OF EXECUTIVE COACHING

### 1. ALIGNING OBJECTIVES AND DEFINING SUCCESS

- Initial Consult and Coach Match
- Initial Coach/Candidate Match
- Sponsor Team Meeting
  - Discuss objectives and define success with:



Manager



Candidate



HR/Talent



Coach

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### 2. DATA COLLECTION AND RELATIONSHIP BUILDING

- **Candidate Data**
  - Life/Career history
  - Psychometric assessment
  - 360° interviews and/or survey
  - Competency models and internal reviews
- **Business Knowledge and Data**
  - **Internal:** culture, business strategy, talent strategy, role success, performance indicator
  - **External:** industry, climate, competitors, wild cards

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### 3. DATA DEBRIEFING AND BEHAVIORAL COACHING

- **Debrief With Purpose of Creating Behavioral Change Items**
  - Leverage strengths
  - Develop opportunity areas
  - Mitigate deficit areas
- **Meet Approximately Every Three Weeks to Allow Candidate Time to Practice Change**
  - Hold three to four debrief meetings over two to three months
- **Follow-up Sponsor Team Meeting Mid-Phase 3**
- **Pulse Check (360°) Survey at Conclusion of Phase 3**

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### 4. TRANSITION AND SUSTAINABILITY

- **Action Planning**
  - Create a formal, written development plan.  
*Candidate presents draft to manager.*
- **Formal Transition Meetings With Sponsor Team**
  - Assign support roles.
  - Schedule follow-up meetings between candidate and sponsor team.
- **Final Meeting Between Coach and Candidate**

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## COMMUNICATION PROCESS

#### Coach, Candidate, and Sponsor Plan

- Initial consult regarding engagement
- Alignment meeting in Phase 1
- Sponsor team in Phase 3
- Transition and sustainability meeting
- Regular touch points with coach throughout process

#### FranklinCovey and Client Organization

- Monthly activity reports
- Bi-annual or annual business review with our chief operating partner
- Select contact with FranklinCovey client partner.

