

Stakeholder Centered Coaching

A Centered Executive Coaching Offering

OVERVIEW

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Marshall Goldsmith Stakeholder Centered Coaching for Guaranteed & Measurable Leadership Growth

Marshall Goldsmith works together with more than 1500 coaches across the world. All these coaches have been trained and certified in one common process: the Stakeholder Centered Coaching process. Sam Palazzolo, Javelin Institute's Principal Officer is a Marshall Goldsmith Stakeholder Centered Coaching certified coach.

This coaching program is unique as:

- It guarantees measurable results for executive leaders and the organizations they work for
- Payment is based on the leadership effectiveness growth of your leaders
- The coaching program is a real time on the job process that is highly effective and time efficient

The whole program is focused on behavioral change to enhance leadership effectiveness.

"The major challenge faced by executives today is not understanding the practice of leadership, it is practicing their understanding of leadership".

- Dr. Marshall Goldsmith

Stakeholder Centered Coaching Guarantees Measurable Leadership Growth

95% of the executives who applied Marshall Goldsmith Stakeholder Centered Coaching measurably improved their leadership effectiveness. These are the results based on a study of 11,000+ executives and mid-level managers of various multinationals (i.e., GE Capital, Agilent, Intel, Dell, Johnson & Johnson) across various continents, cultures and industries.

A Highly Effective and Time Efficient Process to Enhance Leadership Effectiveness Real-Time and On the Job

The one (1) year Marshall Goldsmith Stakeholder Centered Coaching program consists of:

- **Phase 1 | Introduction to Stakeholder Centered Coaching** – Including coachability review and commitment to leadership growth of the leader being coached.
- **Phase 2-4 | Selecting Leadership Growth Areas** – The leader selects a handful of stakeholders who take part in the 360 degree structural leadership assessment and behavioral interviews. These stakeholders will support and assess the leader's leadership growth progress throughout the program. Based on the assessments the leader chooses 1-2 key leadership behaviors to enhance his/her leadership effectiveness.
- **Phase 5 | Leading Change Involving Stakeholders** – Eleven (11) monthly coaching and action planning sessions. Mastering the Stakeholder Centered Coaching process which includes Marshall's seven steps 'Involving stakeholders and Emphasizing Feedforward' process creates an on the job coaching process. Through monthly coaching sessions with the coach and interaction with stakeholders the leader creates a real time on the job leadership change process for himself and his/her subordinates at the same time.

- **Phase 6 | Leadership Growth Progress Reviews** – On a quarterly basis the stakeholders assess the leadership effectiveness growth progress (in qualitative and quantitative terms).
- **Phase 7 | Leader as Coach** –Equipping leaders to continue the process on their own and coach their teams (and themselves) to grow their leadership effectiveness going forward. In the end, coaching should not be viewed as a “one-time intervention” but as a “must have leadership skill” same as communication, decision making, delegation, empowerment, and execution (to name but a few).

Marshall Goldsmith Stakeholder Centered Coaching makes leadership growth a real-time on the job process that drives lasting value for the leader and the organization.

Payment is Based on Leadership Growth - Guaranteed

Throughout the year-long program, leadership growth is being measured after 5, 8 and 11 months. Marshall and I have been known to say:

“While I am convinced about the efficacy of the process and 100% commitment to supporting leadership effectiveness in the growth of the leader, the soft-skill nature of the engagement may have its naysayers.”

– Sam Palazzolo

As such, you pay 50% of the coaching program fees after the yearlong coaching program only if the leader has measurably improved his/her leadership effectiveness (i.e., At the end of the twelve (12) month program). This guarantee reflects a strong commitment to this engagement success with the leader and their organization.

Real Time & On the Job: 'Leadership is a Contact Sport'

The Marshall Goldsmith Stakeholder Centered Coaching program is a highly-structured process that involves the leader and his/her stakeholders (boss, peers and direct reports) and integrates the coaching process into the daily activities of the leader and his/her interactions with the stakeholders at work. As a result, this coaching process creates lasting leadership effectiveness for growth and performance improvement on the job!

HR leaders of major corporations have experienced the benefits of the Marshall Goldsmith Stakeholder Centered Coaching program for their organizations said the following:

“Marshall Goldsmith Stakeholder Centered Coaching helps people to refocus on what is truly important in our lives as leaders and as human beings. Ultimately it is the human spirit that drives change and growth in an organization. Marshall Goldsmith Stakeholder Centered Coaching helps us understand how we can nurture that spirit.”

- Chuck Presbury, Director, Executive Learning and Development, Pitney Bowes

“While many experts are effective in creating awareness and interest, Marshall Goldsmith Stakeholder Centered Coaching addresses the topic personal improvement in such a way which kindles the required motivations to drive to action.”

- Charles J. Corace, Director, Management Education & Development, Johnson & Johnson

"I have experienced that the Marshall Goldsmith Stakeholder Centered Coaching program is highly engaging and it teaches practical and actionable ways leaders can get better."

- Jack Stoltzfus, Ph.D., Manager of Talent Development, 3M Company

Leading at the Tip of the Spear — The Javelin Institute's Centered Executive Coaching

Being a leader is a dynamic atmosphere to operate in... There's never a dull moment! As such, the *BEST* leaders continue to improve their skills. With over thirty (30) years of research, education, and practical hands-on experience, The Javelin Institute's Centered Executive Coaching aims to help leaders excel organizational attitudes and execute strategic plans so as to achieve exponential results.

Our Centered Executive Coaching services each target a specific area of an organization:

- Leader Centered Coaching focus is on the leader
- Stakeholder Centered Coaching focus is on leadership and team growth through stakeholder feedback
- Business Centered Coaching focus is on the leader, their team, as well as the business organization as a whole

These coaching services are not only aimed at all the levels of the organization chart, from individual leader to entire organization, but are also difference makers for the first-time leader to those more seasoned.

Our Centered Executive Coaching Services are grounded in Marshall Goldsmith's "Stakeholder Centered Coaching" methodology, consisting of Assessment, Measurements, Coaching/Consulting, and Feedback.

The Centered Executive Coaching model offers you/the organization:

- Assessments (Individual Assessments such as Hogan's "Leadership Forecast Series" and 360-Degree Assessments such as "Leadership Practices Inventory" – LPI from Jim Kouzes & Barry Posner's "The Leadership Challenge" framework)
- Leadership Development (Development through Jim Kouzes & Barry Posner's "The Leadership Challenge" methodology – Now in their 30th year of executing excellence in leadership development)
- Certified Executive Coaching (Our Centered Executive Coaches hold not only our exclusive leadership coaching methodology certification, but hold additional certifications through recognized coaching agencies such as The International Coach Federation, The Leadership Challenge's Leadership Practices Inventory Coaching, and Marshall Goldsmith's Stakeholder Centered Coaching to name a few)
- Confidentiality (We create a safe environment to conduct Centered Executive Coaching, exceeding The International Coach Federation's Confidentiality Clause)
- Triangular Relationship (Information is shared with client-sponsoring individuals so that they can provide input as well as support the leadership coaching initiative progress. All this while maintaining strict client confidentiality)

NEW – We now offer the ability to have executive coaching conducted live in-person one-to-one (1:1), live virtually one-to-one (1:1) leveraging GoToMeeting, as well as group leadership coaching via either live in-person or virtually.

2020 - So What Do You Have to Gain (or Lose!)

Leaders who use The Five Practices more frequently than their counterparts, elicit the following outcomes or results:

- Create higher performing teams
- Generate increased sales and customer satisfaction levels
- Foster renewed loyalty and greater organizational commitment
- Enhance motivation and the willingness to work hard
- More successfully represent their units to upper management
- Facilitate high patient satisfaction scores and more efficiently meet family member needs
- Promote high degrees of involvement and engagement
- Enlarge the size of their organizations through growth
- Increase fundraising results and expanded gift-giving levels
- Extend the range of their organization services
- Increase employee retention, reducing absenteeism and turnover costs
- Positively influence recruitment rates

So, which of The Five Practices will you fail at in 2020? Which of The Five Practices can you afford to fail at? What are the ensuing costs if success is not achieved? To find out how to avoid failure in 2020 and architect a plan for success, schedule a [Complimentary Consultation Session](#) with me and begin your success journey today. Here's the link where you can schedule a complementary 30-minute session today:

[CLICK HERE](#)

or enter the following URL into your browser:
<https://calendly.com/spalazzolo/30min>

About the Author



Sam Palazzolo is Managing Director of Tip of the Spear Ventures (tipofthespearventures.com) and Principal Officer at The Javelin Institute (javelininstitute.org), both based in Las Vegas, Nevada USA. Tip of the Spear is a global Private Equity | Venture Capital and Business Advisory Services (M&A | Sales/Business Development | Turnaround) firm.

The Javelin Institute is a 501(c)(3) nonprofit focused on assisting those that face family hardship (Death, Disease, Divorce, Drugs, etc.) serving corporate donors through Leadership Development (Strategy | Innovation | Change | Execution) and Executive Coaching.

Resources and Further Reading

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