



COACH SKILL TRAINING & CERTIFICATION



Fostering a
Coaching
Culture Through
Developing
Leaders

Who We Are



Purpose & Performance group ignites the power of purpose within people and systems to drive transformational performance. We are a performance development agency that leverages the power of purpose. We extract the latent potential of organizations by tapping into the science of the human condition to evolve individuals and the systems in which they work.

Our Coaching Approach

P&PG Coaching and Coach Training Programs consistently speak to the highest potential of each and every coachee; believing that they are whole, capable and courageous. Whether our coaches are supporting one leader to maximize their potential or igniting a culture of coaching within an organization, our team of coach practitioners partner with you to have and inspire conversations that make work meaningful.



Why Coaching?

Excerpts from “Building a Coaching Culture with Managers,” research conducted by The International Coach Federation & The Human Capital Institute.



Coaching & Performance Management

Although managers/leaders using coaching skills spend, on average, almost one-quarter of their week on coaching activities, they could use coaching skills in their everyday conversations.

Frequent feedback and goal-setting enable performance management activities to move from an annual event to an agile, commonplace practice driven by the use of coaching skills.



ROI Of Developing A Coaching Culture

Organizations with a strong coaching culture report recent **revenue above their industry peer group** (51% of organizations compared to 38% of other responding organizations).



Coaching Skills Support Ongoing Feedback

A recent study of HR and L&D practitioners and leaders reported that managers lack the skills required to provide ongoing coaching and feedback to employees.

67% of respondents who use coaching skills cite more opportunities for coach-specific training as necessary to help support ongoing coaching skills development

Fostering a Coaching Culture Leads To:

✓ Developed & Evolved Leaders

Testimonial from recent program participant:

“I have used the coaching process to listen more, and give others the opportunity to solve issues on their own. I take into account the many perceptions that can be derived just from the choice of how I communicate and the words I use.”

✓ Confident Employees

Testimonial from recent program participant:

“It gives the employee more confidence when I ask them questions and get them to come up with their own solutions, instead of me telling them what to do. I now use this with my supervisors to help them become better at communicating with their direct reports on a day to day basis.”



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Program Components

Adult Learning Strategies

The program includes a blended learning approach of live and virtual delivery, with a heavy focus on application of skills learning. All programs are custom fit to an organization's specific needs. No two programs are identical.

1. Assessment & Discovery: Qualitative and quantitative data is gathered via survey and informational interviewing to customize the entire delivery of the program. This can include the development of an internal coaching philosophy based on organizational values.

2. Coaching Essentials:

Onsite in-person live training with customized to your organization's needs.

3. Advanced Coaching Technique: Coaching Certification: 12-session live interactive webinar program with specific coaching practice exercises in between sessions

4. Organizational & Leadership Support: Executive Coaching with Senior Executives and HR Leaders (Optional & Customized)

Purpose and Performance
Group's Coaching Programs are the result of over a decade of work and research in the field of coaching. Our expert coaches have worked with dozens of organizations across a variety of industries and taken the most critical concepts and techniques to create customized programs that develop masterful coaches. Fostered by a commitment to create a coaching culture, the program seeks to enable those who lead with the most evolved communication tools.

The program has **THREE** powerful learning objectives:

**Build Manager/
Employee
Relationships**

**Improve Employee
Performance**

**Develop and
Strengthen Teams**



TESTIMONIALS

“The role that I have taken in this entire process is trying to be a leader! I believed in this program from the day we started it and I have tried to take the role of showing others that just because I am a senior leader doesn't give me a “pass” from learning all of this. I have tried to learn right along side of my managers and to show other senior leaders and directors that “if we learn this everyone around us will as well” -Program Participant (Senior Leader)

“With effective coaching we empower the employee. They become more productive and engaged in their jobs. Happy employees means we retain employees. They want to be do better for the organization and have ideas on how to improve the organization. -Program Participant (Senior Leader)

“The one quote that I really stuck with me from the program is ‘Life is 10% what happens to you and 90% of how you respond to it.’ I need to continue to focus on how I respond to the 10%.” -Program Participant (Manager)

“My understanding of how being an effective coach contributes to our brand purpose is that the moment an employee enters my office, they will receive my utmost respect. I believe this develops trust which leads to understanding one another. Overall, the coaching aspects of listening impacted me.” -Program Participant (Senior Leader)

“This was a good course for me. Before joining the organization 5 months ago, I was in the counseling field for the past 25 years. It was nice to have some reminders/refreshers of practices I have used in the past. -Program Participant (HR Manager)

“I feel that if I am an effective coach, it can affect multiple facets within the company. I believe that going through this coaching certification process has opened my eyes to some of the areas that I was lacking in regards to my management style. Improving my coaching skills has definitely made an impact on the level of trust my employees have for me. I sense that my rapport with my employees has improved greatly over the course of this journey. To put it simply, if I succeed as a people manager, and my employees know they can trust me with any issues or concerns they may be having, it will improve their work life. If their work life is better, and they're happier, they provide a greater level of guest service, which in turn makes our guests' lives better during their time with us.” -Program Participant (Manager)

Our Team

Chris Province, M.A.

Principal, Intentionality & Brand Alignment



Chris Province is a performance improvement specialist with a passion for creating sustainable movements. With 5-plus years of independent professional services experience, Chris' work focuses on the development of practices that identify, clarify and operationalize an authentic purpose. Developing integrated systems that result in well-aligned, highly intentional execution requires unwavering commitment, high levels of accountability and a willingness to operate outside of a comfort zone, all of

which are cornerstones of his approach.

A member of the Cherokee Nation and graduate of Claremore High School, Chris completed his undergraduate studies at Oklahoma State University and earned a Master's Degree from the University of Oklahoma in the field of Organizational Design. While attending OU, his work on transformational leadership models was formally recognized by University faculty for excellence in the field of Social & Behavioral Research. This research, which was developed in concert with Dr. Bob Schooley and Luke Freeman, established the foundation for P&PG's approach and methodologies. Chris' other academic and professional certifications include the completion of the Executive Development Program at University of Nevada – Reno, licensure as a PMI certified Project Management Professional (PMP) and certified John Maxwell TEAM speaker and coach.

Chris' professional career includes extensive experience as an executive with core competencies of leadership, project management, product development, marketing and operational execution. With a broad range of experience spanning single and multi-unit operations, in rural and metropolitan markets, there exists the necessary balance of experience, knowledge and curiosity to help teams accomplish meaningful outcomes.

**Stephanie Licata, M.A., A.C.C. – VP Executive Coaching Practice
(Coach Skill Training Product Designer)**



With nearly two decades of leadership and management experience in the business and educational arenas, Stephanie is a skilled professional coach, adult learning specialist, consultant and speaker. Having spent a good portion of her early adulthood working in a management position in the world of direct marketing, she was accountable for creating sound structures to support seven account representatives serving more than 500 clients.

She is an active consultant, coach and training specialist working in a variety of industries including but not limited to marketing, technology, pharmaceutical consulting, public relations, education, gaming hospitality, tribal-owned businesses and tribal government, retail, nonprofit, healthcare, and with dozens of entrepreneurs running their own show.

With a passion for service tribal communities and businesses for the past several years, *Stephanie designs and delivers onsite and virtual leadership, management and workforce development trainings for tribes and tribal-owned businesses some of which include: the Navajo Nation Gaming Enterprise, The Owens Valley Indian Water Commission, Big Sandy Rancheria, Redding Rancheria, Spokane Tribal Enterprises, Win-River Resort & Casino, Bear River Casino Resort, Osage Casinos, Seminole Nation Gaming Enterprises, Grand Lake Casino, Lucky Dog Casino and Three Rivers Casino Resort.*

Additionally, she has led national tribal leadership training events attracting tribal leaders from all over the country and in Canada. She has spoken nationally to thousands of people at various human resource conferences catering to tribal government and business leaders including Tribal

Stephanie has trained thousands of leaders and managers in the art and science of coaching for performance and development. As a practicing and certified coach, she had dedicated a large part of her career to coaching in a variety of settings including executive coaching, team coaching and 1-1 career coaching.

Stephanie received her professional coaching certification from New York University, and is also certified at the ACC level with the International Coaching Federation. She holds a BS in counseling and a Masters in Organizational Psychology from Columbia University.

Luke Freeman, M.A.
Principal, Leadership Design



Luke has over two decades of experience working with emerging and senior leaders of all ages and in multiple industries. He specializes in the design and delivery of programs that help individuals and teams grow their capacity as healthy and effective leaders. Luke works closely with leadership teams to facilitate strategic planning, steward change management initiatives, and build leadership development pipelines that help organizations train and mobilize talent. Whether it's

leading an experiential learning activity or in the boardroom, he specializes in implementing Organizational Development programs and asking questions to help leaders discover new perspectives in their leadership practices and corporate strategies. Luke completed his graduate work in Organizational Dynamics at The University of Oklahoma in 2012.

Hannah Bratterud, C.F.N
Principal, NeuroLeadership & Sales Education



Hannah Bratterud focuses on leveraging science to create more human organizations. She combines her educational background in organizational psychology and neuroleadership with over two decades of industry experience and a natural ability to help others feel genuinely seen and valued. This unique fusion of subject-matter expertise and compassionate mentorship leads to truly transformative results.

Hannah's purpose is to bring out greatness in people, so she aims to amplify her clients' strategies, strengths, and success through in-person and online facilitation and coaching. She is passionate about building more adaptive, resilient, and inclusive company cultures, where leaders at all levels understand the power of belonging and human connection.

Originally from Oslo, Norway, Hannah re-rooted in the US to earn her undergraduate degree in Organizational & Interpersonal Communication and study Organizational Psychology at the graduate level. She holds a Certificate in the Foundations of Neuroleadership from the NeuroLeadership Institute. Hannah loves a good adventure, whether it be in the great outdoors or traveling internationally. She lives and thrives in beautiful Big Sky, Montana.

“ If leaders want their managers to take daily accountability for employee engagement, performance and development -- to truly give up on bossing and begin real coaching -- those managers need to be coached themselves. That will require leadership's ongoing support: training, resources and internal best-practice champions.

-Gallup ”



Contact us for a complimentary consultation to develop
your customized coach training initiative.
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Schedule a Call HERE

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