

COLLEGE OF EXECUTIVE COACHING

The Leader in Emotional Intelligence-Based, Peak Performance Leadership Training and Coaching

Convenient Locations for 2003 Workshops

- April 24-25 Scottsdale, AZ
- May 15-16 Burlingame (SF), CA
- May 22-23 Irvine, CA
- June 12-13 Lake Tahoe, CA
- June 19-20 Agoura Hills, CA
- July 24-25 Santa Monica, CA



**Early Registration
Until May 12th**



DISTINGUISHED FACULTY

Dr. Jeffrey Auerbach
Author, *Personal and Executive Coaching*



Dr. Relly Nadler
Author, *Processing the Experience*

"The approach integrates experiential learning, expanding on strengths and talent – we have seen a stronger company culture and bottom line results." — Sherrell Reefer, Senior Vice President, Pacific Capital Bank

*"Amazing workshops! Wonderful tools given and explained."
– Karen Pohn, J.D.*

Peak Performance Leadership

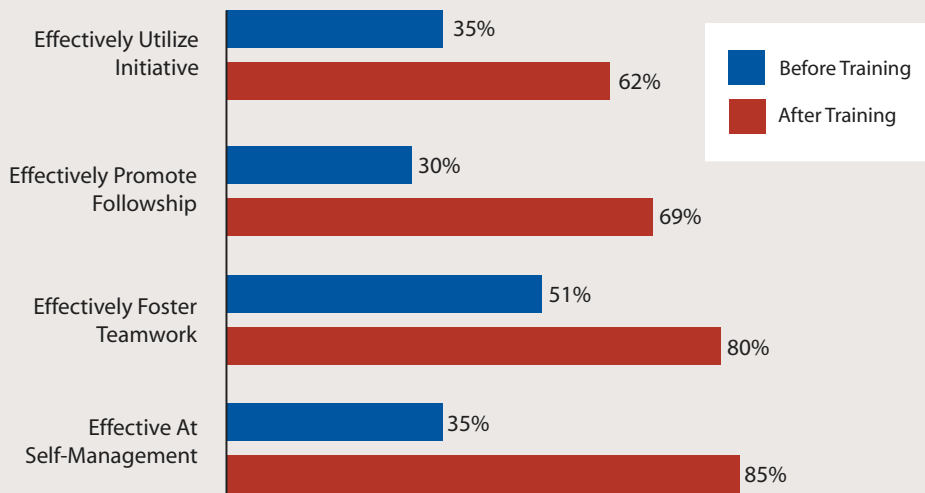
How to Be a Star at Work in Times of Turbulence

**A Two-Day Peak Performance Workshop — Based On Emotional Intelligence Research
Includes Assessment and Optional Follow-Up Telephone Coaching With Faculty**

Benefits You Will Receive:

- Your in-depth, seventeen page, leadership assessment results on eighteen leadership characteristics
- A comparison of your leadership strengths to a norm sample of 5,000 other executives
- Learn how to increase your emotional intelligence – your most important competitive advantage
- Identify, and sharpen, your unique top three leadership strengths which are critical to your organization's objectives
- Understand how to lead most effectively in times of crisis
- Learn the three leadership competencies that are most important in times of uncertainty
- Receive objective information on your blindspots that hinder your full potential
- Learn critical peak productivity skills
- Understand the three essential elements of successful initiative
- Learn how self-management is critical to prevent derailment or being "passed over"
- Develop the four most important qualities for effective communication at work
- Learn the key secrets of influence and persuasion
- Identify methods to encourage and recognize others for maximum organizational success
- Utilize *Strategic Peak Performance Coaching (SPPC™)* to propel you forward
- Use action planning to launch your own *Peak Performance Success Plan - PPSP™*

The Value of Peak Performance Leadership Development



Peak Performance Leadership Workshop



Why This Program is Different Than Other Leadership Workshops

Unlike other leadership programs, this course includes your own in-depth, seventeen page, science-based leadership assessment and interpretation. Your leadership characteristics are compared to a norm group of 5,000 executives and upper-level managers (a \$400 value). In addition, we offer optional follow-up coaching as an extension of the workshop.

PARTICIPANT PROFILE:

Executive and Upper-Middle Level

HIGH ETHICAL STANDARDS:

The faculty consistently demonstrates the highest level of professional standards, including confidentiality of client information.

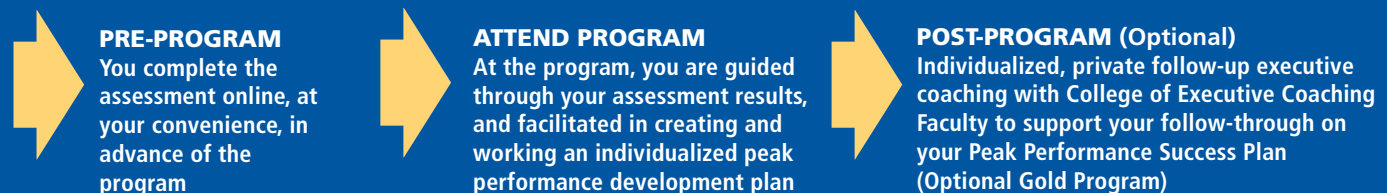
KEY WORKSHOP MODULES

- The Top eighteen Leadership Characteristics of Fortune 1000 Star Performers
- Confidential presentation of your assessment results on eighteen leadership characteristics
- Complete assessment report with individualized specific tips in eighteen leadership areas
- Individualized identification of which leadership characteristics and which emotional intelligence competencies will lead to the best results in your career – your leading edge development focus
- Best practices to manage uncertainty in turbulent times
- How executing emotional intelligence competencies at work will improve your bottom line results
- Examples of increasing emotional intelligence and leadership competencies on measurables such as performance-based bonuses and sales performance
- The key observable characteristics of the most needed emotional intelligence competencies
- The critical, learnable, specific behaviors of: Initiative, Adaptability, Influence and Self-Management
- Creation of your Peak Performance Success Plan

“Dr. Jeff Auerbach’s approach to leadership development presents the roadmap to expand the emerging executive’s comfort zone and foundation competencies — it’s the definitive path to success.” – Brian Nagle, M.B.A., Business Unit Director, Philips Medical Systems North America

“Dr. Relly Nadler is continually on the cutting edge when it comes to Leadership Development. His innovative ideas and unique tools are the reason our localized leadership development efforts have been so successful year after year.” – Lynda Hollen, Director of Employee Development, Wholesale Operations, Anheuser-Busch

THE PEAK PERFORMANCE DEVELOPMENT EXPERIENCE



• \$100 DISCOUNT — PREFERRED PARTNERS PROGRAM •

If you are an employee of one of our preferred-partner organizations you are entitled to a \$100 tuition discount.

Abbot Labs • Aerospace Corporation • Adobe • A. G. Edwards • Agilent • American Express • Apple • Amgen • Anheuser Busch • Apollo • Applied Materials • AT&T • Avnet • Bank of America • Bank of the West • Bank One • Banner • Baxter Labs • Bell Communications • BP • Boeing • BMW • Broadcom • California Federal Bank • Charles Schwab • Chevron • Chicago Title • Cisco • Citigroup • City National Bank • Coca Cola • Conexant • Disney • Dole • Downey Savings • Earthlink • EDS • eBay • Embassy Suites • Farmers • Fannie Mae • General Dynamics • GE • General Motors • Gensia Sicor • GTE • Hewlett-Packard • Hilton • Home Depot • Honda • Honeywell • Hughes • IBM • Intel • Irvine Co. • JD Power • JPL • Kinkos • Knight Ridder • Lawrence Livermore • Lockheed Martin • Lucent • Merck • Merrill Lynch • Microsoft • Nat'l Lab • Mattel • Marriott • Milliken • Mobil Oil • Morgan Stanley • Nat'l Instruments • Nat'l Semiconductor • NCR • Nike • Nordstroms • Northrup Grumann • Nestle • Occidental • Pacific Life • Paine Weber • Peoplesoft • Petsmart • Pillsbury • Pinnacle • Proctor & Gamble • Providian • Raytheon • Rockwell Int'l • Quest • Safeway • Saturn • SBC Pacific Bell • Semtech • Stanford Univ. • Storage Technology • Teradyne • Texas Instr. • 3M • TMC • Toyota • Transamerica • TRW • University of California • USPS • U.S. Federal Employees • U.S. Armed Services • Verizon • Wal-Mart • Washington Mutual Bank • Wellpoint/Blue Cross • Wells Fargo

Additional Executive Programs Through the College of Executive Coaching

Nine-Month Peak-Performing Leader Certification Program – Your completion of the *Two-Day Peak Performing Leader Workshop* qualifies you to enroll in our nine-month certification program. The certification program is a convenient, but challenging, teleconference and web-based, leadership development program that features some of the world's greatest leadership development experts on live teleconference with you. In-depth emotional intelligence assessments and individual telephone coaching is included in this program.

Twelve Month LeadersPoint Institute – The premier in-person Executive Bootcamp that points the way for your highest achievers.

• Custom Onsite Programs are Available •

The Value of Being a Star Leader in Times of Uncertainty

SUMMARY: This article examines how to calculate ROI on peak performance leadership development and coaching.

The business climate has become especially turbulent in this time of uncertainty. We are faced with never-seen-before challenges to our way of life—and our way of doing business. Increasingly executives are required to consider economic value-added (EVA), and return on investment (ROI), analyses in choosing development and executive coaching options.

What is the value of being a peak performer? In the most complex jobs, a top performer is an average of 127 percent more productive than an average performer — representing dramatically enhanced business value to the organization. (Hunter, Schmidt, & Judiesch, 1990).

Peak Performers Generate at Least 123% More Revenue

An analysis of forty-four fortune 500 firms' sales professionals found that average emotional intelligence level sales

professionals, earning moderate salaries, sold an average of \$3 million in goods or services. However, high emotional intelligence representatives (peak performers) sold 123 percent more — for a total of \$6.7 million in goods or services. (Sloan and Spencer, 1991).

In another example, twenty-eight Incon branch managers had a ROI of 613 percent based on increased revenue after attending a two-day peak performance emotional intelligence training program. Moreover, experienced partners in a multinational consulting firm who developed their key emotional intelligence competencies to above average delivered \$1.2 million more profit from their accounts than did other partners — a 139 percent incremental gain (Boyatzis, 1999).

In a national insurance company, representatives who were high in emotional competencies such as self-confidence, initiative, and empathy were 105% more

productive, in terms of revenue generated, than representatives low in those same competencies (Hay/McBer Research and Innovation Group, 1997).

The Cost of Not Developing Emotional Intelligence-Based Peak Performing Leadership

Research by the Center for Creative Leadership has found that the primary causes of derailment in executives involve deficits in emotional competence. The most common causes of derailment are difficulty handling change, low ability to work well in a team, lack of impulse control and poor interpersonal relations.

When you consider that the cost of replacing a derailed executive is over \$500,000 — the financial impact of not developing emotional intelligence-based peak performance is high indeed.

The Bottom-Line Value of Executive Coaching

SUMMARY: Return on Investment of Executive Coaching is 570 percent

Fortune magazine recently reported the results of a poll of executives and upper level managers who had six to twelve months of coaching with a masters or doctoral-level executive coach (Fortune 2/19/01).

The executives were asked to give a “conservative estimate of the monetary payoff from the coaching you received”. The survey demonstrated that the recipients valued the executive coaching at six times the cost that their company paid for the service. In other words, a nine-month, \$18,000 executive coaching program investment for a VP, was given a rating of being worth six times that — \$108,000. Not a bad ROI at all.

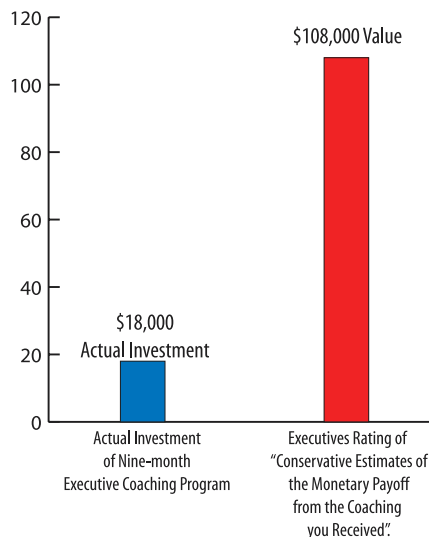
Sixty percent of the executives in the study were ages 40-49, half held positions of vice president or higher, and a third earned more than \$200,000 per year. Seventy-seven percent of the executives reported improved working relationships with their direct reports, 71% with supervisors, and 63% with peers. The executives also cited a marked increase in job satisfaction (61%) and in organizational commitment (44%).

What do coaches do that brings such dramatic value to you? You and your coach

Training generates a 22% improvement in productivity

Training + Coaching = 88% improvement in productivity

Investment and Value of Executive Coaching



first forge a partnership built around your most important goals. Then your coach helps you identify your strengths and potential blindspots — ideally aided by the use of assessment tools. Next your coach helps you leverage your strengths, grow skills and manage any weaknesses in areas of strategic importance in your career. Your coach helps you be tenacious and undistracted while moving

ahead on your most important goals. Finally your coach helps you stay accountable to yourself in following through on your developmental commitments, while at the same time providing support, encouragement and celebrating with you your successes.

What do you look for in a competent executive coach? Recent studies suggest the importance of advanced training such as a masters or Ph.D., post-graduate certification in executive coaching, business experience, integrity, high emotional intelligence, comfort relating to top management, political savvy, organizational awareness, flexibility and creativity, the ability to think on one's feet, and also the ability to give honest, straight forward feedback.

Examples Of The Roles That Coaches Play

Listening: Sometimes you need a sounding board for your ideas or aggravations

Competency Building: An executive coach helps you build a personalized development plan based on your career goals — and your organization's business needs

Accountability: Your coach helps hold you accountable to your action plans

Encouragement: You might occasionally get discouraged — your coach will help you stay motivated and on track

Peak Performance Leadership

How to Be a Star at Work in Times of Turbulence

A Two-Day Peak Performance Workshop — Based On Emotional Intelligence Research Includes Assessment and Optional Follow-Up Telephone Coaching With Faculty

This Workshop Counts Toward the Nine-Month Peak Performing Leader Certification Program (Separate Application and Acceptance Required)

REGISTRATION

How to Register: Registrations, accompanied by full tuition, will be accepted in the order they are received. You may enroll by returning a completed registration form by mail or fax. You may also register by telephone at (805) 647-7760, or online at

www.executivecoachcollege.com/leadership.htm

Tuition and Lodging: Tuition covers all program materials, assessment feedback, continental breakfast and lunch. Lodging is not included. However, CEC reserves a room block at the hotel at reduced rates. Your confirmation letter will provide you information about accommodations so you can reserve directly with the property.

Registration Questions: Please visit www.executivecoachcollege.com/leadership.htm to view our frequently asked questions page or call the College of Executive Coaching at (805) 647-7760 for assistance with any questions.

Early enrollment is strongly recommended. These programs are limited to 28 participants and will sell-out. Pre-course assessment materials are distributed soon after you register. The data collected from these assessments provides feedback that is essential for a successful program experience. To allow time for processing, you will be asked to complete the assessment material online as far in advance of the program as feasible. Assessment results are kept confidential.

Refund/Changes and Cancellations: Due to the nature of this learning program, where the participant completes assessments as preparation for the course, the following policy applies. There is a \$50.00 processing fee, per workshop, for refunds or changes requests (must be in writing) received at least two weeks before the workshop, and before the assessment has been completed. Once the assessment has been completed, there will be a \$200 administrative fee deducted from any refund request. Within 2 weeks of the event there are no refunds. However, date transfers may be processed, if space is available and if the \$50.00 processing fee is paid, up to seven days before the originally scheduled event. If a course must be cancelled due to an unforeseen event (such as crisis, natural disaster or instructor illness), the seminar will be rescheduled. Participants will be able to take the rescheduled workshop or another workshop location with space available.

The College of Executive Coaching is committed to a policy of equality of opportunity for admission regardless of race, color, creed, sex, age, national origin, sexual orientation, or disability, and does not discriminate on any such basis with respect to its activities, programs or policies.

CHECK LOCATION

Workshop Times: Arrive: 8:15 AM; Program: 8:45 AM – 4:00 PM

<input type="checkbox"/>	April 24-25, 2003	Scottsdale, AZ	Resort Suites Hotel
<input type="checkbox"/>	May 15-16, 2003	Burlingame (San Francisco), CA	Embassy Suites Hotel
<input type="checkbox"/>	May 22-23, 2003	Irvine, CA	Hyatt Regency Hotel
<input type="checkbox"/>	June 12-13, 2003	Lake Tahoe, CA	Harrah's Resort
<input type="checkbox"/>	June 19-20, 2003	Westlake Village / Agoura Hills, CA	Renaissance Hotel
<input type="checkbox"/>	July 24-25, 2003	Santa Monica, CA	Radisson Huntley Hotel

Choose Either Silver or Gold Program

___ **Silver Program** (Includes the two-day Program plus your in-depth assessment report results) \$975 by May 12th, 2003; \$1,050 after May 12th, 2003 \$ _____

___ **Gold Program** (Includes the Silver Program plus six weeks of individual telephone coaching – three sessions) \$1,975 by May 12th, 2003; \$2,075 after May 12th, 2003 \$ _____

___ **Preferred Partners Discount** Subtract \$100.00 if you are employed by one of our Preferred Partners listed on page two. (If your organization is not a current Preferred Partner, and if you have four or more employees from one organization registering at one time, you are entitled to a \$100 discount per person). (\$ - _____)

(Photocopy for additional colleague registration) TOTAL _____

Mr. Ms. Dr. Name (as on nametag) _____

Title: _____ Company: _____ Industry _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____

E-Mail: _____

METHOD OF PAYMENT: Check (made payable to: College of Executive Coaching) enclosed for \$ _____

Payment must be received prior to workshops. **VISA** **MASTERCARD** \$ _____

(Please hold my credit card information below and send me an invoice. A check for \$ _____ will follow. Checks must be received by 2 weeks before event — no exceptions please.

Checks: In U.S. Dollars **SEND FREE LEADERSHIP E-MAIL NEWSLETTER**
drawn on a U.S. Bank

(Print Clearly)
Credit Card # _____ Exp. Date _____

Name as it appears on card _____ Signature _____

Billing Address for card if different than other address:

Street Address _____ State _____ Zip _____

A confirmation letter and directions to the program will be mailed.
Office Use Recvd _____ CC _____ Chk _____ Entered _____ Conf _____

COLLEGE OF EXECUTIVE COACHING

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