

# COLLEGE OF EXECUTIVE COACHING

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

**Workshop Dates**  
**February 10-11, 2011**

*Santa Barbara Marmonte Hotel  
Santa Barbara,  
California*



## **DISTINGUISHED FACULTY**



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



**Dr. Relly Nadler**  
*Author, Leader's  
Playbook*

### **PARTICIPANT FEEDBACK**

"I found the Peak Performance Leadership Workshop to be concise and immediately useful on all the issues I face in my position. After two days, I have strategies for improving my management style and behavior, and a plan for moving forward on a key initiative." — Kelsey Piechocki, Vice President, United Way of Nevada

"Jeff, Wow! I am so glad I was able to attend your workshop. I can't express what a difference it is making for me. I was looking for a breakthrough and your coaching pushed me forward. Thank you again!" — Renee Jardin, Sales Manager, Chicago Title

"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

## **—Best Selling Books—**

**Praise for Auerbach's Personal and Executive Coaching:** "Dr. Auerbach provides a superbly elegant process for building on strengths." — Donald Clifton, Past Chairman of the Gallup Organization.

**Praise for Nadler's Leaders' Playbook:** If you're looking for the plays and strategies to raise Emotional Intelligence, this is THE Handbook!" — Jack Canfield, Author, Chicken Soup for the Soul.

# PEAK PERFORMANCE LEADERSHIP WORKSHOP — WITH INDIVIDUAL COACHING —

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

## **KEY WORKSHOP MODULES**

- Your results on a new seventeen-page, eighteen factor, leadership assessment with individualized peak performance tips
- Your results on the fourteen-page Emotional Intelligence Inventory
- Identification of the leadership characteristics, and the emotional intelligence competencies, which will lead to the best results in your career – your leading edge development focus
- Five classic examples of how increasing emotional intelligence competencies impacts critical factors such as performance-based bonuses and sales performance
- How to develop the top twenty specific, observable behaviors that make emotionally intelligent leadership
- Advanced approaches to implement the components of Influence, Flexibility, Initiative and Executive Self-Management
- Creation of your Peak Performance Development Plan
- Unlike other leadership programs, this course includes not only two in-depth, emotional intelligence and leadership assessments with detailed interpretation, but also teaches you a coaching model so you can continue to benefit from the workshop experience.

**[www.executivecoachcollege.com/leadership.htm](http://www.executivecoachcollege.com/leadership.htm)  
(888) 764-8844 • Fax (805) 474-5628**



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

897 Oak Park Boulevard #271  
Pismo Beach, CA 93449 U.S.A.

# 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-Mid Level

### HIGH ETHICAL STANDARDS:

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

"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

"I learned about myself and that is the first step in maximizing my own contribution." — Neelima Firth, Associate Director, Amgen

"This seminar helped me focus on areas I can enhance in my leadership. My leadership report results validated my perceptions of myself and articulated skills I want to further develop." — Karen Krumme Pike, Special Assistant to the President, California Lutheran University

"I found the model and the assessment instrument dead on to my needs in the real world. The delivery was insightful and skillful." — Bob Proctor, Director of Human Resources, LA County Employees Retirement Association

"The hands-on exercises really stimulated a high degree of interchange between participants and expanded our creative thinking. This course helped me to see things from a different perspective. I enjoyed meeting all the participants too - many interesting people from different backgrounds!" — Dr. Robert Wolf, Dean, Ryokan College

## THE PEAK PERFORMANCE DEVELOPMENT EXPERIENCE



### PRE-PROGRAM

You complete the assessments online, at your convenience, in advance of the program.



### ATTEND PROGRAM

At the program, you are guided through your assessment results, engage in hands-on leadership development activities, and are facilitated in creating and working an individualized peak performance development plan.



### POST-PROGRAM (Optional)

Receive individualized, private follow-up executive coaching with College of Executive Coaching Faculty to support your follow-through on your Peak Performance Development Plan. (Optional Gold Program)

## • \$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 Sico • 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 Programs Available Through the College of Executive Coaching

- **Coaching Skills for Managers**  
A two-day in-house program
- **Custom Internal Coach Training Program** – Custom programs designed especially for your organization to train your own internal coaches with an International Coach Federation Accredited Coach Training Program

**CUSTOM ONSITE PROGRAMS ARE AVAILABLE**

# The Bottom-Line Value of Executive Coaching

## SUMMARY: Return on Investment of Executive Coaching is 570 percent

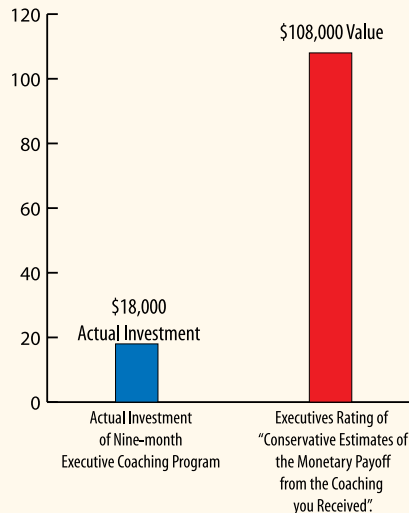
Fortune magazine recently reported the results of a poll of executives and upper level managers who had six to twelve months of coaching with a masters or doctoral-level executive coach (Fortune, 2/19/01).

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.

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 first forge a partnership built around

### Investment and Value of Executive Coaching



**Training generates a 22% improvement in productivity**

**Training + Coaching = 88% improvement in productivity**

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.

## The Value of Being a Star Leader in Times of Uncertainty

The business climate has become especially turbulent in this time of uncertainty. We are faced with new challenges to our way of life—and our way of doing business. Increasingly executives are required to consider economic value-added and 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% 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, with high emotional intelligence (peak performers),

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

sold 123% more than individuals with average emotional intelligence.

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

## 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

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.

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# PEAK PERFORMANCE LEADERSHIP WORKSHOP

— WITH INDIVIDUAL COACHING —  
Your Integrated Executive Coaching Solution

## A Two-Day Peak Performance Workshop and Follow-Up Coaching

♦ ♦ ♦

Includes Assessments & Optional Follow-Up Telephone Coaching With Faculty

### 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 (888) 764-8844, or online at: [www.executivecoachcollege.com/leadership.htm](http://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. Please call the hotel directly to reserve your accommodations. Santa Barbara Marmonte Hotel: (805) 963-0744.

**Registration Questions:** Please call the College of Executive Coaching at (888) 764-8844 for assistance with any questions or visit [www.executivecoachcollege.com/leadership.htm](http://www.executivecoachcollege.com/leadership.htm)

**These programs are limited to 18 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.

**Continuing Education:** Provider is approved by the California Board of Registered Nursing, Provider #CEP 15517, for 13 hours. The American Psychological Association has approved the College of Executive Coaching to offer continuing education for psychologists. CEC maintains responsibility for the programs.

**Refund/Changes and Cancellations:** 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 assessments have been completed. Once an assessment has been completed, there will be a \$200 administrative fee deducted from any refund request. Within two weeks of the event there are no refunds or changes. However, date transfers may be processed, if space is available and if the \$50.00 processing fee is paid, up to two weeks before the originally scheduled event, on a one-time basis. 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:

Thursday 8:30 a.m. — 4:00 p.m. / Friday 8:00 a.m. — 3:00 p.m.

February 10-11, 2010 Santa Barbara, CA Santa Barbara Marmonte Hotel

#### Choose Either Silver or Gold Program

**Gold Program** (Includes the Silver Program plus six weeks of individual telephone coaching – three meetings) \$2,075 (\$1,975 if received more than 45 days in advance of workshop). \$ \_\_\_\_\_

**Silver Program** (Includes the two-day Program, your two in-depth assessment reports plus continental breakfast and lunch.) \$1,075 (\$975 if received more than 45 days in advance of workshop). \$ \_\_\_\_\_

**Preferred Partners Discount** Subtract \$100.00 if you are employed by one of our Preferred Partners listed on page two. Or enter a \$100 discount per person if you have three or more participants registering together. (\$ \_\_\_\_\_)

(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  AMEX \$ \_\_\_\_\_

(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 drawn on a U.S. Bank  SEND FREE LEADERSHIP E-MAIL NEWSLETTER

(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.

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