



## Welcome to MSBCoach

### *Building Leadership that Builds Business*

We are honored to partner with you.

#### Leadership Coaching Helps You:

- Articulate and create your future
- Discover the impossible
- Identify purpose
- Clarify vision
- Define goals
- Set a strategic plan
- Leadership
- Create balance
- Accountability
- Execute

#### 10 Reasons to Work with a Leadership Coach:

1. Gain an objective opinion
2. Create a strategic plan that will direct how you, your department and organization will grow.
3. Learn how and why strong leadership is vital to growth and success.
4. Increase productivity in yourself and your team.
5. Uncover skills you did not think you had.
6. Stretch your mind.
7. Locate what is missing in your plan in order to develop increased action.
8. Reduce the stress in your personal and professional life.
9. Reach and achieve what you once thought were unrealistic goals.
10. Re-discover your passion.



## Who should hire a coach?

### **Why Coaching?** *Research from the Center for Creative Leadership*

1. The higher an executive advances up the organizational ladder, they are less dependent on technical skill and require more effectiveness in interpersonal skills and emotional intelligence.
2. Coaching is an effective tool for improving the bottom line performance in executives and organizations.
3. Coaching builds skills and capacities for more effective working relationships.
4. Coaching paves the way for decision makers to create higher levels of organizational effectiveness through dialogue, inquiry and positive interactions.
5. Coaching helps identify when teamwork is important; the how and when to apply the skills necessary to foster it.
6. Coached executives have reported improvements in the following areas:
  - a. 53% in Productivity
  - b. 48% in Quality
  - c. 48% in Organizational Strength
  - d. 39% in Customer Service
  - e. 34% in Reducing Customer Complaints
  - f. 32% in Retaining Executives who Received Coaching
  - g. 23% in Cost Reductions
  - h. 22% in Bottom-line Profitability

*Those who hire coaches are visionaries. They have a drive to achieve the most out of their career, business, family, and personal life. The coach is their partner, mentor, facilitator and encourager to help individuals discover their dreams (tapped and untapped), map out a plan and accomplish the impossible.*

### **Can I afford a coach?**

Can you not? Consider the alternative.... Don't live in "what if...."

### **I am not sure I have the time:**

If you are considering a coach, you have already decided you are dissatisfied with some part of life, whether it is professional or personal and there will never be a better time than the present. We make time for what is important or "it" controls us.



## What you can expect from your coach:

- Results – it is each individual’s responsibility to take ownership of their own goals and move them forward to become reality. As a coach I will give you accountability, but only you can make things happen.
- Confidentiality – everything we discuss in our sessions is completely confidential. The only exception to this would be if you gave me reason to believe you could bring harm to yourself or someone else.
- Scheduling – if you have to cancel or reschedule a session, it must be done 24 hours in advance; otherwise, the full session fee is charged.
- Disclaimer – As a coach I am not a counselor, accountant, attorney, investor, psychologist, financial analyst or psychotherapist. As my client you understand and agree to hire me as your business coach, you agree to not hold Michelle Braden, or MSBCoach to any costs, claims, causes of action or proceedings in which you have or might have in the future in respect to our coaching process.

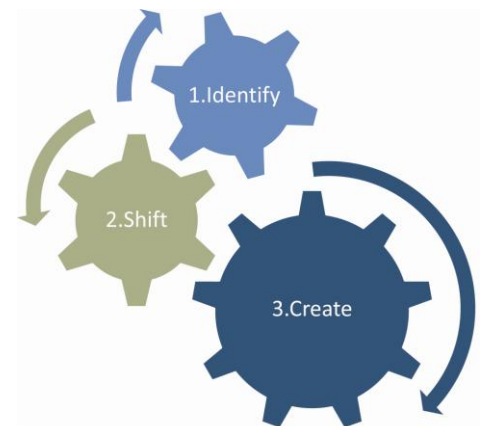
Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of client: \_\_\_\_\_

Signature of coach: \_\_\_\_\_

### At MSBCoach our coaching model consists of three components - I.S.C.

1. **“I” - Identify** challenges and opportunities with individuals and teams.
2. **“S” - Shift** the mindset.
3. **“C” - Create** breakthroughs and a new future for individuals and teams.



*Building Leadership that Builds Business!*



## New Client Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Birthday: \_\_\_\_\_

What do you want to accomplish from coaching?

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Who was/is the most influential leader in your life, what characteristics do you admire in them?

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What is your greatest leadership strength(s)?

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What is your greatest challenge as a leader?

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What motivates you personally and professionally?

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What stresses you and how do you deal with it?

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What is your management/leadership style?

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Write the perfect title and job description for your dream job.

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Write your definition of leadership.

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What are you passionate about? Does not have to be work related. How can you bring this passion into your work?

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What are your top five priorities?

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5-

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What are the values/characteristics of great leaders? Which do you possess and which do you need to continue developing?

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If money and time were no object: Where do you hope to be, what do you hope to be doing, who will be with you?

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What holds you back from what you want to accomplish?

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What is the leadership legacy you want to leave?

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If you could choose your own personal theme song, what would it be?

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Where do you hope to be professionally in the next 3-5 years - title, location, type of work, etc?

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