



## ***What it Takes to Engage Corporations for Coaching***

Have you thought about coaching business leaders and larger corporations to not only create working cultures, but also leave a legacy in a better world?

Join us, for a discussion on the elements you will need to market & advance into corporations for coaching to executives, organizational coaching to departments or teams, & create your strategy for successful engagement!

### ***Session Topics:***

- What is the offer or solution you make to the company?
- What business is the client really in that you can help with?
- What other credentials or ICF certification do you need?
- What are the materials you need to present, brochures, Web presence, affiliations in their business, other at-large memberships?
- What C-level or senior staff level you need to approach with your offer?
- How will you help the organization measure the results?
- What is the plan to help the company sustain the coaching results?
- What is your follow-up plan to monitor their sustainability or examine what new problems have arisen since coaching?

**Dates:** 03/06/08 & repeated on 03/13/08

**Hour:** 12 pm Mountain Time, register at :

**[http://www.walksbesidecoaching.com/BizOrgwww/Events\\_Workshops.htm](http://www.walksbesidecoaching.com/BizOrgwww/Events_Workshops.htm)**

or call 505-424-4771

**Cost:** \$47 including participant worksheets

**Dial In # and Worksheets by email after registration.**