

Group Coaching Can Make You More Effective, Efficient and Valuable to Your Firm. Find Out How.

What Does Group Coaching Do?

1. An enhanced community experience (with 6-10 peers) that has an on-going nature (at least six months in duration).
2. A proven group coaching process.
3. The necessary energy and focus to help you get ahead on objectives.

Why invest in Group Coaching?

Everyone makes plans. The difference between you and everyone else is execution. Your coaching group supports you as you make and execute your plans. A coaching group helps you achieve your objectives faster by delivering the richness of multiple perspectives and the efficiency of resource sharing.

Results of Group Coaching

- An architecture firm increased their recruiting and retention success by implementing coaching groups. The groups were evidence that the firm really does focus on the success of the individuals at the firm.
- A construction firm's executive team followed-through on their strategic plan for the first time in years with the support of group coaching. Group coaching helped increase the confidence of the executive team and re-establish the credibility of the strategic planning process.
- A supplier to the architecture, engineering and contractor community created a competitive advantage by developing a product-centered coaching group for their clients and prospective clients as an additional way to deliver product support.

What do these groups look like in practice?

- A group of six CEO's in the Architecture, Engineering and Contractor disciplines strategize with each other in a coaching group on how to adapt their organizations to changing industry fundamentals, such as the integration of BIM software into the project process and grappling with LEED requirements.
- In a coaching group, ten high-potential professionals from specialty contractor firms acquire proficiencies required to advance in their careers over the course of a year.
- Eight project managers from the same design firm commit to a coaching group for six months to enhance their project interviewing skills with owners.

How is Group Coaching Different from a Project Team Meeting, a Conference Call or Teleclass?

Group Coaching is an experience focused on the participants and their agendas. Group coaching participants gain access to an executive coach, a like-minded group of colleagues and subject matter experts, who are periodically invited by the coach. Group coaching delivers just-in-time ideas on only what participants need. **A project**





Group Coaching *continued*

team meeting, conference call or teleclass may appear the same as group coaching, but in reality they are content focused and influenced by someone else's agenda.

Who Uses Group Coaching?

1. Individuals from different organizations in the same industry or in the same type of job
2. Peers within the same organization
3. Professional/trade association members

The When/Where/How of a Coaching Group

- Groups meet on a secure, telephone conference bridge twice per month for an hour. The meetings are recorded exclusively for group members' reference and all content is held in strict confidence.
- The topic and format of the calls are decided ahead of time by the group members.
- Group members have access to one-on-one coaching (15-20 minutes on a specific objective) with the executive coach outside of group meetings.
- Interactions between group members occur outside of the group meetings. In addition, the relationships developed in the group serve as an important, informal source of support long after the formal coaching group ends.

In closing, it is important to emphasize: 1) A group coach delivers expertise in a unique process, 2) the individual group members are the experts in their work and personal life, 3) together, the group coach and the participants collaborate to find the answers each participant wants.

Why Cima?

Darren is a trained and experienced group coach possessing core coaching competencies, a coaching process and an ethics standard from an accredited university graduate school executive coaching program. He is also a professional facilitator and produces the Texas AEC CEO Roundtable consisting of 100 of the top architecture, engineering and contractor firms in Texas. Lastly, Darren has CEO experience (Darren has started and sold two companies).

What's Next?

Individual Coaching Groups are now forming for Architecture, Engineering and Contractor firm CEO's, VP's of Operation, Directors of Business Development, Project Managers and Superintendents to begin in January and February, 2009. Participation will be limited to 10 per group maximum.

Free introductory teleforums will be delivered in December 2008. The top three issues for each job title listed above will be the focus of each specific teleforum. Participation is limited.

Please call 214-353-9333 or email darren@cimastrategic.com to reserve your spot in a coaching group and/or teleforum.

About the author . .

Darren has over 18 years experience in professional services, distribution and manufacturing and he has started and sold two companies. His industry experience includes professional associations, architecture/engineering/construction, industrial and healthcare.

He speaks regularly on the subjects of strategy, coaching, leadership, international business, and business development. Darren's audiences have ranged from the Business School at the University of Notre Dame in South Bend, Indiana to the local chapter of the Associated General Contractors in Austin, Texas.



Darren L. Smith

Darren Smith helps executives develop edges to make winning easier. Darren achieves this through consulting on strategy & business development and through coaching & speaking.