

Stakeholder Centered Coaching®	Traditional Executive Coaching
SCC measures and reports on leadership growth throughout the process	Traditional coaching does not measure or report on outcomes (sponsor cannot be sure if objectives were achieved)
Sponsor only pays if agreed upon growth objectives are achieved by the client – model is Client-centric not Coach centric.	Traditional coaching is billed based on time spent with the client or on the exercises completed – not on outcomes achieved (resulting in sponsor potentially paying for the wrong thing.)
SCC ROI has been studied in two broad sweeping studies and demonstrated to have >95% success rate with more that 11,000 Leaders around the world.	No such research that we know of has been done.
Focus is on clients that cast long shadows (have maximum influence) therefore impact is maximized throughout organization.	Traditional coaching may engage all levels of organization from front line, to middle management as well as senior leadership.
Client engages a broad range of stakeholders including bosses, coworkers, and employees in daily coaching: outcome is accelerated growth, heightened awareness, humility and EQ through immediate identification of leadership behaviours that are most impactful not only for the client but all stakeholders. The process inherently creates a culture of change and trust that did not exist.	Traditional coaching is focused on the 1:1 relationship with the client and coach who meet at a set frequency and generally does not reach beyond this from a coaching perspective”.
SCC takes incredible courage, humility and discipline – it is a transparent and public process which involves sharing with stakeholder including subordinates those things that client is weak at and wants to improve upon and is asking their help in. NB: Coaching conversations are bound by confidentiality.	Traditional coaching is typically highly confidential, other than the sponsor no one may know of the coaching relationship.
SCC intake assessment involves the coach meeting with each of the client’s stakeholders to truly understand the individual via structured behavioural interviews by professional coaches that we can then debrief in concert with tailored proprietary Global Executive 360 assessments with the client.	Traditional coaching typically uses web based ‘off the shelf’ 360 assessments or personality tests only, to determine focus of coaching.

<p>SCC Coaches partner with clients to develop an aspirational leadership model that is authentic to the individual's leadership style and personality – this identifies 1 or 2 impactful behavioural shifts aligned to corporate goals for SCC engagement.</p>	<p>Often traditional coaching is focused more on the “moment” – “<i>how can we best make use of this time today</i>” without necessarily driving to a defined outcome and hence ROI.</p>
<p>SCC Process focus on sustainability in behavioural shifts by repeating actions confirmed by stakeholders that form habits, these habits with in 6-9 months form new behaviours that are sustained and are reinforced by new perceptions acknowledged by stakeholders through mini survey feedback as well as on the job.</p>	<p>The SCC Process is not utilized in any other coaching system we are aware of.</p>
<p>SCC is a highly transferable coaching process that the client learns how to deliver during the leadership growth journey – SCC clients graduate as coaches.</p> <p>SCC Coaches have complete access to the process and tools to use within their team as they see fit – paying it forward is the greatest compliment we receive.</p>	<p>Most traditional coaches do not leave any process for the client to share or repeat – it is based more an inquiry process (there are some coaches using systems coaching however few share the process and tools with clients for future use in their organization).</p>

Links to review

[After Action Reviews from Recently Certified Coaches](#) (these are reviews from participants of our recent certification workshops)

[Sign Up For Upcoming Certification in the USA](#) Dates for upcoming certifications

Other links to provide more information for you.

[1. Stakeholder Centered Coach Certification](#)

[2. TEAM Stakeholder Centered Coach Certification](#)

[3. Real Mini-Survey Results & After-Action Reviews](#)

[4. Sign Up For Upcoming Certification in the USA](#) Dates for upcoming certifications

[5. After Action Reviews from Recently Certified Coaches](#)

[6. Resources for Certified Coaches](#)

If you would like to schedule a time to talk, please just give me a couple options on good times for you and I will do my best to accommodate your schedule.

The Society for Human Resource Management (SHRM) recently wrote a short column highlighting the results of our coaching process with 30 managers in a Fortune 50 company. It's only a 2 minute read.

[Putting Humanity into HR Compliance: Creating a Coaching Culture—Doing vs. Understanding](#) By [Jathan Janove, J.D.](#)