

How to License, Prepare and Teach a Two-Hour SeattleCoach “Intro to Coaching” Workshop

As a SeattleCoach graduate (of either [Coaching for Leaders](#) or of one of our [Flagship Cohorts](#)), and now as a member of one of my [Supervision Cohorts](#), I invite you to add to your portfolio the option of teaching a two-hour SeattleCoach “Intro to Coaching” workshop—which I believe you are fully capable of teaching!

Through the years, I’ve found that these are the non-negotiable elements to building a coaching culture:

- Great individual executive coaching with leaders and often with their teams
- Sponsorship
- Shared concepts and vocabulary
- External coaches
- Internal SMEs
- **Intro to Coaching Workshops**

Once I’ve coached a leader for a while, and maybe observed them with some of their team members, I’ll invite them to think about a two-hour workshop that is designed to:

- a. Introduce some coaching skills, philosophy and vocabulary into the life of their team,
- b. To inspire interaction about the ideas I present and finally,
- c. To land some quickly applicable new habits and next steps

In addition to the benefits to the groups and teams we serve, the chance to teach an **Intro to Coaching Workshop** is an opportunity for coaches (maybe like you!) who want to build their effectiveness with groups and teams.

Here’s the licensing agreement I propose to SeattleCoaches in Supervision with me:

- a. As you master the material in my [Intro to Coaching “package”](#) and then customize and infuse your own style into it so that you can present it well, you don’t owe me anything. And you get to decide what to charge.
- b. You do have to credit SeattleCoach and leave in all of the © stuff.
- c. You have to make SeattleCoach look good.

- d. You do not have to teach **Intro to Coaching** “just like Patty does it.” You do have to prepare very well and then do a thorough job of explaining, illustrating (using your own wisdom and stories), demonstrating and applying the © material.
- e. You have to find your own style. And if your **SeattleCoach Intro to Coaching Workshop** goes well, your coachees will want more. This means that I expect you to keep listening to the audience you want to serve and to then, in the years to come, build your own materials, stories and illustrations.
- f. I expect you to include a “call to action” as you close. This includes helping your participants to find a specific next step or two—and to decide who will know if they take those next steps. And I expect your “call to action” to also provide clear direction for your participants who want to know more about:
 - i. 1:1 or team coaching with you, or about
 - ii. How **SeattleCoach** (maybe in partnership with you) has designed two programs to that are built to deliver advanced executive coach training. Every time I teach an **Intro to Coaching** workshop, the potential coaching SMEs in the audience want more. So I want you to join me in telling them about:
 1. [Coaching for Leaders Cohorts](#)
 2. [Our Flagship Cohorts](#)

FYI, both of these training options are eligible to be documented as “Approved Coach Specific Training Hours” by the International Coaching Federation (more and more of our internal coaching leaders want to become certified).

[Click here](#) to review all of the **Elements of the Two-Hour Intro to Coaching Presentation**

And before you proceed, read this: [Getting Naked](#) by Patrick Lencioni

Be in touch with any questions—I’m already looking forward to what we can co-create going forward.