



The SeattleCoach Intro to Coaching Workshop: *Teaching Objectives and Schedule*

These workshops are always so much fun. We've taught workshops with up to 50 participants and as few as ten.

Either way, I always invite a few coach friends to help me, as "breakout coaches." These are always SeattleCoaches who understand my approach, philosophy, and vocabulary.

These are my principal goals for each *Intro Workshop*:

1. To discuss how building a "The Coaching Mindset" accelerates the development, performance and satisfaction of key leaders and their teams,
2. To present coaching skills leaders can use immediately, and
3. To introduce the opportunity for more training and development either by joining a SeattleCoach Flagship Cohort or by initiating an internal [Coaching for Leaders](#) Cohort.

Through the course of the two hours, I follow a rhythm of presenting for a few minutes, and then interacting, debriefing, "metabolizing" the information first individually, then by breakouts, then all together.

And throughout, I'm always thinking: ***Explain. Illustrate. Apply/Test-Drive.***

I ask my breakout coaches to:

- Listen for the core of what I'm saying (SeattleCoaches will recognize everything), to
- Observe and interact with the people in their breakout group and to
- Show up like a coach! (For example, comment on what people do that works)

If you decide to work with us on setting up an Intro to Coaching workshop, we will work with you on these questions:

1. Will you be meeting in-person?
 - a. You'll need the usual audio/video set up for your deck/videos
 - b. You'll ask everyone to put aside their devices while working together

2. Will you be meeting virtually? We will need with a Teams/Zoom “co-pilot” from SeattleCoach, or if we’re on-site, from your organization.

Either way, it’s good to have on hand notebooks or pads of paper for notetaking.

Finally, we will ask you to introduce your facilitator—along with your vision for the potential of introducing more coaching leadership to your system.

This is a pre-work memo to send to participants:

Hi there.

I’m Patricia Burgin, the founder and CEO of SeattleCoach. And I’m looking forward to joining you for a conversation about leadership coaching on _____.

Here’s what to expect in our two hours together:

1. ***I will introduce the essential whats and hows of leadership coaching/the coaching mindset as an essential “gear” for these leaders. We’ll talk about it in ways that make sense in the work you do.***
2. ***I will describe and illustrate the moments and issues when coaching may work better than directing, telling, advising, nagging, selling, convincing, rescuing, propping up, consoling or firefighting.***
3. ***We will talk about the one game-changer that anyone in a leadership role can learn to tap into as a coaching leader.***
4. ***You will leave with an actionable experiment.***
5. ***And, as always with SeattleCoach workshops, we will have some fun***

And by way of a little pre-work, be thinking about this: I’ll be asking you to talk about your experiences with coaching (executive, sports, music, life; as a kid, as a grown-up): What worked? What not so much?

And please make hard copies of the attached SeattleCoach Play Cards (two pages). We will use each of them during our time together.

That’s it. If you’d like to touch base before we begin, send me a note at peb@seattlecoach.com.

My Best,

