

Want to take your Leadership to the next level?

Want to have the reputation of a leader that gets results and whom others want to work with?

More than any other tool, coaching helps empower staff/associates to excel in their job performance. The key is finding a coaching model that really works, one that's based on sound behavioural systems, and is easy to learn and implement for results.

5 *Reasons why many managers fail at coaching their employee effectively.*

Technical Comfort Zone

Most managers were promoted for their strong technical ability but haven't been effectively equipped for their role in leading people.

No Time for Coaching

As organizations continue to downsize, consolidate, speed up and ask people to do more, the time available for any task goes down.

Fear of Failure

Coaching is a learnable skill, but one that most managers have never mastered. And they know it.

Confrontation Reluctance

No one likes confrontation. Coaching can seem like an open invitation to disagreement and hard feelings if not handled effectively.

Fear of Offending

No one really likes to upset other people. Sometimes just the offer of coaching can be interpreted as a criticism of an employee's performance.

5 *Reasons to choose* RealTime Coaching™

- **RealTime Coaching™** combines an easy to understand system of how the human mind works, with a practical process of coaching staff for optimum productivity. No hokey sports analogies here.
- **RealTime Coaching™** integrates two validated behavioural profiles.
- **Participants receive a comprehensive reference manual.** The specially designed coaching manual ties the coaching system to actual practice through easy-to-understand graphic icons and "coach's thoughts" boxes.
- **RealTime Coaching™** has practical coaching techniques that are demonstrated in brief coach/employee dialogues. Unique video segments show you coaching scenarios in action.
- **RealTime Coaching™** is presented by skilled facilitators. The entire model is led by Excel Group's certified workshop leaders who will help you learn it. We can also, discuss "train the trainer" options and half day modules for in-house delivery.



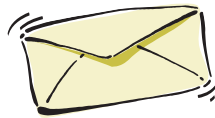
Is RealTime Coaching™ for you?

Unlike many outdated management programs, RealTime Coaching™ offers managers at all levels an effective system to perform at the top of their game. You will be equipped with a proven process for leading your people for enhanced performance and commitment. It is ideally suited for:

- Executives
- Line Managers
- Human Resources Leaders
- Organizational and Career Development Professionals
- Sales Leaders
- Training Professionals
- Team Leaders
- Internal & Executive Coaches

For program dates, registration, information or regarding bringing this program in-house, contact Client Services (416) 481-4802 ext. 21 or toll free 1-888-89-COACH email: admin@GrowingCoaches.com or visit us at www.GrowingCoaches.com

A note from our coach...



From one leader to another...

The world has changed dramatically. Demands on you as a leader/manager to get organizational results have intensified. Your success depends on it. Implementing and achieving organizational plans through your team is necessary, though not always easy.

The "boss/manager" of yesterday no longer gets top performance from others in today's world of re-defined organizational loyalty and continuous change. As a manager, your ability to leverage your team's human capital for greater effectiveness and team fulfillment is a critical success factor.

If you're serious about taking your leadership to the next level, I'm pleased to recommend RealTime Coaching™ as a leading edge system for you. I can tell you... in my years of research, performance consulting and development, I have honestly never seen a process that is as effective and sophisticated enough to recommend to various levels of leaders. From CEO's and senior executives to software team leaders, the RealTime Coaching™ system has received accolades from many managers for enhancing their effectiveness in achieving organizational goals with their teams.

RealTime Coaching™ combines a proven coaching model with validated behavioural instruments to help you lead others to accomplish organizational objectives with greater commitment, effectiveness and innovation.

Don't let the pace of change in the world outpace your leadership skill development. Become a graduate of RealTime Coaching™. We guarantee your satisfaction.

Chuck A. Reynolds B.A., C.P.B.A.

President, Excel Group Development



About EXCEL GROUP

With affiliate offices in Canada and the U.S., Excel Group Development is a learning and development company that provides performance solutions that enhance Leadership, Organizational and Sales Effectiveness. They have a reputation for helping clients improve results with a commitment to a follow-up process. A partial list of Excel Group clients include: Royal Bank, Eli Lilly, Celestica, Grant Thornton, Bell Actimedia, Maple Leaf Sports & Entertainment, CAA, Manulife, Rogers AT&T, Calvin Klein Cosmetics, Nebs, and Vernon Technology Solutions, Yellow Pages Group, Enmax, University of Alberta, Bell Mobility, Nexen and Bell Canada. Excel Group Client Services can be reached at (416)481-4802 ext. 21 or Toll Free 1-888-89-COACH or Visit at www.GrowingCoaches.com

WHAT OTHERS ARE SAYING...

"Real, Insightful, Practical and immediately applicable"
ADP

"RealTime Coaching™ has proven to be an important daily management tool at Sympatico-Lycos. It has provided all of our people with a constructive and practical approach in achieving our common goals! Continued success to you."

M. Tellier - President and CEO Sympatico-Lycos Inc.

"The RealTime Coaching™ that I've participated in over the last few months, has to rank as one of the most valuable development experiences in my 30+ years in management. The course, the DISC assessment, the book, the materials, and especially the follow-up, has made this a true learning experience for me."

Manager Training and Education, Celestica Inc.

"RealTime Coaching™ has provided a practical approach for CAA to achieve it's vision."

N. Parks - President CAA Central Ont

"This was the most worthwhile management workshop I have participated in. I will be having all my managers participate. Thanks for your follow-up."

Rogers AT&T Wireless

"RealTime Coaching™ provides a sound model for coaching as well as insights into what motivates people."

Toronto Hydro

"RealTime Coaching™ is the most up to date and practical leadership workshop I've participated in. Chuck and the other workshop leaders really are serious about helping you get results. Thanks."

Moore's Clothing for Men

"Very Practical, interactive, good exercises. The facilitator was good and very knowledgeable about the subject. This was an excellent experience that I would highly recommend."

S. Rogers, Vice President Human Resources, CTV

"A very practical coaching model for all managers."

G. Grice, V.P. Business Markets – RBC Royal Bank

Leaders Coaching for Performance

Solve your most critical Leadership Challenges and Learn How to:

- Lead your organization through on-going transformation.
- Lead your people by gaining their commitment vs. compliance.
- Coach those you manage by using their own self evaluation as the cornerstone for their continuous improvement.
- Recognize another's behavioural style and adapt to improve your leadership effectiveness.
- Understand the difference between planning and implementing and the unique leadership skills required to put plans into action.
- Effectively coach others through the human side of organizational change
- Coach employees, team members, and co-workers in a way that achieves organizational objectives, while meeting your needs, and theirs.

RealTime Coaching™ Registration Options

Fax to: (416) 481-6541

Email the information below to admin@GrowingCoaches.com

Call (416) 481-4802 ext 21

Toll Free 1-888-89COACH ext 21

Mail Registration to:

EXCEL GROUP
Development Services Inc.
110 Eglinton Ave. E. Suite 502
Toronto, ON M4P 2Y1

Limited Seating
Register Early!

Please register me for:

(for other colleagues, please photo copy this page)

Edmonton, AB Date: _____

Toronto, ON Date: _____

Calgary, AB Date: _____

Vancouver, BC Date: _____

Montreal, QC Date: _____

Other _____

For more dates & cities visit us at www.GrowingCoaches.com

Name: _____

Company: _____

Title: _____

Address: _____

Postal/Zip Code: _____ Phone: _____

Email: _____

Please invoice my company

Please Charge my Visa below

(_____ participants @ \$ _____ ea. + GST)

Regular Manager Tuition: \$1295 ea.+ GST (\$895 U.S.)

Early Registration: 3 weeks prior to workshop date only
\$1095 ea.+ GST (\$795 U.S.)

Team rate: \$795 ea.+ GST (\$695 U.S.) when you register 3 or more people
2 weeks before workshop dates above.

Includes: Seminar, Manager's workbook, manager profiles, certificate of completion, continental breakfasts, and all working lunches and refreshments.

Card No.: _____

Expiry Date: _____

Card Holder: _____ print

Signature: _____

Upon receipt of your completed registration form, you will receive a confirmation package with agenda details and map. From time to time we understand scheduling changes arise. Refund with cancellation 45 days prior to workshop, otherwise credit to another workshop will be issued. Participant substitutions at any time.



To learn more about our services contact Client Services at
(416)481-4802 ext.21 or Toll free 1-888-89-COACH
email: admin@GrowingCoaches.com
Visit us at: www.GrowingCoaches.com

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RealTime Coaching™

You will learn...

Day 1 Session 1 - Let's Coach

- How to define coaching.
- The 3 different forms of relating.
- The key difference between boss management and coaching.
- 3 steps to becoming an effective coach.

Session 2 - RealTime Coaching™ Revealed

- The behavioural research on which RTC is based.
- The relationship between results and people.

Session 3 - What Do You Want?

- That which influences what a person wants.
- The 6 Interests, Attitudes and Values - What is a Driving Value?
- Understanding the motivating interests of others.
- The 2 ways values can conflict.

Session 4 - What are you Doing?

- The why of behaviour.
- The 4 core behavioural styles and the emotions associated with each.
- Adaptations and causes for stress.
- How each style responds to conflict.

Day 2 Session 5 - How to...

- How to increase self awareness of behaviour.
- How to encourage self evaluation.
- How to develop a plan for change.
- How to coach others to develop a plan to align their actions and goals with those of the organization.

Session 6 - Put me in Coach!

- The 3 parts of the pyramid of effective coaching.
- Which virtue the quality of a coaching relationship is based on.
- Behaviours that build trust in a relationship.

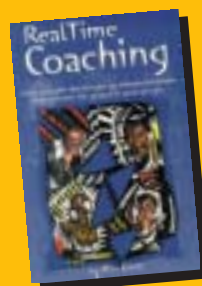
Session 7 - Practice! Practice! Practice!

- About the blending of the different styles for more effective communication.
- Through the experience of practice coaching sessions.
- What to do when what you're doing isn't working.
- To be able to identify the strengths and weaknesses of your coaching skills.

And there's more... In addition to the learning and interaction with other leaders, participants will receive:

- A detailed 7 module coaching work book.
- A personal interests profile.
- A personalized behavioural communication style profile.
- A certificate of achievement.

For more management solutions to achieve business results, visit
www.GrowingCoaches.com



Now available...

RealTime Coaching™

in soft cover at

www.GrowingCoaches.com