



Our customized coaching solutions empower executives and high-potential employees to work through and evaluate their day-to-day business activities and to examine how they communicate, organize, and manage within teams. We connect the individual's performance goals to your organization's objectives, which drives curriculum development and delivers a measurable return on your investment.

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Challenger Executive and Business Coaching Solutions

The best companies and organizations understand that staying competitive in today's business climate demands more than just maintaining the status quo. Managing through mergers and acquisitions, equipping technical specialists with management and leadership skills, and ensuring the success of newly-appointed leaders require a responsive and proactive attitude toward talent management.

That's why for years corporate and organizational leaders have sought the expertise of Challenger Business and Executive Coaching. Our corporate customers experience improved retention rates for high-potential talent, and their employees report an increase in overall job satisfaction.

CBEC offers both Individual Executive Coaching as well as Business Coaching. Using "real-time" work situations currently confronting your organization, the Challenger Coach works one-on-one with an Individual Executive or the Business Team Leader (who will then act as a coach/leader to his/her direct reports).

Results will include:

- Increased Employee Leadership Skills
- Improved Team-Building Skills
- Advanced Understanding of Conflict and Change Management
- In-House Coach/Leader for your Organization

"After going through Challenger Coaching, I feel like I am 'lighter'. I can give up the 'things' that make bad energy. This has improved my focus and attitude. I feel like I am doing things and making decisions for the right reasons."

- Cheryl, VP and Facilities Director for a Fortune 200 Pharmaceutical Manufacturer received Challenger Coaching in preparation for a change in reporting relationship



Challenger Business & Executive Coaching
The bridge from competence to excellence

Challenger Talent Management and Development Services

We focus on delivering a return on your coaching investment. Using an interactive process, CBEC defines measurable objectives for success at the onset of each coaching assignment. Developing unique, quantifiable performance and behavioral goals for each individual, our coaching deliverables are tied directly to your organization's bottom line.

Individual Executive Coaching

Corporate and individual performance objectives and goals are identified and sponsors are asked to evaluate the executive's skill set and determine how it fits within current corporate goals. Next, through the Challenger Leadership Index (CLI), the executive's personal interests, leadership skills, and decision-making style are examined, and a customized coaching plan is designed. Quantifiable, observable performance behaviors specific to that individual serve as benchmarks and outline the success criteria for Challenger Business and Executive Coaching.

Business Coaching

Unlike typical classroom training sessions, a Challenger Business Coach works directly with a team's leader. The leader becomes the coach for the team, focusing on issues set by the executive sponsor. Our Coaches work directly with the team leader to focus on specific techniques such as team building, change management, and goal setting. The team's discussions tackle relevant issues currently confronting the team, leading to immediate increases in productivity. Using "real-life" work scenarios, employees examine tough issues, such as conflict management, lack of commitment, or hidden agendas.

Developing an In-House Coach

Another important feature available through the Challenger Coaching method is the certification of your high-potential talent, creating a permanent, certified coach within your organization. This knowledge transfer allows internal coaches to pass coaching skills on to co-workers and maximizes your coaching investment. Installing a permanent, certified coach in-house will create a coaching culture leaving a lasting corporate legacy for years to come.



“As a result of going through Challenger Executive Coaching, I am doing a better job of asking open-ended questions when working with others. My coach raised my awareness of the ineffective ‘asked & answered’ communication style I had before.”

- Laura, Managing Director for a Wholesale Hardware Distributor, coached to resolve issues that colleagues had raised about her management style and to explore ways she could be considered for future promotions.

“I have greater confidence in myself and I have better insight into the acquiring company. I can understand the degree to which I am a fit for the new culture, and I am more aware of how my actions might be perceived. I am trying out new strategies for being ‘warmer’ and more open in the workplace, while still maintaining a professional relationship with my new colleagues.”

- Mary, Executive VP for Leading IT consulting firm coached in preparation for her company's acquisition and for a change in reporting relationship.





Features List

Coaching Package	Executive Exercise	Individual Executive	Basic Business	Advanced Business	Advanced Leadership
Duration	1 Day	13 Weeks	13 Weeks	17 Weeks	26 Weeks
CLI of All Participants	Yes	Yes	Yes	Yes	Yes
Needs Analysis	Yes	Yes	Yes	Yes	Yes
Maximum Number of Participants	6	1	12 including the Team Leader	12 including the Team Leader	12 including the Team Leader
Challenger Business Coach Shadow Coaches Team Leader	No	No	Yes	Yes	Yes
Number of In-Person Sessions	1	3	3	4	6
Weekly Phone Contact (½ hour scheduled conversations)	No	Yes	Yes	Yes	Yes
Learning Modules	- Overview of Basic Coaching and Teamwork Skills - Overview of Teamwork or Change/Conflict Management	- Performance Improvement and/or Life-Work Balance	- Basic Coaching and Leadership Skills	- Basic Coaching and Leadership Skills - Teamwork or Change/Conflict Management	- Basic Coaching and Leadership Skills - Teamwork or Change/Conflict Management - Advanced Leadership
Ongoing Computer-based Tracking	No	Yes	Yes	Yes	Yes
Final Report	No	Yes	Yes	Yes	Yes
Year-Long Monitoring and Follow-up	No	Yes	Yes	Yes	Yes
Team Leader Becomes a Certified Coach	No	No	No	No	Yes
24/7 Email Availability	No	Yes	Yes	Yes	Yes

Notes: Individual Executive Coaching is a prerequisite for a Team Leader, undergone prior to the Executive Sponsor investing in either the Basic Business, Advanced Business, or Advanced Leadership Coaching Packages.

The Advanced Business Package includes four weeks' additional curriculum to the 13-week Basic Business Package, and the Advanced Leadership Package includes nine weeks' additional curriculum to the 17-week Advanced Business Package.

Meet Our Coaches

Challenger Business and Executive Coaches are with us because they are committed to providing superior results. CBEC Coach candidates must have had a minimum of 10 to 15 years of business experience at top-level or key managerial positions at Fortune 500 companies, as well as coaching credentials and prior coaching work experience.

Coming from a wide variety of backgrounds, our coaches offer business experience in not-for-profit management, manufacturing, integrating and managing teams, global research, and transformation. Here are backgrounds from three of our Challenger Coaches.

The Challenger Coaching 30-Day Difference

If we determine that an individual does not have the necessary interest and/or the discipline to successfully achieve the corporate sponsor's goals and objectives, we will terminate the coaching assignment after 30 days and the customer will be billed only for the first third of the total coaching fee.

Don H. Don brings over 30 years of experience as a business founder, serial entrepreneur, and CEO of two privately held Canadian firms to Challenger Business and Executive Coaching. Formerly a Senior Technical Engineering Manager with Ford Motor Company and a Senior Engineering Project Director at Philip Morris International, Don utilizes his analytical abilities and diverse work experience to build upon the strengths of the executive and to discover, reduce, or eliminate the barriers that impede the executive leader's success. Don is certified as both a coach and a master mentor, and he is a certified CBEC Coach.



Laura S. Laura is a seasoned coach and executive who has a proven track record of success working with executives who have resisted changing their behaviors. She excels in the areas of interpersonal and business issues, and offers years of experience in the financial service sector, including communications, sales, and strategic planning functions at companies such as Fidelity Investments and Goldman Sachs. Laura is a trained, credentialed career and life coach, an eight-year veteran mentor for Mentium Corporation, and she is a certified CBEC Coach.

Jim W. Specializing in operations management, budget development, conflict resolution, team building, and strategic planning, Jim works internally as a mentor and executive coach. With over 30 years of coaching experience, Jim is certified as a mediator and has taught team building to institutional and educational staff. Jim is skilled in providing broad-based business coaching and advisory services in order to implement streamlined communication as well as change management. Recently named one of the top four executive coaches by *Atlanta Magazine*, Jim is an accredited Senior Master Executive Coach with CMT, an international executive coaching organization, and he is a certified CBEC Coach.



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