



Catalyst for Change

About Coaching and our C4C Programs

Individuals are finding that major, rapid changes necessitate that they acquire larger roles and greater responsibilities to accomplish organizational and even personal goals. Economics and the effect of technology impact worker performance, attitudes, and behavior. Organizations are feeling the burden of individual and global turmoil, which in turn amplifies the micro economies of scale. Individuals and organizations are experiencing increased forceful, systemic changes which are mutually dependent.

It may not be a surprise, then that The American Management Association (AMA) found that coaching utilization is on the increase.* In their 2008 global study, The AMA found that *individuals* experiencing change and transition increased their own levels of performance through professional coaching. And *organizations* that adopt a coaching philosophy develop capacity, improved customer satisfaction and gain new levels of profitability.

C4C's Coaching's Philosophy

C4C's coaching philosophy is based on the fundamental value-based proposition of *partnership*. *Partnership* is the essential principle in how we approach our business. We work in a helping, systematic manner and not in a rigid domineering fashion. We focus on skill enhancement and empowerment so that there is increased capacity to act independently and efficiently. Our approach is respectful and facilitative – enabling individuals, executives, groups, and entire organizations to work successfully toward goal achievement.

C4C helps clients turn perceived demands and “threats” created by changes in their internal or external environments into opportunities. We advocate specific, outcome-driven approaches to the development and implementation of a planned change program to sustain individual and/or organization-wide changes. We focus on improving readiness for the desired changes to be introduced and to be maintained. Further, we engage the support of all germane internal and external groups of stakeholders to bring about the changes to be initiated and processed.

Individual Programs

We provide customized coaching programs to fit the needs of individuals who want to improve professional and/or personal effectiveness. If you want to see advancement through setting and attaining goals for life success, value a journey of self-discovery, and are results-oriented, C4C will work with you to achieve your full potential while enabling you to build your ability to handle change opportunities. Contact C4C for specific details.

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Group Programs

Large or small groups and teams, including project teams, executive teams, and departmental groups who are working closely together on key projects benefit from group or team coaching. Programs can be tailored to focus on relevant topics that impact group outcomes, such as multi-generational concerns or cross-cultural issues. Group coaching can be accomplished in a number of ways: by means of special off-sites, retreats, periodic set-aside group programs, half or full-day programs. Working with specific groups, departments and teams educates everyone how to focus their individual work to bring about the success of the organization - improving performance, capability and profitability. C4C's Programs use action learning methodology designed to help leaders and managers become more effective coaches, an essential skill for leaders today. Groups who want to learn more about coaching will benefit from our customized programs that meet the specific needs of your group or team.

Corporate Coach C4C (Catalyst 4 Change)

Become a Corporate Coach C4C and be a *catalyst* for initiating a coaching culture within your organization. Our customized Coaching Programs will help you design the infrastructure and processes to help you meet and exceed organizational goals. Creating a *coaching culture* can double the return on investment (ROI) of traditional training programs because strategic goals -- and their linked behaviors -- now become deeply-rooted in every day "on-the-job" habits, and are rewarded. This normalizes greater individual responsiveness, activities, accomplishments and benefits at all levels; which in turn results in positive corporate business outcomes.

The AMA 2008 Global Study report in their findings that:

*52% of North America companies utilize coaching programs and 55% of the international companies use coaching. Coaching utilization, and projected demand for coaching, will continue to increase. ¹ Coaching is associated with higher performance**

Leaders Coaching Leaders

The Leaders Coaching Leaders (LCL) program is specifically designed for executives and managers to become certified as an internal coach in their organization.

*As the Baby Boomer generation retires in the U.S. and other developing nations, there will be a greater need for speed and effectiveness in developing the next generation of leaders. Coaching is suited to fill this need as it becomes more closely integrated into succession management and leadership development. Also, coaching will be especially well-suited to handling the faster cycle times and more diverse management challenges associated with global business.**

Contact us for details on becoming a certified Facilitator for the Leaders Coaching Leaders (LCL) Program.

* Coaching: A Global Study of Successful Practices. Current Trends and Future Possibilities. The American Management Association. 2008.