



Four Lenses®
Coach Certification



Become a Certified Four Lenses Coach

with the Shipley Four Lenses Coaching Certification Program

Before employee engagement,
Leaders must **engage** people.

Organizations have always needed leaders that are **SMART** - leaders that are intelligent, decisive, and know the company's goals and objectives. However, today's organizations also need leaders that are **HUMAN** - that understand people, are caring and compassionate, and take the time to really slow down and engage with those they lead. Unfortunately, given the day-to-day demands in most companies, leaders are too often allowed to focus on being **SMART** while outsourcing the **HUMAN** responsibility to others.

If you are currently a Four Lenses certified facilitator then this course is your next step in becoming a Shipley Certified Coach.

Today people need **3 things** from their leaders:

1. To be **Noticed**...they want those that lead to pay attention to them and to be aware of their needs and wants
2. To be **Named**...they need leaders to distinguish them from others, to recognize their unique talents and abilities
3. To be **Known**...they need to have a relationship with those they follow; they need to see that they are known and appreciated on an individual basis

Create inspiring coaching sessions with

Leadership Engagement[®]

Develop one-on-one coaching skills in a **3-Day workshop**, and master the foundational principles of motivation outlined in the Leadership Engagement Model[™] (LEM).

"If leaders don't know how to do these 3 things they are failing. It will be all but impossible to achieve the results their organization requires."

David Graff

- Increase your understanding of Four Lenses[®] and Maturity and how it works to improve leadership engagement.
- Understand the 4 LEM quadrants of motivation.
- Learn how to intentionally use engaging language.
- Develop effective methods of empathic listening and asking questions.
- Participate in a 90-day learning intervention process.



Engage employees and Lead your team with one-on-one coaching.

Four Lenses[®]

Increase your knowledge of the **Four Lenses and Maturity concepts** and how they deepen your understanding of every individual's unique spectrum of personality traits. Together, participants gain a deeper understanding of themselves and a **greater social awareness of others**. These critical skills, combined with the framework and language of the LEM, create powerful engagement tools.



Framework

Learn the power of the 4 quadrants in the LEM model and how to use this framework to motivate others.

Language

Explore how language can powerfully influence the flow and effectiveness of an engaging coaching session.

Process

Execute the LEM model steps, facilitate whole-system thinking, and implement a conversational approach.

Results

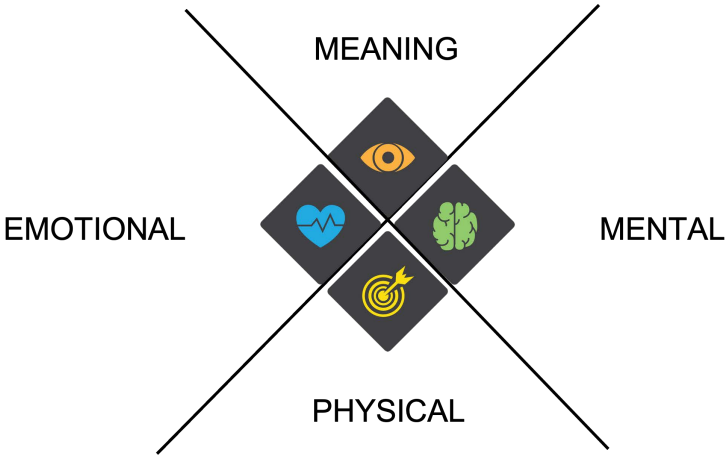
Set goals and outline a plan to deliver engaging one-on-one coaching sessions to increase organizational engagement using the framework, language, and process of the Leadership Engagement[®] workshop.

Leadership Engagement Models

Maturity



Leadership Engagement Model (LEM)



The 4W's

WIN
How will you know you got it?
How will you celebrate?

WILL
How will you stay committed?
Why is it important?



WANT
What do you want?
What is the desired outcome?

WAY
How might you get it?
What is the plan?

Take training to another level with

The Learning Intervention Process

The process **combines a 3-day workshop with 90-days of coaching** to help participants identify and focus on achieving personal goals.

Training is a great experience. But, its not enough to create a true learning intervention to inspire behavior change that drives results. Training increases knowledge mastery, but fails to develop skill acquisition, and individual application. By combining coaching with *any* training workshop, organizations will see transformational results in the three critical areas of personal improvement outlined below.

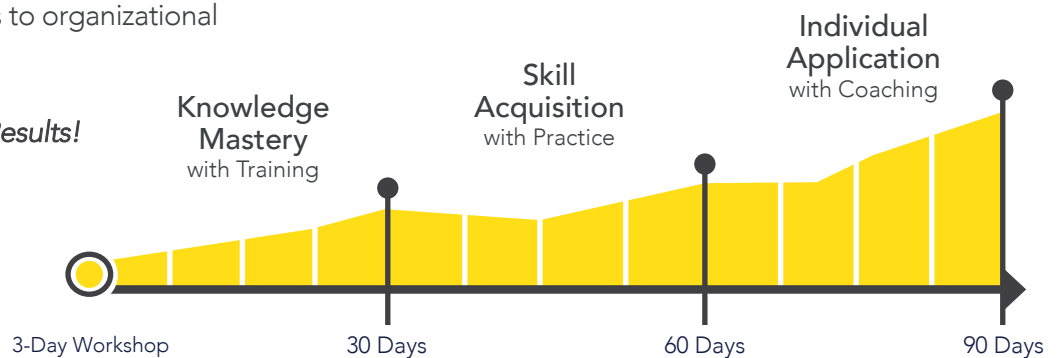
Increase results with 90-days of coaching.

Workshop participants are more likely to reach their goals with the help of a certified Shipley Coach. Each week individuals will meet virtually for 45 minutes with their coach to integrate the knowledge gained and goals set during training into the behavior of the attendees. Utilizing proven coaching tools, our professional and credentialed coaching cadre work with attendees to:

- Facilitate measurable behavior change.
- Focus on improving performance.
- Align newly learned skills to organizational and personal goals.

	Knowledge Mastery	Skill Acquisition	Individual Application
with Training	85%	15%	5-10%
with Practice	85%	80%	10-15%
with Coaching	90%	90%	80-90%

All with the intent of *Driving Results!*



Get started.

To learn more, visit www.shipleycoaching.com or call 877-745-1566.



SHIPLEYCOACHING
Putting the HUMAN back into HUMANITY