

IMPACT

Communications Coaching

You may have great ideas, great intentions, a great team, and a dynamite strategy, but the successful execution of your strategy will depend largely on how well you are able to communicate that strategy to all of your stakeholders.

How well do you use all of the Implementation tools available to you? Do you have a consistent message and style? Are you really engaging people? Do they really understand what they need to do to execute the strategy?

How effective are your emails, letters, blogs, meeting facilitation skills, voice mails, power-points, conference calls, presentations, and reports at communicating the right message in the right way to the right people?

Through IMPACT Communications Coaching an IMPACT coach can give you the detailed feedback, practical advice, and individual support you really need to take your communications to the next level.

THIS IS SERIOUS STUFF. IT NEEDS MORE ATTENTION THAN AN ANNUAL TRAINING COURSE.

Generic communication skills development courses often deal at a theoretical level and rarely address the individual needs of the participants. **IMPACT Communications Coaching is customized, focused, personal, relevant, highly practical, and will have long-lasting results.** We work with you to help you develop your approach to engaging your people and we are there to help you implement it. We don't just give you a report and leave. We help you for as long as you need us.

Each coaching client will have different needs and we want to be sure that coaching assignments are tailored to meet those needs. There is, however, a recommended approach that forms the basis of all IMPACT coaching assignments:

- **Data Collection**

In order to ensure that the coaching objectives are focused on the communications skills and areas most in need of development, we ask that clients complete an on-line communications skills assessment at the outset of the coaching relationship. We recommend that they select five or more of their colleagues (peers, direct reports, leaders) to complete the same assessment or participate in a 360-style assessment interview. This survey can cover all areas of communication (such as, meeting facilitation, emails, written reports, phone communications, presentation skills, etc).

Live Assessment: For communications coaching it is often helpful for the IMPACT coach to observe the client delivering a presentation or leading a meeting in order to perform a situational assessment of the client's skills. Sometimes it is valuable for the coach to review examples of email and other written communication helps give a sense of their written communication skills/needs.

- **Objective-setting**

Using this data as a starting point, we work with the client to develop a clear set of "critical few" communications coaching objectives. These objectives are validated by the organization or other appropriate parties usually through a meeting with the superior or other relevant stakeholders.

- **The conversation and practicum begins**

Coaching conversations are focused on meeting client objectives. All conversations and material are captured in a confidential and secure coaching file shared between the coaching client and the coach. Specifically for Communications Coaching around presentation skills, clients may choose to use their sessions to rehearse and obtain practical feedback on presentations/ speeches (these are often done live for best results).

- **Evaluation against objectives and a close or a re-contract.**

If the coaching contract is to continue, it will be re-contracted using new coaching objectives validated by all parties.

TYPES OF IMPACT COMMUNICATIONS COACHING

- **Individual Coaching**
- **Group/Peer Coaching**
Provides a forum for a group to share communications goals and successes, reinforce success for themselves, encourage success for others, drive accountability, and practice new skills.
- **Situational Coaching/Communications Labs**
May include: confidential review of written materials (for clarity/tone etc.), consultation on email/blog/virtual communications, observation and feedback on specific presentations, rehearsals of presentations, facilitation skill development and meeting observation