Which coaching solution do you need?

Coaching for Change

The Right Type of Coaching for You

Coaching for Change

What is Coaching for Change?

CCL leverages coaching not only for leadership development, but also for change management. By identifying the key agents related to your change effort and by coaching them to succeed with their own transition prior to supporting them in addressing the key adoption hurdles within the company, CCL helps you bridge the strategy/performance gap.

Coaching for change is designed primarily for the executive team, the task force dedicated to driving change, and the community of change agents who are willing to engage the rest of the organization swiftly and effectively.

Products and Solutions

- **High-impact visioning workshop**: facilitated high-impact session helping key stakeholders clarify the direction they want to give to a strategic change and address political and power dynamics in ways that can steer a strategic conversation away from the bad and toward the good.

- **Organization network analysis (ONA)**: data-driven methodology that helps you get a picture of the ties and connections in your group or company—and whether those working relationships and networks are helping or inhibiting your change effort. ONA informs organizations of the real key change agents who are capable of accelerating your change effort and how to engage them.

- **Strategic coaching for change**: coaching your most important asset in times of change: your key influencers, connectors, and brokers. By allowing them to rapidly succeed with their own transition in times of change, we then engage them in becoming fully-fledged change agents by anticipating and strategizing their way through the many adoption hurdles faced by the organization.
Time-proven process

STEP 1

Clarify the direction you want to give to your strategic change and contrast the situation as it is today with how it should be tomorrow.

STEP 2

Select an OD & Strategic Coaching Partner able to steer your change effort for greater ROI.

STEP 3

Conduct an Organizational Network Analysis and identify the agents who will exert a disproportionate influence on your change initiative.

STEP 4

Design a communication and influence plan.

STEP 5

Provide coaching to Tops & Change Agents and monitor engagement level.

STEP 6

Obtain the engagement of the rest of the organization by design.

What makes CCL unique?

EXPERIENCE
Four decades in leadership education. We work with >30,000 leaders annually.

EXPERTISE
We are a nonprofit company committed to research-based development. We count on a network of 500 faculty members, 600 leadership coaches and nearly two dozen full-time researchers worldwide.

GLOBAL REACH
Offices on six continents working with clients from more than 135 countries.

PROVEN RESULTS
Only organization in the world to rank in the Top 10 of the Financial Times Executive Education rankings for 13 consecutive years.

Contact CCL - Europe, Middle East, Africa: www.ccl.org/emea
P: +32 (0) 2 679 09 10 or ccl.emea@ccl.org