



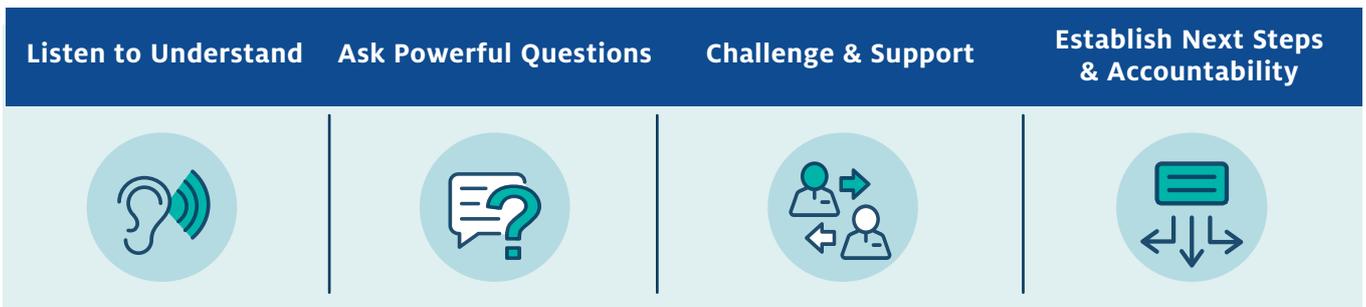
Center for  
Creative  
Leadership®

# BETTER CONVERSATIONS & COACHING LEVEL 1

*Your path to exceptional conversations  
and coaching starts right here*

**GREAT LEADERS ARE GREAT COACHES.** To coach someone means to help them reach their full potential. And leadership, at its core, does exactly that. At every level of your organization, leaders have the opportunity to coach, give feedback and ignite better conversations. But all too often—whether it’s a team manager, executive or HR professional—many feel ill-equipped to do so. And the unfortunate truth is that without effective communication, the success of your entire organization could be at risk.

**IT ALL STARTS WITH A CONVERSATION.** Better Conversations & Coaching Level 1 gives leaders the skills and confidence necessary to have effective coaching conversations. By working in small groups led by an expert coach, each participant will develop core communication skills and learn how to integrate these skills into coaching engagements back at work. Coaching conversations, both formal and informal, offer a chance to connect, build trust, and develop critical thinking skills—make sure you make the most of them.



#### WHAT YOU’LL LEARN:

- Core skills to improve the effectiveness of daily conversations, and how to utilize these core skills in formal and informal coaching conversations
- How to better manage coaching relationships
- How to adapt your coaching style as needed
- Build a results-driven personal development plan
- Build an awareness of the impact of coaching on the organization’s culture

**GO BEYOND THE BASICS.** This experience not only shows leaders a simple, practical and scalable coaching model that will increase their coaching competence, it gives them the confidence to make a real impact on the people they work with every day.



## AT-A-GLANCE

**IDEAL FOR:** HR leaders who want to transition from tactical manager to strategic business partner; leaders at all levels or functions who want to improve trust, communication, and engagement with their team; and/or individuals seeking coaching certification.

**LEADERSHIP LEVEL:** All levels

**DURATION:** Three days

**LOCATION:** Brussels, Belgium | Colorado Springs, CO  
Greensboro, NC | San Diego, CA

**REGISTER NOW:** [ccl.org/bcc](https://ccl.org/bcc)

## A HOLISTIC APPROACH TO YOUR SUCCESS

To support the learning process, our programs are designed using the framework of CCL's learning transfer model.

### PREPARE

Prior to attending Better Conversations & Coaching Level 1, you will have access to the CCL Leadership Accelerator platform, where you will begin to engage with your cohort and jump start your learning. We'll provide assessments that help you create a detailed picture of your coaching strengths, behaviors and preferences; identify and clarify development needs; and establish a foundation for personal and professional growth. You will also complete two online interactive courses—Feedback that Works and Active Listening—that will accelerate your learning.

### ENGAGE

#### DAY ONE | 4 Core Skills

- **The Essentials**

Participants will engage in CCL's Better Conversations Every Day(TM) experience, where they will learn the four core skills essential for communication and coaching engagements: Listen to Understand, Ask Powerful Questions, Challenge & Support, Establish Next Steps & Accountability.

#### DAYS TWO AND THREE | Put It into Practice

- **Learn by Example**

Work in small groups of four, each paired with an ICF-certified coach.

- **Real-World Issues**

The opportunity to practice real-world coaching and communication challenges makes the learning more applicable than role-playing fictional stories.

- **Instant Feedback**

Structured practice sessions supported by written observation and feedback ensure learning is captured.

- **Goal Planning**

Develop a results-driven action plan and list of personal goals before going home on Day 3.

### APPLY

**CCL is here for you every step of the way.** To make sure you're still on the right track even after the program is over, we offer two peer group support sessions, two post-program 1:1 sessions with an ICF-certified coach, and continued access to the CCL Leadership Accelerator Platform where you will access the Developmental Conversations lesson online.

#### WHAT YOU'LL EXPERIENCE:

- Self-evaluation, as well as facilitator, coach, and video feedback enable participants to identify strengths and hone development areas
- 1:4 ratio of mentor coaches to participants
- Proven techniques to accelerate development and mastery of coaching skills

### 1 PERSONALIZED ATTENTION

It's one thing to learn about new beneficial skills, but they won't truly sink in until you experience them first hand. Practice sessions involve a maximum group size of 4 and plenty of hands-on interaction. Better Conversations & Coaching Level 1 transforms your personal communication and coaching challenges into communication and coaching mastery.

### 2 PROVEN TECHNIQUES

This specialized program condenses decades of coaching expertise and thought leadership into easy-to-execute behaviors. You'll learn CCL's simple 4 Core Skills on Day 1 and put them into practice throughout the rest of the program.

### 3 SUSTAINABLE RESULTS

At the end of three days, you'll leave with a well-defined framework for communication and actionable plans to apply the learning. We also make it easy for you to stay on track with multiple post-program follow-up sessions with both your peers and your personal coach.

### 4 COACHING CERTIFICATION

Upon completion of Better Conversations & Coaching Level 1, you'll have the option to participate in an additional 3-day "Better Conversations & Coaching Level 2" course. Completion of both Better Conversations & Coaching Levels 1 & 2 gives participants the 60 training hours needed for ICF ACSTH ACC Accreditation.

## WHY CCL?



WORKED IN 100+  
COUNTRIES



700+ COACHES  
GLOBALLY



SERVED 3,000  
ORGANIZATIONS  
ANNUALLY



SOLUTIONS  
AVAILABLE IN  
50+ LANGUAGES



750K+ ALUMNI



WORK WITH 1/3  
OF FORTUNE 500  
ANNUALLY

From customized solutions to an array of online resources, see how we can help with your leadership transformation today. [ccl.org/BCC](https://ccl.org/BCC)