

THE FUNDAMENTALS OF COACHING & ADVANCED COACHING

**WORKING WITH INDIVIDUALS AND
WORKING WITH LEADERS, TEAMS & ORGANIZATIONS**



"Partnering in a thought-provoking and creative process that inspires individuals and/or groups to maximize their personal and professional potential."

~International Coaching Federation (ICF)

Dear Sponsor,

Recently, I attended a thought-leadership roundtable with heads of companies from all over Canada where the main question was this: what is the "most important thing" that your company is preparing in order to meet in the post-pandemic era? Some of the top answers were things like work-from-home hybrid environments and how to create a sense of team in the remote work world as well as the challenges that will come from a more mobilized workforce. But the number one answer was clear and it was shared by for-profits and not-for-profits alike: the biggest challenge that workplaces are facing is the mental health fallout that has occurred over the last eighteen months.

How are people going to recover productivity after all that has happened? We know the answer lies in this: workplaces of the future must build a solid coaching culture in which everyone, from the bottom to the top of the organizational chart, receives opportunities for growth, development and support.



A coaching-centric organization is one that makes great strides towards so many important outcomes, including:

- the ability to remove barriers, distractions and inefficiencies through solid coaching conversations;
- high attention interactions that improve staff engagement;
- recovery of wellbeing after times of stress and trauma (such as what we saw with COVID-19);
- better talent recruitment and retention strategies;
- improvements to culture and the competitive advantage it brings; and,
- greater purpose, meaning and connection at work, and the benefits this brings.

The International Coaching Federation (ICF) recently reported an astonishing statistic: for every dollar of investment spent on coaching within organizations, a return on investment (ROI) of roughly 7x that amount can be harvested by you and your workplace. This fall, our team here at Red Maple is opening up the first cohort in the Certificate in Professional Coaching. We urge you to check-out this new training program ([website here](#)) and to make a greater investment into your coaching culture today. We promise to train your staff well and equip them with an incredible skill set. Let us know if we can answer any questions about sponsoring this training program.

Sincerely,

Raechel Pefanis, BA, MDiv, MSW, RSW, PCC

Author of “Developing the Person Behind the Professional”

and Owner of Red Maple Coaching & Counselling Services