



Thrive on change by building a coaching culture.

At Cylient, our sole focus is creating coaching cultures, helping you turn complex change into a competitive advantage.

What is a coaching culture?

When a coaching culture takes hold, people throughout the organization integrate coaching approaches into everyday conversations — with anyone, at anytime — so that people learn with and from each other, across boundaries, enabling enterprise-wide change of every kind to gain momentum and become a reality.

What are the benefits of instilling a coaching culture?

- ▶ People learn, “in the moment” from their day-to-day challenges
- ▶ Developing others is viewed as everyone’s responsibility
- ▶ Sticky issues are resolved quickly through conversations that address core issues in appreciative ways
- ▶ Feedback is offered and accepted as gifts that fuel growth
- ▶ Every kind of change gets traction because people have the conversations they need to have to address disconnects and move forward

Dianna Anderson, MCC
CEO, Cylient



Embedding a Coaching Culture in Your Organization

Cylient offers a comprehensive approach for instilling coaching-based leadership as a way of life in your organization.

Coaching in the Moment®

Creating a coaching culture starts when everyday conversations become opportunities for people to learn, in the moment, from their challenges — that's Coaching in the Moment. Our exclusive workshop, featuring our Untying the Knot® approach to coaching, has been used to embed coaching-based leadership at every level of the organization for thousands of people, worldwide.

Feedback in the Moment®

“In the moment” feedback is the lifeblood of learning. Our valuable Feedback in the Moment workshop turns feedback into a productive, positive everyday experience that motivates people to embrace new ways of thinking and working together. Coaching in the Moment is a prerequisite.

eLearning Delivers the Learning to Anyone, Anywhere

In addition to in-person workshops, a coaching culture can be embedded throughout your organization with our cutting edge eLearning programs. CEO Dianna Anderson personally guides you through our dynamic Coaching in the Moment and Feedback in the Moment workshops with interactive video exercises, which include instructional role-playing scenarios and engaging exercises to practice your skills.

Make Coaching a Way of Life with Continuous Learning

Our in-person workshops and eLearning programs are just the beginning of our complete learning network. We offer a comprehensive system for instilling coaching-based leadership in any organization, in any location, at all levels of the organization. Here's how:

- ▶ **Coach-the-Coach Email Series:** Short videos and audios reinforce skill building by offering quick, practical ways to apply what was learned on the job
- ▶ **Coaching in the Moment® Blog:** Provides graduates with a private forum to continue learning and to connect with other graduates
- ▶ **Coaching Moments® App:** Offers on-the-go support for conducting coaching conversations
- ▶ **Practice Sessions:** Virtual or in-person one-hour practice sessions deepen the learning after the workshops or eLearning
- ▶ **Text Support:** Keeps practice top of mind with “in the moment” interactive reminders to use coaching approaches in day-to-day conversations



eLearning that Sticks

Our partnership with Braidio, a leader in cloud-based collaborative learning, makes our eLearning come alive with, video-based narration, real life interactive video scenarios, and real-time group chat for “always on” collaboration. Braidio's multifaceted platform enables organizations to:

- ▶ Offer a single, comprehensive approach for “in the moment” coaching throughout the organization
- ▶ Customize the content to your needs, including offering different languages
- ▶ Deepen and sustain the learning after in-person workshops
- ▶ Build and monitor learning and engagement metrics
- ▶ Integrate seamlessly with your learning management system
- ▶ Launch quickly with upfront integration support

How do “in the moment” coaching conversations make change happen?

“In the moment” coaching conversations are a critical success factor addressing the emotional side of change. One of the fastest ways to embed a coaching culture is to instill coaching skills in the people who are responsible for making change initiatives happen. Building enterprise-wide “in the moment” coaching capabilities delivers tremendous value when organizations are:

- ▶ Transitioning to no-rater performance management
- ▶ Creating a new shared culture after a merger or acquisition
- ▶ Seeking to create higher levels of engagement
- ▶ Implementing major changes to the business model
- ▶ Evolving to a more responsive, collaborative culture

Why Creating a Coaching Culture Matters

The increasing complexity of change has completely re-wired what we need from our leaders. Rather than telling people what to do, we need leaders who can:

- ▶ Address real issues in real time
- ▶ Inspire people to take risks
- ▶ Build connections across any kind of boundary, and
- ▶ Create new ways of getting things done, together

That’s what a coaching culture looks like in action. And that’s what is needed to turn complex change into new opportunities.

What are the delivery options?

Cylient offers a robust certification process to prepare your internal facilitators to deliver Coaching in the Moment and Feedback in the Moment. We also have an excellent team of facilitators who can deliver our workshops on a global basis.

5 Keys to Creating a Coaching Culture

- 1 Redefine coaching as a leadership style.** Coaching gains momentum when defined as an “in the moment” leadership style that can be integrated into any conversation with anyone at any time to facilitate learning and create connections.
- 2 Make it strategic.** Motivate change by consistently communicating why coaching-based leadership is essential for successfully navigating complex change and achieving strategically critical initiatives.
- 3 Leverage change.** When “in the moment” coaching is used to support the implementation of major organizational change efforts, the skills are woven more quickly and deeply into the fabric of your organization.
- 4 Work with the willing.** Begin with those individuals and areas within your organization that are most open and willing to embrace coaching. Invite them to be part of the culture change process.
- 5 Ready to get started?** Pilot the program with key stakeholders. Invite them to serve as champions and create a path that welcomes a coaching culture into your organization.



How do I learn more?

Learn more about our comprehensive suite of services by scheduling a WebEx at [cylient.com](https://www.cylient.com). Or talk with us at 1-877-788-6465 or email info@cylient.com.



1-877-788-6465
info@cylent.com
WWW.CYLIENT.COM

How do I learn more?

Learn more about our comprehensive suite of services by scheduling a WebEx at cylent.com.
Or talk with us at **1-877-788-6465** or email info@cylent.com.

