



CORRY  
ROBERTSON

# THE COACHING ACADEMY FOR LEADERS

LEADERSHIP TRAINING FOR  
ORGANIZATIONS

**CCE**  
Continuing Coach Education  
International Coach Federation

**ACSTH**  
Approved Coach Specific Training Hours  
International Coach Federation

# CLOSE YOUR LEADERSHIP GAPS, ALIGN YOUR TEAM, AND DELIVER RESULTS

## A Leader-As-Coach Certification Program approved by the International Coaching Federation (ICF)

Every organization faces issues that stop them from performing their best. But the root cause limiting growth always comes down to people.

Your organizational culture is dictated by the attitudes and behaviours of your leaders and trickles throughout the ranks.

When you're facing problems like poor productivity, low employee engagement, high turnover, poor quality, or nasty office dynamics you often find that the source of the problem is embedded in leadership style.

**The Coaching Academy for Leaders** focuses on getting your people to think and act in new ways, so that you can achieve greater alignment, agility and innovation. You remove the obstacles getting in the way of success.

Widely recognized as the only Coach Certification Program to combine coaching proficiency with leadership skills creating a holistic "Leader-As-Coach" program, the Coaching Academy for Leaders is one-of-a-kind in its field.

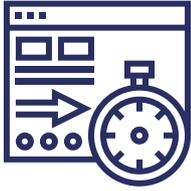
Our unique approach to leadership development uses microlearning modules and future-focused, results oriented learning to leverage the most powerful and effective approach to enhancing human development and performance.



*"The professionalism, integrity, and knowledge of Corry and her team is second to none. Her coaching and resource development are results oriented and her ability to facilitate them makes those results obtainable."*

Richard Cox, CEO RAC/JEC Consultants Inc.

# OUR APPROACH IS DIFFERENT



## More Impact in Less Time

Our flexible programs and delivery mean less downtime for executives and teams.



## Better 360 Data

Our gold-standard assessments provide real data you can use to make changes today



## No Awkward "Trust-Fall" Retreats

You need work-relevant team alignment, not fluffy 'feel good' socialization



## Actual Lasting Results

Microlearning creates lasting results you can't achieve with traditional, intensive workshops and retreats

## How It Works

Our unique approach to leadership development is based on the principle of microlearning sessions interspersed with private coaching sessions.

This training is spread out over a longer period of time to increase the adoption and implementation, as well as the ROI.

Our proven process is based on decades of research and experience. An integrative approach, it layers theory, participant engagement and accountability to produce high performance results.

It also includes a robust assessment and measurement strategy in order to track progress, measure results, and see your return on investment.

## What Our Students Have To Say

**95%**

Would recommend the program to their peers

**92%**

Believe it led to job success

**91%**

Program highly relevant to their work

**93%**

Intend to apply the principles in their work environment



## Learn From The Best In The World

The Coaching Academy for Leaders is an ACSTH 108 Hours Program Accredited by the International Coach Federation. Our certification provides the training requirement for ICF credentialing.

- ICF Certification is the gold standard in Coach Certification
- A globally recognized accreditation (136 countries)
- The largest regulatory body in the coaching industry



## Companies Who Embrace Coaching Culture

You're not alone in leveraging a coaching leadership development program. These globally recognized companies are recipients of the **ICF Prism Award** recognizing organizations who use coaching programs to shape organizational culture and address key strategic goals.





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# ACADEMY CURRICULUM

# CORE COMPETENCIES

Graduates learn to become positive, future-focused, and results-oriented using the Corry Robertson C3 Principle

## CLARITY

Participants assess their strengths and weaknesses in key critical areas, using scientifically proven, evidence based psychometric assessments.

## CHOICE

Values govern choices. Participants explore the experience they want their clients to have and the workforce culture they need to choose, create and maintain in order to deliver that experience.

## COMITTMENT

A plan is only as good as it's execution. Our goal setting models are results-oriented and create alignment and action throughout your entire organization.

## At A Glance

# The Corry Robertson Coaching Academy for Leaders Training Suite

01

### FUNDAMENTALS

#### INTRODUCTION TO COACHING

**IDEAL FOR:** Managers, HR professionals, executives or aspiring leaders seeking development and performance training and/or individuals seeking coaching certification. Introduces ICF coaching competencies and theory, self-awareness.

**LEADERSHIP LEVEL:** All Levels

**DURATION:** 36 hrs Instruction Time, 1.5 hrs Private Coaching (3 x 30 min sessions)

**DELIVERY OPTIONS:** Live Online / Face-To-Face / Blended

**ACCREDITATION:** 36 Hours ACSTH ICF, 36 Hours CCE ICF, Graduate Certificate

**PREREQUISITE:** None

02

### ESSENTIALS

#### THE LEADER-AS-COACH PRACTITIONER

**IDEAL FOR:** Managers, HR professionals, executives or aspiring leaders seeking development and performance training and/or individuals seeking coaching certification. Puts theory into practice, participants develop their coaching culture.

**LEADERSHIP LEVEL:** All Levels

**DURATION:** 36 hrs Instruction Time, 1.5 hrs Private Coaching (3 x 30 min sessions)

**DELIVERY OPTIONS:** Live Online / Face-To-Face / Blended

**ACCREDITATION:** 36 Hours ACSTH ICF, 36 Hours CCE ICF, Practitioner Certificate

**PREREQUISITE:** 01 Fundamentals

03

### MASTERY

#### TRANSFORMATIONAL LEADERSHIP CERTIFICATION

**IDEAL FOR:** Managers, HR professionals, executives or aspiring leaders seeking development and performance training and/or individuals seeking coaching certification. Leadership theory and practice is blended with coaching skills.

**LEADERSHIP LEVEL:** All Levels

**DURATION:** 36 hrs Instruction Time, 1.5 hrs Private Coaching (3 x 30 min sessions)

**DELIVERY OPTIONS:** Live Online / Face-To-Face / Blended

**ACCREDITATION:** 36 Hours ACSTH ICF, 36 Hours CCE ICF, Coach Certification

**PREREQUISITE:** 01 Fundamentals, 02 Essentials

# 01 – FUNDAMENTALS

## ACCELERATES

the pace and quality of employee development.

## REDUCES

“blind spots” through self awareness and self control

## TEACHES

leaders to accurately interpret and respond to their environment

## ACCREDITATION

36 Hours ACSTH ICF  
36 Hours CCE ICF  
Graduate Certificate

## 01 Fundamentals - Introduction to Coaching

Build self-awareness through psychometric assessments, gain understanding of coaching methodologies and theory, and practice the 11 coaching competencies as recognized by the ICF (International Coaching Federation).

### Module 1 - Leader Know Yourself - The Lumina Spark Psychometric Assessment

Participants gain important insights into their own personalities and communication styles. Participants receive a complete personalized PDF report and both a personal and a group debrief - a dynamic, interactive and fun session that builds camaraderie.

### Module 2 - Coaching for Leadership and Performance Management

Employee engagement leads to the epitome of business growth: high productivity and extensive client loyalty. The foundational concepts to creating a strong culture and leading a thriving workforce are introduced.

### Module 3 - The ICF Core Competencies

Participants begin to practice coaching using the ICF core competencies. They design their own professional development plan that they will work on for the duration of the program. Core competencies include:

- Coaching ethics and standards of coaching
- The coaching mindset
- How to establish and maintain agreements
- How to cultivate trust and safety
- Presence
- Active listening
- How to evoke awareness
- How to facilitate employee growth

### Delivery Options:

- Available Live Online, Face-To-Face, or Blended (a mix of online and face-to-face)
- 36 hrs Instruction + 1.5 Hours Private Coaching (3 x 30 minute coaching sessions)
- Access to the Academy Accelerator Learning Platform

### Duration:

- Microlearning Sessions - 12 week program, 3 hrs per wk (2 sessions of 1.5 hours each)
- Customized formats available on demand



*"Corry is an excellent resource if you are looking to grow, either personally or professionally. Her understanding of the "whole person" is key when working with her clients towards actualizing their true "potential to perform".*

Donna Dalton

# 02 – ESSENTIALS

## ACTUALIZES

personal and organizational development plans

## DEVELOPS

communication skills so leaders can interact in a manner that others respect and understand

## ALLOWS

leaders to effectively drive behavioural change

## ACCREDITATION

36 Hours ACSTH ICF  
36 Hours CCE ICF  
Coach Practitioner Certificate

## 02 Essentials - The Leader-As-Coach Practitioner

Participants put theory into practice and design and develop their own coaching culture for their organization. They practice one-on-one coaching, group coaching, and learn how to lead a transformational coaching conversation.

### Module 1 - How to lead a transformational coaching conversation

Participants learn how to use the GROW and SMART model for effective goal-setting, and to set the foundation for the coaching relationship. The most important communication skill of all - engaged listening - is practiced, as well as mastering clean and powerful language. Participants learn the coach approach to use language that is positive, motivating, clear, direct, honest and respectful. This allows the space to think which leads to trust and safety.

### Module 2 - How to build a coaching culture

Participants explore the 3 coaching modalities - the external coach, the internal coach, and coaching as a leadership style.

Coaching culture is taught using purpose, vision and mission, as well as stakeholder mapping and benefits. Participants create a Coaching Handbook and make use of coaching tools and templates for leaders.

### Module 3 - Establishing team coaching

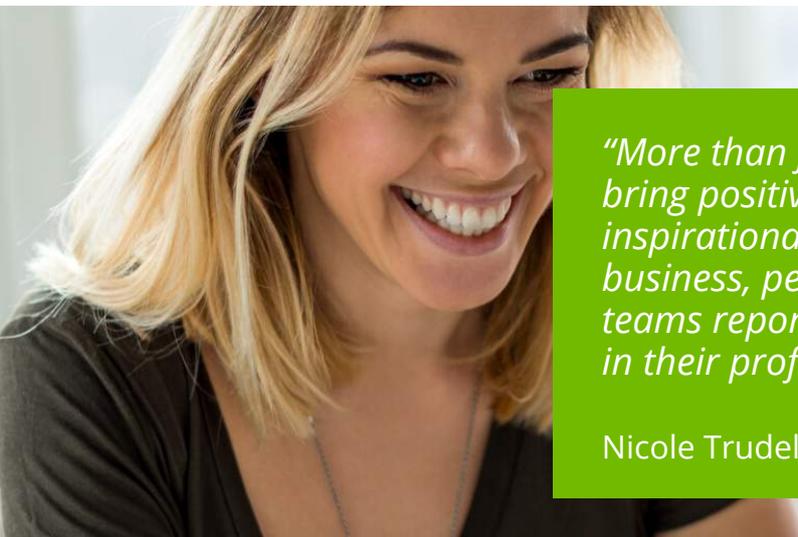
Participants organize and establish their coaching services and develop a high level strategy for offering coaching within the company. They work on their competency as a team coach and their ability to lead a high impact team. Participants create their own reference guide for coaching conversations based on course material.

### Delivery Options:

- Available Live Online, Face-To-Face, or Blended (a mix of online and face-to-face)
- 36 hrs Instruction + 1.5 Hours Private Coaching (3 x 30 minute coaching sessions)
- Access to the Academy Accelerator Learning Platform

### Duration:

- Microlearning Sessions - 12 week program, 3 hrs per wk (2 sessions of 1.5 hours each)
- Customized formats available on demand



*"More than just delivering training, Corry contributed to bring positive change in our environment through her inspirational leadership, strong knowledge and insight of business, people and organizational effectiveness. Our teams reported that the training made a difference, both in their professional and personal lives."*

Nicole Trudel-de Montigny, CHRP

# 03 – MASTERY

## INCREASES

employee engagement and retention using the coaching model

## DRIVES

strategic effectiveness and impact throughout the organization

## CREATES

relationships of trust and action between leaders and team members

## ACCREDITATION

36 Hours ACSTH ICF  
36 Hours CCE ICF  
Certified Leadership Coach

## 03 Mastery - Transformational Leadership Certification

Participants apply the “Leader-As-Coach” approach to leadership theory and blend their coaching skills with leadership skills. Highly practical and experiential, this course gives them the opportunity to use their own personal challenges to create practical strategies they can use immediately.

### Interactive Workshop Modules

Learning is best transformed into action when it relates directly to the day-to-day challenges and goals of the participants.

Mastery is designed as an interactive workshop, where participants build on the skills learned in the previous modules using their own real time, real-life challenges as examples.

Participants work with the group to practice their skills as they discover solutions that can be implemented at work right away.

### Module Curriculum

**Module 1** - Leading High Impact Teams

**Module 2** - Conscious Leadership

**Module 3** - Goal Setting

**Module 4** - Priorities and Workload Management

**Module 5** - Perception and Feedback That Sticks

**Module 6** - Delegation and Empowering Leadership

**Module 7** - Reinvention and Change Management

**Module 8** - Managing Conflict and Difficult Conversations

### Delivery Options:

- Available Live Online, Face-To-Face, or Blended (a mix of online and face-to-face)
- 36 hrs Instruction + 1.5 Hours Private Coaching (3 x 30 minute coaching sessions)
- Access to the Academy Accelerator Learning Platform

### Duration:

- Microlearning Sessions - 12 week program, 3 hrs per wk (2 sessions of 1.5 hours each)
- Customized formats available on demand



*“Corry’s insight and creative approach to helping us resolve our issues and stumbling blocks have proven to be an excellent investment for Aylmer-Must. I now look at the challenges that we are faced with in a new light. These fundamental changes will allow us to continue to grow our business and finally enjoy the process.”*

Deborah Must, CEO

# Training Implementation and Delivery Options

We offer a variety of flexible delivery options to meet the diverse needs of each individual organization. Contact us to discuss the options that will deliver the most ROI for your organization.

## Academy Accelerator Learning Portal

All participants have access to our Academy Accelerator Learning Portal, rich with additional on-demand resources to supplement the programs. The portal is a best-in-class training platform that includes discussion forums and interactive training experiences to foster community and create real behavioural change. Advanced reporting and tracking allows stakeholders to accurately assess ROI and progress.

## Learning Modalities

Instructor Led - Live Online

Instructor Led - Face to Face (In house, or at another location)

Blended - Both live online and face-to-face

*Coming Soon - On Demand Online Learning*

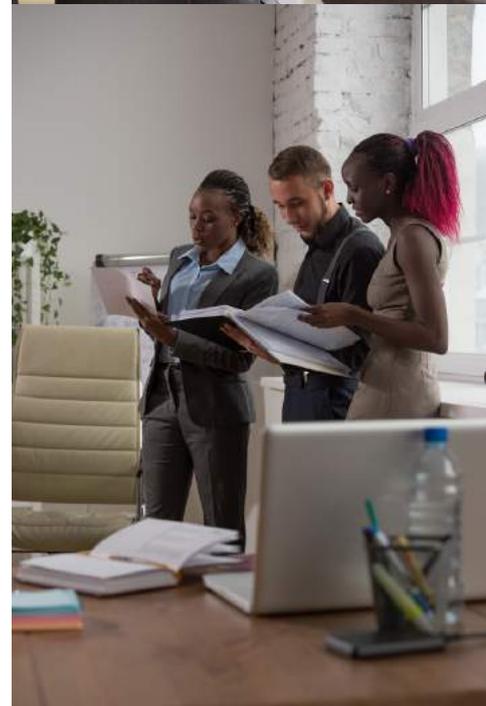
# Training Implementation Paths

## Public Cohort

Our Coaching Academy for Leaders Program (Fundamentals, Essentials and Mastery) holds open enrollment 3x per year. These instructor-led, live online small group classes are one of the most popular ways to learn the skills taught at the Academy. A perfect solution for remote teams or organizations who wish to train 4 or less employees.

## Private / In House

Reduce executive downtime, receive cost-effective tuition reductions and accelerate the process when you choose private training for 5 or more participants. Get complete flexibility on time and duration of the program, custom tailored to fit your organizational needs. Training can be held completely virtually online, at your location or at a location of your choosing.



# SUCCESSFUL OUTCOMES

## VP HR, Supply Team Network

- Team of new leaders learned the skills they needed to effectively manage their teams
- Employee turnover was capped
- Organizational culture became pleasant and productive
- Strong employer brand was able to attract, retain and engage employees

## VP Strategic HR, Online Payment Technology

- Each layer of management aligned to one shared set of culture values
- Developed a shared skill set needed to effectively manage teams.
- Individual contributors self identified and respected as informal leaders in their own right, raising personal accountability for performance and results.

## President, Information Technology

- Understanding of how to foster and maintain customer loyalty as a company and each individual's role in achieving that.
- Management team acquired the observation skills and constructive feedback skills necessary to guide direct reports on topics related to organizational culture and customer loyalty practices.

"As a result of our discussion, I felt not only clearer on expectations and trajectory but also super-supported to a level that surprised me."

**VP HR, IT Consulting**

"Corry is an excellent facilitator/coach who is focused on excellence, client satisfaction and results. She endorses the Code of Ethics of the International Coach Federation and stays in integrity with her values."

**Marlene Durell, The Walmsley Group**

"Her compassionate style, support and guidance motivate me to stretch and take the necessary steps I need to move forward with my business. Corry's true essence is excellence and I feel excited to continue to witness powerful breakthroughs from her coaching techniques."

**Lee Johnson**

"She has a strong desire to help people achieve their overall goals. This quality, coupled with joint determination will ensure the success of anyone who joins forces with Corry."

**Andrea Lane, CEO**

"I definitely recommend Corry and her services to anyone looking to make changes in their business, implement or review new ideas or directions, or to take your business to the next level."

**Kharim Hogan**

# COACHING FACULTY

All classes are led by a Corry Robertson Coaching Academy for Leaders Coach with a minimum of an Associate Certified Coach (ACC) credential. Our lead instructor is Corry Robertson, PCC., who oversees the program and ensures all learning outcomes and rigorous ICF standards are met.

## **Corry Robertson, PCC** **Founder / CEO, The Coaching Academy for Leaders**

Corry Robertson is a leading global expert on organizational culture, engagement and retention in the tech industry, with a client list that includes Fortune 100 companies.

Corry has built a reputation for helping technical leaders understand people management in an 'engineering culture'. Over her 20+ year career, Corry has helped hundreds of organizations develop high-calibre leaders and expand rapidly without diluting the culture.

Corry is a Professional Certified Coach (PCC) with a background that includes certification in Change Management, Reinvention, Conflict Management and Resolution, Conscious Leadership, Psychometric Assessment, Lumina Spark and DISC, Performance Improvement and Management Training as well as holistic methodologies including Reiki and Naturopathic Medicine.

Having coached leaders in some of the world's most influential organizations, Corry's passion is to deliver results, build strong corporate cultures, and make change work.





# THE CORRY ROBERTSON COACHING ACADEMY FOR LEADERS

Leverage the most powerful and effective approach to enhancing human development and performance by bringing our acclaimed and one-of-a-kind "Leader-As-Coach" program to your organization.

Develop a bench of coaches on your team, close your leadership gaps, and create a winning organizational culture.

Let's talk about how we can help you effect real and lasting change in your organization.

**Start a conversation today.**



[www.corryrobertson.com/contact](http://www.corryrobertson.com/contact)  
[www.talkwithcorry.com](http://www.talkwithcorry.com)  
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