



TRANSFORMATION COACHING

ARE YOU DRIVING TRANSFORMATION?

Given the radically changing environments that all sectors are experiencing, the answer is probably an emphatic yes.

Nearly every organisation we work with is driving some kind of major change agenda.

How do you achieve these change initiatives on time and on budget?

In our experience, more than 75% of transformation initiatives fail to meet their objectives. This results in disappointment at all levels at the organisation's failure to solve pressing problems, its inability to innovate, and at the inconvenience caused for so little return.

WHY TRANSFORMATION FAILS

The reasons for these failures are often linked to at least one of three recurring issues:

1. Inability to drive radical innovation (due to lack of diversity, poor problem-solving and decision-making) by executives and change leaders, leading to compromised or inferior transformation solutions.
2. Poor influencing and communication skills by executives and change leaders, leading to a lack of buy-in from the frontline staff who need to implement the change.
3. Lack of support for frontline managers in balancing the conflicting priorities of business-as-usual and the new processes, skills and behaviours required to successfully lead the successful frontline execution of the change initiatives.

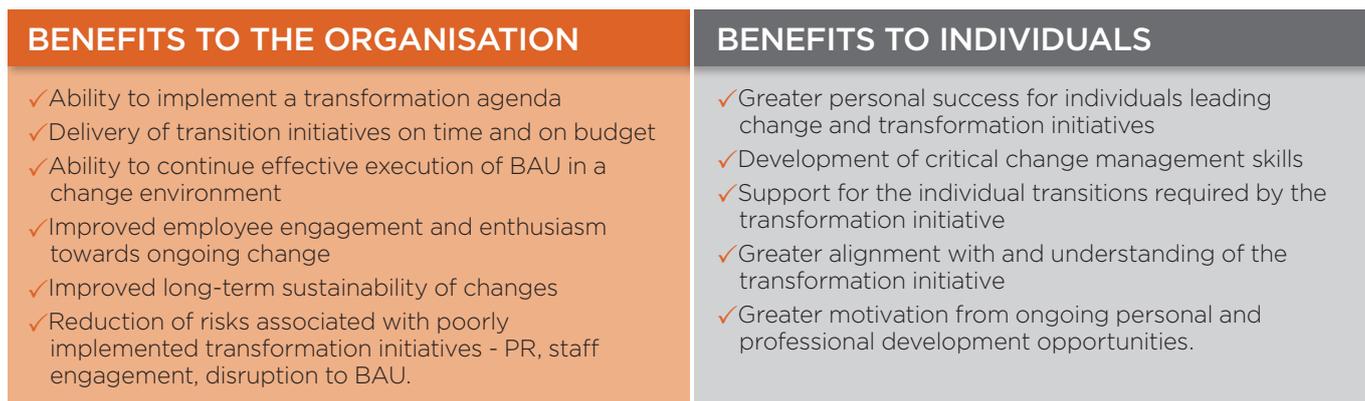
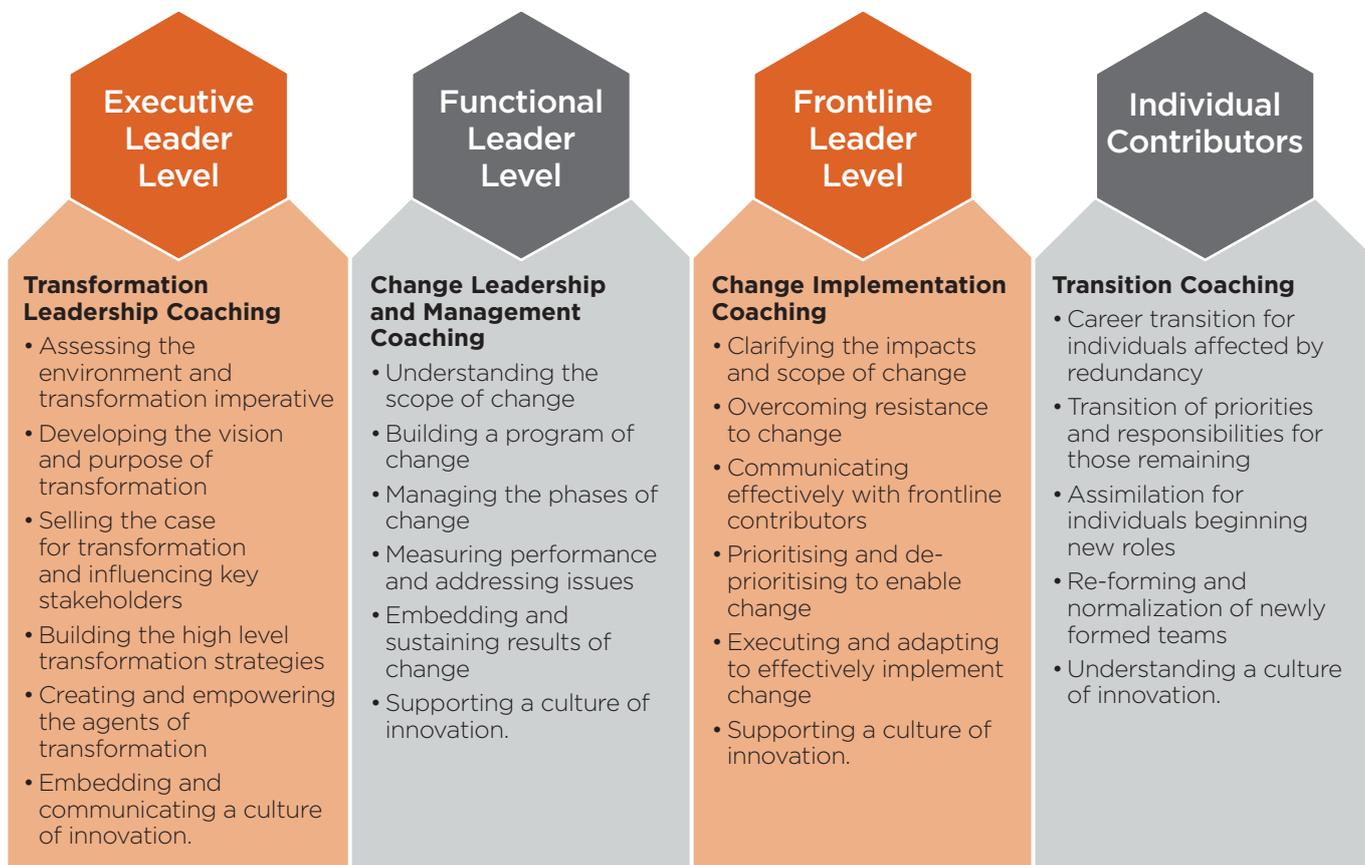
WHY TRANSFORMATION COACHING WORKS

Transformation Coaching for all levels of leadership throughout your organisation is our solution to these problems based on extensive experience. Our coaching-based leadership development will operate within your existing available budgets, to improve individual leadership competencies, create a common leadership language and philosophy, and enable an engaged and innovative culture for all.



COACHING

Our Transformation Coaching model comprises the following key elements which are tailored to suit your organisation's specific transformation needs, and include options for individual, team, and larger group coaching.



Executive Central's Transformation Coaching approach is tailored, context-specific and focused on application in the real world. Through our virtual, real-time platform - CoachLive, coaching can be provided cost-effectively and efficiently at scale for large cohorts of geographically dispersed participants with minimal disruption to normal operations.

 **EXECUTIVE CENTRAL** | For more information on Transformational Coaching, contact us at info@executivecentral.com.au or call 1300 737 495. Visit our website executivecentral.com.au for more information on all our programs.

OUR PERFORMANCE GUARANTEE

“We think that any organisation in the business of performance improvement should absolutely guarantee its own performance. We believe so strongly in the success of our work and stand so firmly by our results that we offer a full or partial service refund if clients don't see expected returns.” **Rob Balmer, Managing Director, Executive Central**