



What is Integrity Coaching?

Integrity Coaching is an ongoing process for increasing the skills, productivity and personal growth of people in an organization. The Integrity Coaching curriculum is designed to turn activity-driven managers into people building leaders. As managers develop into leaders, they empower individuals to move beyond the tempting status quo or unconscious barriers to success. Coaches are equipped with a unique set of resources for positively transforming a corporate culture.

- Five-step Coaching Model
- Break the Law of Limited Performance
- Simple Behavior Styles® language
- Eight-week structured follow-up
- Self-leveling, self-customizing curriculum
- Learning dynamics that impact attitudes and skills
- Monthly Personal Growth Sessions
- Versions for sales and non-sales personnel



“By the end of the eight-week course our sales increased 10%.”

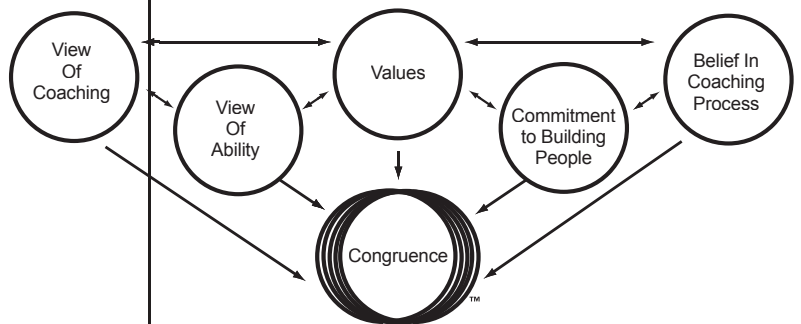
*Mike Niedert,
Principal Financial Group*

At The Core of Integrity Coaching

One of the most powerful components of Integrity Coaching is the easily remembered five-step coaching system:

- Ask...** about their goals and objectives.
- Listen...** without distractions or interruptions.
- Coach...** knowledge, skills, or actions as needed.
- Praise...** specific behaviors.
- Challenge...** them to become their best.

What Sets Integrity Coaching Apart?

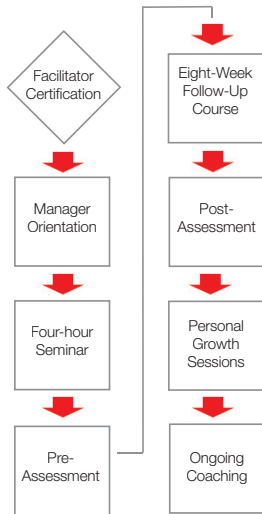


Successful leaders recognize that, while innovation, productivity and performance are driven at the front line, leadership at the top sets the tone. However, many managers struggle to become effective leaders because they do not fully understand the attitudes, values and beliefs that are required for leading and building people. Using the Integrity Coaching Congruence Model, managers focus on these dimensions and work to eliminate the gaps that hinder effective leadership.



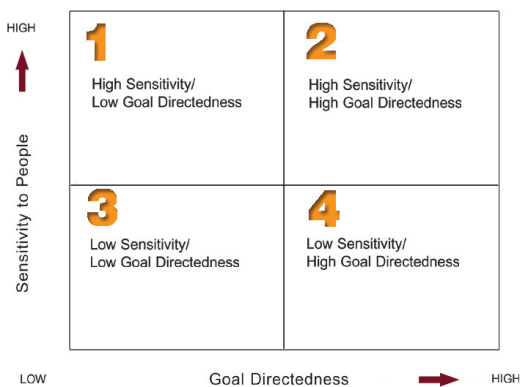
Integrity Coaching®

Integrity Coaching Timeline



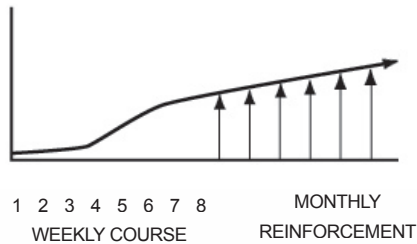
What Managers Learn

In addition to the five-step Coaching process and the Behavior Styles® language, all participants learn a powerful Leadership Model that defines the two traits all good coaches need to lead great teams. The overall objective of Integrity Coaching is to help managers develop unconscious behaviors that demonstrate Quadrant 2 Leadership, or a balance of the two key traits.



Unique Behavior Changing Curriculum

Most training is event focused—one or two day seminars. After 21 days, 95% is lost forever. Integrity Systems processes are different. Our curriculum gets results because we actually create lasting behavior change in people. Our ongoing curriculum results in the following behavior curve.



Integrity Systems®

Suite 1000
1850 North Central Avenue
Phoenix, AZ 85004

602-253-5700
602-253-9600 fax

Integrity Coaching®