**Simple Coaching Process**

Summary

A

B

C

D

Step 1: Identify goal

Determine the primary customer goal / deliverable / objective, the client is trying to achieve with S.M.A.R.T. objectives.

Step 2: Obtain empirical data

Assessments (typically 360, personality, EQ/Character)

Step 3: Obtain objective data

Ask each member of team in a unique personal email to make a long list of one-word descriptions…