

## **Executive Development Training Program**

**Presented To**

**ADAMS  ASSOCIATES, INC.**  
**100% EMPLOYEE OWNED**

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10400 Little Patuxent Parkway, Suite 320 • Columbia, Maryland 21044 • Phone 410-964-2888 • Fax 410-964-2961

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**Response to Solicitation Number: AA-EDTP 072013**

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## **0) Executive Summary**

It is with great enthusiasm that we submit this proposal for your consideration.

### **0.1) The Situation**

- The 20-somethings of today are different than the humans that came before them. This applies to BOTH the residents in your care AND the staff that are caring for them.
- The 30-somethings are frustrated and confused by the dissonance between the way they learned that the world “worked” and the way they see it “playing” out.
- The 40-somethings are worried that they won’t be able to keep up with the overwhelming crush of information and “things to do”.
- The 50-somethings are wondering why these kids today won’t listen up and get to work like they did.

This is deeper than traditional generational differences. There is something profound happening and every enterprise in the world with the desire to have a sustainable, positive impact on the lives of individuals and communities must contend with this “situation” in a meaningful way... NOW ... or be rendered irrelevant. You know this. This is why you requested this proposal ;-)

### **0.2) A New Level of Consciousness**

The humans born in the past 25 years see the world in a fundamentally different way than those who came before them.

- They grew up with a super computer game machine / global instant connection device in the palm of their hands.
- They grew up with instant access to all of the knowledge of the world AND the wildly creative multi-media art of their heroes and friends.
- They grew up with immediate sharing and transparency with their local friends and people they connected to anywhere in the world.
- They grew up knowing that the Earth is in peril – not from Russian Bombs – but from the environmental destruction of the Industrial Machine.

These humans do NOT respond to the Command – Control – Compliance (aka Management Science) approach to daily life. A new approach is emerging.

### **0.3) The Connected Age**

While there is not a universally accepted term for this emerging Post-Industrial era of Human Evolution, we like to call it: The Connected Age.

This name has an important double-meaning. While the electronic/data connections to everything and everyone are pervasive, we are also discovering that the Human Brain and Body are much more than the self-contained unit we originally thought them to be. Scientific research is now confirming truths about the “connection” we humans have with each other. We have mind and body access to deep knowing about each other and our world even without the electronic devices.

#### **0.4) The End of Management Science**

Management Science has a symbiotic relationship with the Industrial Age. It was partly a reflection of it and partly the cause of it. Either way, it is a fundamental approach to Human Achievement AND daily life that can be described as “Command – Control – Compliance”. In other words the way to get humans together to accomplish anything important requires that you a) Tell them what to do b) Tell them how to do it and c) make sure they do it right.

Every business in the 20<sup>th</sup> Century was formulated and run on this premise. Almost every school system was designed to train humans in this way of operating. At a young age humans are put into desks in rows and told to: “sit down, shut up, do as your told and you won’t have any problems”; I’ll tell you the how to figure out the right answers, and if you give me those right answers back on the test you are good. If you give me the wrong answers, you are bad”.

The truth is, the challenges that we humans face today, and the possibilities that we yearn to step into are FAR TOO COMPLEX as to be reduced to simple task lists and “right answers”. We cannot move forward effectively with the “right answers” from a few dictating the way of operating by the many. This approach, literally, does not “work”.

#### **0.5) A New Way of Being is Emerging**

A new approach to Human Achievement is emerging AND each organization must craft its own way of being as a collective. While not defined by a set of rules, or task lists and while it will not fit in a “policy manual” it DOES have unique qualities and characteristics. These qualities are formed and expressed within a community with a common purpose. We call it “The Way”.

#### **0.6) The Adams Way 2.0**

What we propose to do is to share with you “The CoachVille Way” and then collaborate with you to co-create “The Adams Way” 2.0. We say 2.0 because their already exists an Adams Way although it may not be articulated as such. There are shared values and principles that create the culture of Adams as an enterprise AND are expressed in the experience in an Adams facility. Some of these elements have served Adams well because it is a fine organization doing good work in the world. At the same time there are some elements that need to be dropped and replaced with new ones in order for Adams to move forward boldly in this new world previously described.

## **0.7) Introducing the “Coach Approach”**

The CoachVille way is known as the Coach Approach.

To Coach: The craft of helping another person PLAY BETTER and WIN on their own terms.

**PLAY:** to engage fully in doing, creating and connecting in a way that is self-expressive, curious, dynamic, resourceful, resilient and above all WILDLY ALIVE.

**BETTER:** The pursuit of mastery; Applying ones capabilities and energy in a focused way toward a vision of excellence; always on the dynamic edge of ones “comfort zone”.

**WIN:** to produce the desired result; to experience your ideas, energy and actions having a positive influence in a situation or endeavor.

It can also be called “A highly sophisticated form of collaboration” toward a shared purpose.

The Coach through co-created conversations and experiences with the Player endeavors to guide them toward developing their own way of making things happen in the world.

## **Manage Compliance – Coach Results**

In any enterprise there are situations where something must be done in a specific way. In these cases you use Management Science to “enforce the policy”.

In MOST situations however – especially those involving interactions with other humans – there is never one right way that works every time. In these cases you Coach the Player.

## **0.8) The CoachVille Story**

CoachVille was founded in 2000 as an online global community gathering place for people who Coach. In was one of the first online communities of any kind on the web. We have over 30,000 members hailing from every country in the world. We developed a highly regarded Coach Training program – The Center for Coaching Mastery – that has trained over 4,000 individuals. Our original purpose was to serve individuals who wanted to become a Professional Coach.

Our emerging future is to bring our Coaching Methods and Skills to ALL people with the desire to be a positive influence in the lives of others: Leaders, Managers, Entrepreneurs, Teachers, Professionals (especially in Health Care) and Parents; Basically just about everyone!

We are also stepping into the possibility of co-creating culture change initiatives with organizations like Adams & Associates.

While we are relatively new to this game we do have one highly relevant experience of massive success with an organization called Sunshine Youth Services (it has since been purchased by

G4S) Sunshine Youth Services ran residential facilities for at risk youth in the State of Florida. We taught their entire management team how to Coach which created a dramatic reduction in staff turnover and resident “incidents” and produced many other positive effects which will be detailed in the Past Experience section of the proposal.

## **0.9) Our Vision and This Proposal**

Our vision is to use our Coach Approach - in the form of highly sophisticated collaboration - to co-create the aforementioned “Adams Way 2.0” that embodies the Coach Approach. We envision every member of the Adams team HAVING a great coach within the organization and for many to BE a Great Coach for their team members, colleagues and the Youth in Residence. It is our vision that this will create highly fulfilling, result-producing environment for everyone on the team and a positive life-changing experience for the Youth in Residence that will prepare them for great success in this New Age of Connection. It will also make Adams & Associates a “great place to play”, loved by the communities in which they operate AND highly profitable for the Employee Owners.

## **0.10) Definition of unique terms**

**Game Platform:** (Also referred to as REAL Life Game Platform) a web-based system for delivering multi-media, game-based education programs for adults; details in the “Delivery of Module Content” section.

**Maestro Conference Bridge:** a revolutionary tele-conference technology that beautifully replicates a face-to-face experience. It enables large groups to gather by phone and easily switch between large group and small group conversation.

## **1) Executive Development Training Program**

### **1.1) Introduction of CoachVille Fundamental Theory**

This section contains background theory and concepts needed to understand our approach to this proposal.

#### **1.1.1) A transformational new approach to human achievement**

The 21<sup>st</sup> Century Human is a player, NOT a worker.

Anyone with the desire to be a positive influence on the lives of others MUST learn how to coach.

Using the Coach Approach in an enterprise means:

Find the game in everything that needs to be done

recruit the player who wants to play that game



guide the player to play better and win on their own terms  
enjoy the fulfillment of purpose and possibility.

Our fundamental coaching theory: **ANY endeavor in life can be designed as a playable, coachable and winnable game worth playing.**

The emphasis is on PLAYING and adopting a “GAME framework”. This is a potentially transformational shift and we invite you to PLAY along with us.

### **Transform your mindset**

**From:** a worker focused on checking tasks off of a to-do list and doing them perfectly;

**To:** a player focused on getting results, becoming a great player and loving the game every day.

By tapping into **the spirit of play within**, you can escape the industrial age perfection trap that makes it nearly impossible to try new things - a trap that has probably had you and your players stuck for years. You will learn how to enjoy playing again and play better through game planning, skills practice, inner freedom and designing a winning environment.

**You will learn how to provide the right balance between support and challenge that leads to human greatness.** Your confidence as a coach will soar as you master this method.

Our mantra: Together we play better.

### **1.1.2) Coaching can (MUST) replace “traditional” management (or at the very least EVOLVE it significantly)**

As we move into this new era of Human Consciousness – that we call The Connected Age – most young people and many “older” people no longer resonate with the traditional approach to “work”. They do not respond well to Command – Control – Compliance leadership based on Management Science.

However, they do resonate powerfully with playing for results and being coached to play better.

**We say: People HATE to be managed, but the LOVE to be coached.**

As a point of reference, a recently published extensive management study by Google – known to be one of the best companies in the world – stated that Management Principle #1 is to “be a great coach”. (The “8 Habits of Highly Effective Google Managers”;

<http://solutionfocusedchange.blogspot.com/2011/03/googles-project-oxygen-eight-good.html>

### **1.1.3) Building a fully engaged team by creating a coaching culture**

Culture beats strategy every time.

A 2005 Harvard Business Review study of more than 100 corporations and thousands of



executive assessments showed that culture influences leadership style more than any other factor. (<http://hbr.org/2005/05/culture-matters-most/ar/1>)

By teaching EVERYONE in the enterprise how to Coach you can develop a powerful Coaching culture where the pursuit of playing better has everyone engaged and focused on results. You can create a culture where sophisticated collaboration is happening in relationships within the enterprise AND between the members of the enterprise and the community at large.

While you have a community “liaison” in every facility, in a fully engaged enterprise every member of the team is a living demonstration of the enterprise culture. Each member becomes a powerful advocate in all of their relationships in the community in which they live.

#### **1.1.4) Building a results-based organization with the spirit of play**

A fundamental premise of Management Science is that the environment can be “controlled” and therefore every required activity can be minimized to a finite set of tasks and decision rules. This premise works fairly well for making products in a factory, but it does NOT work at all when interacting with 21<sup>st</sup> Century humans because they cannot be controlled!

They can however, be influenced!

When you change your focus from control to influence you have to shift your orientation from “work” to “play”. You typically work on something when you can control it. You PLAY with something when you can’t control it but you CAN influence it with your energy and actions.

This makes the spirit of play is a HUGE untapped resource in organizations. When you tap into it your people become creative, resourceful, resilient, collaborative and generous in the way they interact with others to create positive influence.

#### **Failure MUST be an option.**

In a traditional work-based culture a failure is unacceptable because it means something that should have been controlled when terribly wrong. We were all trained to NEVER FAIL.

However, in a “Play for Results” culture failure must be expected. When you play for something – you can’t control it – and sometimes it will happen and sometimes it won’t. In a Coaching Culture a failure is the spark for a coaching conversation and an opportunity to learn and get better. Often, it also means that the player was courageous in stepping out of their comfort zone to attempt something that they have not done before.

The awesome thing here is that when failure is an option, then true success is also possible. An individual who goes for a result and gets the win feels exuberant because they made something happen that was not 100% predictable. This positive feeling is contagious – in a positive way – in a Coach Approach Enterprise.

### **1.1.5) Pattern Language: the “Secret Sauce”**

Words have power!

Far beyond what we think of as the “semantic” differences between them, words contain energetic content that can have a powerful influence on human behavior.

A “Pattern Language” – a term coined by renowned architect/philosopher Christopher Alexander – is a collection of words and phrases that capture the essence of an experience. With a common Pattern Language a team of people can build enterprises, communities and cultures that are alive with the values and visions that they all share.

Our Coach Approach is itself a pattern language and we will use it somewhat like a “sourdough starter” to co-create with you the pattern language that is the essence and foundation of “The Adams Way 2.0”.

### **1.1.6) Possibilities for Transformation in Job Corps Residential Facilities**

Here we just want to plant a seed that we see a great possibility that a Coach-Approach could replace “Case Management” in the future.

### **1.A) Description of Training Modules**

Our Coach-approach to this initiative is to first teach the basic elements of coaching to your CORE team, and then to co-create the specific modules with you using the Play-Two-Win Coaching Method and Coaching Skills as a common foundation.

Our philosophy is that YOUR team knows what is needed to become an AWESOME “Adam’s Way” manager better than we do! We know a LOT about how to teach various management skills from the “Coach Approach” and using the Coach Approach we can co-create the “Adams Way 2.0” with your team.

For each module we will identify a few key principles of success and then figure out “what the game is”. Then we will craft a few powerful self-assessment questions that a participant can use to determine their current capacity to play this game well and spark their desire to learn more.

### **1.A.1) New/Entry Level Management Training**

IMPORTANT: It is essential that ALL current Executive and Management personal participate in this New/Entry Level training before participating in the Executive Training process.

### **1.A.1.1) Play Two Win Coaching Method & Basic Skills (2 Days on site)**

In a fast-paced and wide-ranging dialogue including coaching demonstrations and practice we will share the 9 Steps of our Coaching Method and the 9 Essential Coaching Skills for Coach-

Approach Management. We will also delve deeply into the Adams “Game” and practice “Finding the game” for key roles in an Adams Facility.

**We will co-create an “Adams Way” Coaching Method that can be implemented in an ongoing series of 15-minute coaching conversations between coach and player!**

Finally as the dialogue moves forward we will illuminate where the Coach-Approach can be applied to the Management Training topics this program is intended to address. We will gather these points together and address them “full on” during day three.

While this dialogue will include enough overview of the Coaching Method and Skills to address Coach-Approach Management, all participants will have access to the Game Platform which contains in over 40 hours of recordings of in-depth coach training dialogues and demonstrations for additional learning if desired.

#### **1.A.1.1.1) Play Two Win Introduction**

##### **Step #1: Define the object of the game**

##### **Clarify focus on the BIG game**

Coaching always begins with the players’ desire to play a winnable game. In this part of the process the coach and player identify what the game is, why the game is being played and the object of the game. The main ingredient is to make it a game worth playing; A game that is connected to what the player truly wants out of life; A game that touches the heart of the player in some way.

##### **Step #2: Design the winnable game**

##### **Identify the recurring actions, anticipated challenges and desired results**

Designing a fun and winnable game is a highly creative process. Learning how to do this well is truly a transformational opportunity for individuals and organizations of all kinds.

There are five essential ingredients to this step.

1) Scan the players’ situation for anything that will affect their ability to play well. Coaching is always personal. As a coach you need to know about anything in the players’ life that will impact the player in the game. The games of life cannot be compartmentalized. Everything impacts everything else.

2) Identify the recurring actions of the game. Every game has actions that happen over and over again as the game is played; like shooting the ball toward the basket in basketball.

3) Identify the anticipated challenges that the player will face in the game. Any game worth playing is full of interesting challenges; some anticipated, some unexpected! The key for the player and coach is to find the sweet spot between easy and hard.

4) Identify the desired results of the activities. Creating results in the world is what makes the games of life so exhilarating. The results are what happen when you perform the action with skill; in basketball you shoot the ball and it goes IN the basket! The desired results are the standard by which the players' ability and determination are measured.

5) Make sure the game is winnable and make adjustments if it is not. The player and coach must take a good look at the situation, current skill level in the actions, challenges and desired results to make sure that the objectives are achievable. If they are not something must be adjusted because a player and coach should NEVER set out to play a game that is UNWINNABLE!

### **Step #3: Play for Results**

**Give your heart, soul and energy AND enjoy it! Have fun.**

Playing the game is what it is all about. The key is to play fair, play with gusto and be respectful of the game itself and everyone in the game. AND play to win of course. When you play to win you have purpose; you have the intention to give the very best of yourself. Playing to win means that you will do whatever it takes - within the context of fair play - to achieve the desired results. This way of playing always creates the best experience of playing no matter what the outcome is.

ENJOY the experience of playing. The ultimate reward for all of your effort and preparation is the experience of playing well. YES!

### **Step #4: Respond to Challenges**

**Get the best result possible from the situation**

When the game is on, there are surprises and things you don't expect. These are opportunities to make the most of situations; to make adjustments to your plan or push through difficulties in pursuit of the desired result: winning the game. Often the game can pull the player through challenges where they would normally stop.

The way your player responds to challenges will tell you a LOT about them. And it will give you a lot of important clues that you can use to help them become a better player. As a coach, you have to stay in communication while the game is on and be available for quick advice.

### **Step #5: Evaluate Results**

**Learn and grow from judgment-free awareness**

Playing any game well requires an ongoing process of evaluation and refinement. The coach must keep one eye on how the player is playing now, and another on where the player is going. Often the player will not see that what they are doing is not working! Celebrating wins and transforming losses into learning opportunities are at the very essence of coaching. Enjoy, celebrate and leverage victories. Debrief and quickly learn from losses by practicing judgment-free awareness. This is how coaches create long term player improvement and growth.

The essential ingredient here is to realize that there will always be wins and losses in any game. One of the BIG jobs of a coach is to transform losing experiences into learning experiences. If

you lose and you are playing alone, often you feel like a failure. If you lose and you have a coach, you become a fast learner. BIG DIFFERENCE.

### **Step #6: Game Plan**

#### **Teach the strategies of the game**

Here the coach uses experience of similar situations and their ability use strategy to craft just the right action plan with the player. A strategy is a WAY of playing that uses your skills to get the best possible result. It is your approach to the game.

To create a game plan, the coach and player(s) look at the upcoming game together and collaborate to decide on the best approach.

- What is the desired result?
- How do we make best use of your current skills and strengths?
- What is our BIG idea about how to do this in the best possible way?
- What assets and resources can we utilize?
- What challenges are we likely to face and how will we respond to them?

The player now has a clear action plan with a strategic foundation which is a real gift in the age of infinite (overwhelming) possibility and endless (overwhelming) information. The player also develops an expanded capacity to think strategically for themselves.

### **Step #7: Practice skills**

#### **Create a personalized learning plan for your player**

EVERY game has specific skills or techniques associated with the activities of the game. In the game of basketball one skill is shooting the ball so that it goes IN the basket. In the game of business a key skill is connecting with potential customers. The coach must use their experience to design a practice plan that matches the current ability of the player. The purpose is to teach your player the skills of the game in a way that is appropriate to their current level of play.

One BIG point here is that people rarely “practice” the skills of life games. While a player would not think it strange to practice shooting balls toward the basket, they might find it odd to practice the way you talk to a potential customer. As coaches we need to change that perception and bring practice into ALL of the games of life.

Through constant practice you help your players improve their abilities and expand their capability to figure out for themselves what to do and how to do it when the game is on.

### **Step #8: Expand Inner Freedom**

#### **You can PLAY with fear!**

Inner Freedom effects every decision your player makes and nearly every action they take. Decisions and actions are what create winning and losing in every game. The key to inner

freedom coaching is to understand the fundamental influence of values, thoughts, beliefs, feelings, emotions and motivations to help your player achieve peak performance.

A typical way of thinking about this is to use the term blind spots. It is the nature of patterns that they become invisible to us. As a coach you are a highly informed outside observer that can see the patterns that the player has become blind too and then expand the self- awareness of the player.

The end result of all of this is a state of flow; ease and grace while playing the game. This is sort of deep and lasting growth that people play games for in the first place.

### **Step #9: Design Winning Personal Environments**

#### **The environment always wins**

It does not matter how inspired or motivated or skillful you are if the world around you is full of obstacles, you cannot win. If your team mates are not on the same page, your best effort will not make a difference. The master coach helps the player design the world around them to inspire ongoing excellence.

The essential ingredient here is to realize that environmental design is the key to sustainable success in life and in coaching! The environment must be redesigned for the game the player is playing now. For most people the environment is a reflection of the games they used to play. Why is this? People have a two-way relationship with the world around them: they are adapting to what is there while at the same time the world around them is becoming a reflection of who they are. **BIG INSIGHT:** The adaptive process is fast and somewhat transient while the reflective process is slow but more substantive.

In other words, over time, the world around you becomes an accurate reflection of who you WERE on the inside; This may or may not be good news! While in a new environment, quick change may occur, typically people return to the way they were before if they leave that new environment.

So in order to create sustainable change, the coach must use their creativity, design sense and awareness of workability to help the player make immediate changes to the outside world that reflect the changes made on the inside. Then the adaptive process works FOR positive change rather than against it! The player becomes more aware of the world around them and more connected to it. This leads to sustainable results.

#### **1.A.1.1.2) 9 Basic Coaching Skills**

##### **1) Establishing trust with the Player**

The player - coach relationship is a unique and beautiful thing. We will explore the nature of trust and intimacy in the coaching relationship; without it, coaching is not possible. This requires that the coach maintain a high level of personal integrity and demonstrate a deep concern for the player.



The essential coaching state called “Permission Space” will be explored in detail!

## **2) Establish coaching agreement**

Agreement sets the tone for the coaching relationship. The player and coach must agree on the objectives for the player in the big picture and for the focus of any coaching conversation

## **3) Coaching presence**

Establishing and maintaining coaching presence is a unique and powerful skill. The coach must be able to read the situation moment to moment to provide the player with just what is needed.

## **4) Ask Powerful questions**

Powerful questions are the life blood of the coaching process. Some questions are simply curious, others are deep and penetrating. It is questions that create the expanded awareness that leads to action.

## **5) Active listening**

Active listening is the most fundamental and essential of coaching skills. Without it coaching quickly devolves into a tip session. To listen in this way requires a relaxed attentiveness to what is said, what is said “between the lines” AND what is NOT said. It is also a way of listening that is open to new directions AND ready to respond.

## **6) Direct communication**

Direct communication comes in many forms: Clear direction in the form of objectives and requests for action; Straight questions that get right to the point; Clear and articulate feedback of what the player is saying and doing. Direct communication is also highly respectful of the player and builds trust and credibility.

## **7) Expand awareness**

Creating awareness is about helping the player “see” more of what is happening within them (thoughts and feelings) and around them (in the environment). Often challenging the players’ assumptions is the first step. Seeing more and more clearly helps the player make better decisions and respond more fully to any situation. Creating awareness is truly what makes coaching a unique service.

## **8) Action Planning**

Designing actions is the gateway to results and achievement. The key is to design actions that take into account the players’ skills and abilities as well as the current strategy.

Once the major objectives are identified the coach and player work together to further define specific short term goals with target dates. The coach must help the player choose goals from the often overwhelming number of options available. Then the actions that have been designed must be organized into coherent plans that take into account all areas of the players’ life and work.

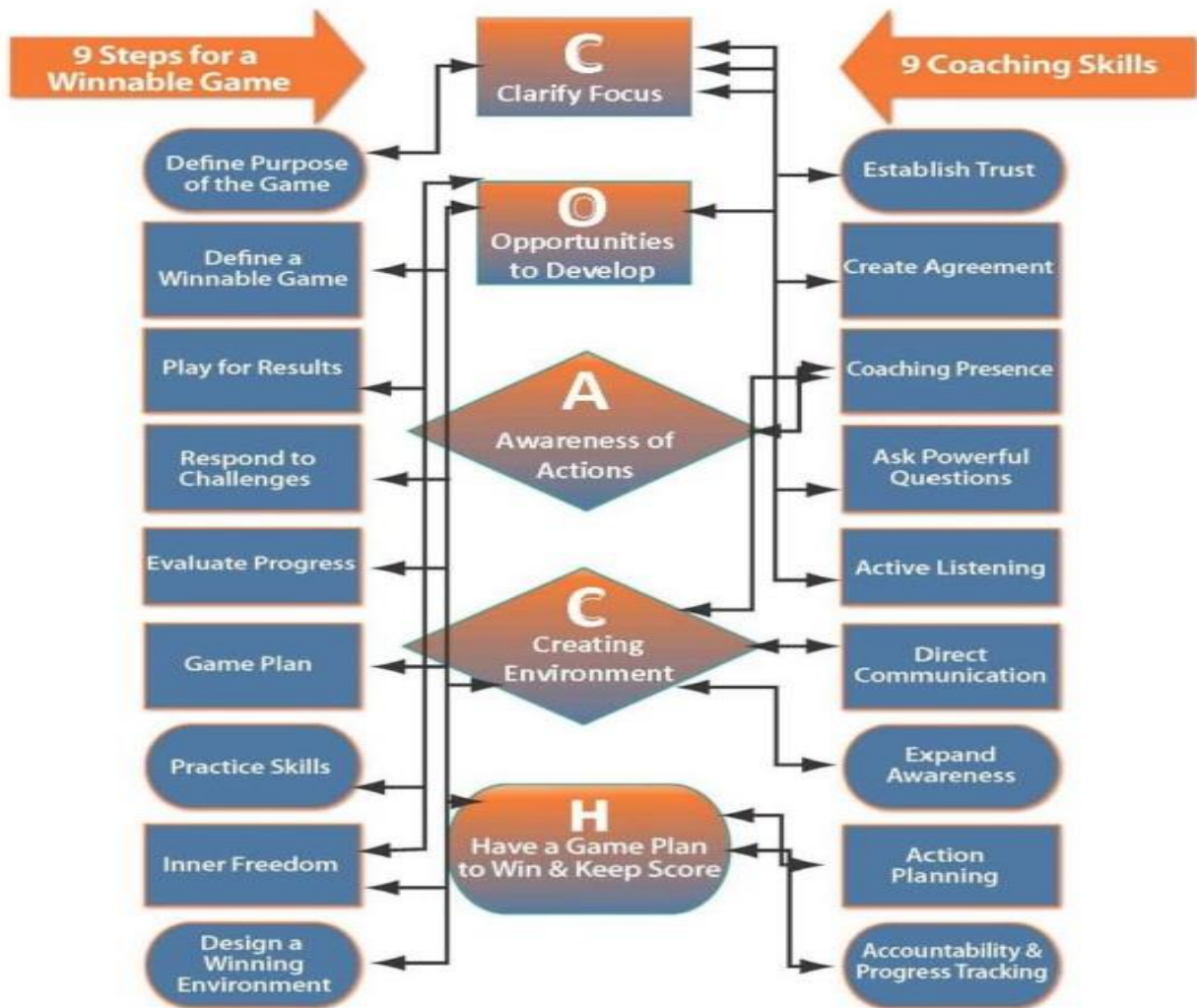
## **9) Accountability & Progress Tracking**

Establishing an effective accountability structure between the coach and player is often the one



element that can make or break the relationship. The player must hold the Coach – and promises made to the coach – in high regard. The Coach must maintain attention on actions and track progress especially when the player gets sidetracked by competing commitments.

### 1.A.1.1.3) COACH Diagram



### 1.A.1.2 Co-Creating the “Adams Way” (1 Day on site)

Using the Coach-Approach as a foundation we will co-create the “Adams Way 2.0” to the 11 key “Management Skills” in a facilitated dialogue. Blending our coaching method and skills; with our knowledge of these subjects, with the knowledge of the Adams Management team we will map out the key elements of each training module.

We have detailed learning guides and leader guides for each step of the method and each skill. We will pull these together to create the foundation of each specific module and then customize them to “The Adams Way”.

Additional items to consider for group dialogue:

- How to be a positive influence in the life of a young adult in Job Corps
- How to be a positive influence in the lives of the families / guardians of the young adults in Job Corps.
- How to be a positive influence in the lives of people in local organizations who hire our Job Corps graduates.

#### **1.A.1.2.1) Communication – Verbal and Written**

- All coaching skills are communication skills! Special emphasis on **Ask Powerful Questions, Active Listening** and **Direct Communication**
- The “Adams Way” **Pattern Language** will dramatically improve communication because everyone will have a deep understanding of shared values and vision.
- Written communication is vastly improved when it is **Direct** and contains a **clear focus on results**

#### **1.A.1.2.2) Time Management**

- **Defining the Purpose of the game** is a major Time Management skill.
- The Key distinction is **Playing for results** vs. Working on tasks. When you are playing for results you energized and focus on what is most essential rather than putting in time.
- **Expanded awareness** saves A LOT of time in any endeavor! When you “see” and “understand” more it is easy to expand your influence to get results.
- **Inner Freedom** is the ultimate time management tool. This is when you are not blocked by doubts and fears regarding an essential action. When you are free, actions happen with ease and no time is wasted being “stuck”.

#### **1.A.1.2.3) Meeting Facilitation**

- The first key to great meetings is shared **Pattern Language**! Ideas and important details can be communicated quickly and clearly when everyone has a shared language.
- Beginning each meeting with a clear purpose will get everyone energized
- When everyone is **Actively Listening** and using **Direct Communication** the conversation is brisk and energizing!
- Completing every meeting with specific **action planning** and a clear plan for **accountability and progress tracking** for each attendee ensures that meeting time is time well spent.

#### 1.A.1.2.4) Staff Motivation

- Individuals (Players) become fully engaged and highly motivated when they are aligned with the **defined purpose of the game** and they have a **defined winnable game** worth playing for themselves.
- At the same time players become unmotivated when they feel that **their game is unwinnable!** An unwinnable game occurs when the skills required to **produce results** are much greater than your players current capability; or when a project has an unwinnable time-frame.
- When players feel that they have **Established Trust** with their Manager / Coach the become highly motivated because they can say what they need to say and get the support they need to win.

#### 1.A.1.2.5) Staff Discipline

- When you have a Coach-Approach organization it is rare that you would have a big surprise discipline scenario. Because of **Established Trust** and **Created Agreements** between coach and player potential troubles come to the surface before they build into a big problem
- If a player makes a mistake in the course of the day, this is always a coaching opportunity. If the coach can assist the player in **Responding to the Challenge**, the mistake can become a win. If the same mistake becomes a recurring issue, then you probably have a situation where a player is in the wrong position on the team.
- If a player makes a terrible error with severe consequences for the organization it is likely that they will hear about it from their teammates first! They don't want the team to lose. Team accountability is a significant part of **Designing a Winning Environment**.

#### 1.A.1.2.6) Management Ethics

- Defining the “Adams Way” will establish clear principles for rules of the game.
- **Creating Agreement** for all actions that are clearly unethical will create an environment where Ethical issues are extremely rare.
- It is important to distinguish between the Ethics of the Organization and the Personal Morality of the individuals.
- Discussing potential ethical scenarios is an excellent activity and part of **Designing a Winning Environment**

#### 1.A.1.2.7) Teamwork

- **Designing a Winning Environment** sets the foundation for excellent teamwork.
- Creating a **game plan** where each player is maximizing their strengths enhances teamwork because players begin to appreciate the unique gifts of their teammates.

- When teams are focused on a **winnable game** and **playing together for results** they come together naturally.
- When individuals use **Direct Communication** to discuss differences of style or opinion they can play together effectively even when they disagree.
- Together the coaching method and skill set is a highly sophisticated form of collaboration which is what teamwork is all about.

#### 1.A.1.2.8) Interviewing / Hiring Skills

- Hiring is all about recruiting new players onto your team. The first key is to intimately know the game and all of the positions so that you know the **skills** that are needed to play that position well.
- Interviewing is an opportunity to use all coaching skills; specifically **asking powerful questions** and **active listening**.
- **Coaching presence** is the ability to “hear” what is not being said, to read the energy of a person or situation. This is key to interviewing and getting a “feel” for the person and if they are good fit for the organization in general and your team specifically.
- Talking about the “Adams Way” using **pattern language** is a great interview technique because you can see if the candidate has a natural resonance for the team.

#### 1.A.1.2.9) Evaluating for Quality Services

- Having a scorecard to track the results of each player and the team as a whole is the BEST way to **evaluate the progress** of your players.
- **Creating Defined Winnable game** with **full agreement** also makes it easy to evaluate in a way that is based on measurable tangible results rather than mood, emotion or popularity.
- When the results that were expected are not met by a player then this is an opportunity to collaborate to play better by creating a new **game plan, practicing skills, expanding inner freedom** or resolving obstacles in the **environment**.

#### 1.A.1.2.10) Managing Staff to Achieve Measureable Outcomes

- It begins with **defining the purpose** of the game and ensuring that each individual player has **winnable game** with specific tangible results to play for.
- It is powerful to define the time frame of the “game” in short segments like a week or at the longest a month. This creates a rapid cycle of **playing for results** and **evaluating progress**.
- Next the coach must help the player **respond to challenges** as they come up in the game.
- A key to coaching is to **evaluate progress** often so that adjustments can be made before the game is over.

- Accountability & Progress Tracking are the final piece of the puzzle. This is another area where a “score card” can be used to great effect.

#### **1.A.1.2.11) Having Difficult Conversations**

- This is what being a Coach is all about! Using all coaching skills but especially **coaching presence** to connect with the player and **direct communication** to say what needs to be said in a judgment-free manner.
- **Active listening** also plays a key role because sometimes the player just wants to be heard.
- Often a difficult conversation is related to facing the reality of a chronic absence of positive results. In these situations having accurate **progress tracking** allows the conversation to be fact-based rather than emotional or anecdotal. This will allow the player to feel that they are being treated in a way that is fair.

#### **1.A.1.3) Mentor Coach Training (weekly conference calls)**

Weekly 90-minute small group calls to discuss coaching successes and challenges AND practice coaching; Conducted on our Maestro Bridge

#### **1.A.1.4) Coaching Practicum (conducted by conference call)**

At the end of the course each participant will participate in a Coaching Practicum where they will coach one of their colleagues in a real life situation while being observed by one of our trainers and two colleagues. Following this session they will receive feedback and a critique of their ability to use the Coach Approach. It is a powerful learning experience!

The practicum is conducted in groups of four where each person is the Coach in one session, the Player in one session and the Observer in two sessions.

#### **1.A.2) Executive/Advanced Management Training**

With the Coach Approach for Entry Level Management as a foundation, we will build the Executive / Advanced Management Training

##### **1.A.2.1) Co-Creating the “Executive Game Plan” (1 Day on site)**

We will explore together the 6 Key Areas of Executive/Advanced Training and go deeper into the Coach Approach to co-create the Executive Game Plan

We will articulate the Adams “BIG GAME” and make sure that the Pattern Language contains the organization values, purpose and possibilities for the future.

We will weave in concepts from our World Power Coaching Method. This method is a step-by-step approach to designing a sustainable winning environment.

Additional Ideas to discuss:

- Living the Coach Approach for the benefit of your team. (aka walking the talk)
- How to be a positive influence in the lives of the government officials who award Job Corps contracts.

#### **1.A.2.1.1) Brief Synopsis of the World Power Method**

The World Power Method is a powerful 9-step process where you will amplify the “9 Environments of YOU™” with Power Patterns for the player and their vision of greatness and transform their world into a personal success academy.

##### **Transform their mindset**

**From:** the world around them is an obstacle to be overcome or tolerated

**To:** The world can be designed as an academy that ENSURES their success

**The Environment Always Wins** – this is the provocative mantra of this life-changing program. You will learn how to get the environment on your players’ team to inspire Personal Evolution. If you are coaching the player but NOT redesigning their environment, you are only doing half the job!

You will learn how to co- create power patterns with your player and then replicate the pattern in each of the 9 Environments. This is a fun and highly creative process. You will also learn how to identify and shift pattern language dissonance in each environment.

#### **1.A.2.1.1) Job Corps & Company Overview**

- **Clarify the BIG Game** that Adams & Associates is playing in each Job Corps facility. This will have a powerful unifying effect on everyone in the organization
- Defining the Values and Vision in the form of The Adams Way 2.0 **Pattern Language** will energize the entire organization.
- The Youth in Residence in the Job Corps facilities will be uplifted when they see, feel and experience everyone on the staff energized and **playing two win!**
- The Youth in Residence in the Job Corps facilities will be energized when they are **coached to win** rather than managed to complete tasks in the right way.

#### **1.A.2.1.2) Effective Staff Management, Company HR Policies & Procedures**



- **Defining the Desired Results** and the necessary **skills to produce those results** for every position on the Adams Team is the starting point to an awesome and cohesive staff.
- When the staff is cohesive, this creates an **uplifting environment** for the Youth in Residence. At risk youth respond very well to stability in the staff.
- The creation of a living Pattern Language for the Adams Way 2.0 will set the tone for how to BE an awesome and engaged member of the staff.
- Minimizing the Policies & Procedures to ONLY that which must be done in a specific way for compliance with a funding organization requirements, will make the document easier for everyone to use.
- While it is challenging, even compliance requirements can be made into a game

#### 1.A.2.1.3) Finance & Administration

- Finance is ultimately how every organization keeps score at the enterprise level. Since Adams & Associates is employee owned it could be energizing to share the numbers as part of a big company score card. You can communicate this as game we are all **playing for results**.
- Facility Finance **score cards** could also be used to create friendly competition among the staff.
- Including compliance with reporting requirements on the company **score card** can add an element of fun to what is often a dreary process.

#### 1.A.2.1.4) Social Development

- Building a coaching culture using **Pattern Language** encourages the ongoing **pursuit of Human Greatness** of everyone on the team.
- Through the coaching experience EVERY member of the team will continue to grow personally and professionally. This will growth will occur in the ability of each individual to **expand their positive influence** with each other, with the Youth in Residence and with members of the community at large.
- As the Adams Way Pattern language becomes more alive and widespread within the organization and within the communities in which it operates a powerful and **sustainable winning environment** will emerge.
- Coaching is the fundamental leadership skill of the 21<sup>st</sup> Century. As each individual grows in their ability to coach, they will grow in their ability to lead. Growing leaders is the most important outcome for the sustainability of any enterprise.

#### 1.A.2.1.5) Education & Training

- The most essential element of an effective education and training program is a deep understanding of **what the game is** and what it takes to be a **great player in every**



**position** at every level of the organization. With a coaching culture in place, this deep understanding will emerge and live within the members of the team AND within the Pattern Language of the organization.

- When people deeply know how to BE it is easy to figure out what to do.

#### **1.A.2.1.6) Performance and Case Management**

- The **BIG game worth playing** is the transformation of the Youth in Residence from “at risk” and unemployable to thriving, productive and happy members of society.
- **Clarify Focus:** The ultimate purpose of any coach is to guide their players toward Human Greatness. Human Greatness is where the individual plays the game so well that they become a source of inspiration to others. The Youth in Residence have this possibility within them. Coaching intake conversations and assessments will be used to highlight any barriers to success that exist.
- **Opportunity to Develop:** The 9 steps of the coaching method and 9 skills, when applied with great mastery, have the ability to set an individual free from any barriers – self-imposed or environmental – that are holding them back from the success they desire.
- **Awareness of Actions:** Adams & Associates is already doing great work with the Youth in Residence. The opportunity now is to identify ways to evolve forward by using the Coach Approach and Unleashing the Spirit of Play.
- **Creating a Winning Environment:** When the entire organization and especially the staff are feeling alive and playing with a clear purpose, it will uplift the Youth in Residence to see new possibilities for themselves.
- **Having a Game Plan:** It is likely that the Youth in Residence have been “managed” to fix what is wrong with them for most of their lives. We believe that they will come alive when they experience being coached by someone who holds them in high regard with **judgment-free awareness** and co-creates a game plan that plays to their strengths.

#### **1.A.2.2) Executive Round Table (weekly conference calls)**

Weekly 60-minute small group calls to promote deeper understanding of the “Adams Way 2.0” Pattern Language, discuss coaching successes and challenges throughout the organization AND practice peer-to-peer coaching with each other; Conducted on our Maestro Bridge

#### **1.B) Describe delivery of module content**

We will use a variety of training modes and venues to deliver this program. Everything that we use can be replicated for the Train the Trainer program if desired.

##### **1.B.1) DTMOPP Active Learning Method**

The foundation of all of our training programs is our DTMOPP Active Learning Method. In each class the instructor presents an idea, method or skill and students add to the dialog by presenting their ideas and experiences. The conversation is enlightening and engaging as students share and bounce ideas and thoughts off of each other, as the conversation moves forward the instructor interjects with important points and ideas in mini lectures.

The elements of our DTMOPP Active Learning Method:

**Desire**

Why do you want to learn and master this subject? How will it serve you and your life? There must be some stirring inside you that will fuel your efforts and willingness to do what it will take to master the craft.

**Theory**

This is the thinking behind the practice of the craft. This part of the process includes gathering information and studying the thoughts of teachers and practitioners of the craft.

**Method**

A method is a way to produce a consistent result through a sequence of actions. It is the way something is done; the thoughts, actions, tools, models and practices of the craft.

**Observe**

Observe others practicing the craft. Learn from what they do and do not do. Observe experienced practitioners AND novices. Notice the difference in the results that are created. As you observe you will learn and integrate the steps of the practice.

**Practice**

Repetition of the activities and techniques of the craft. Observe the results of your efforts. How do they compare with what you have observed? The key is to practice the right things!

Practicing a method that does not produce the desired results does not lead to mastery.

**Play**

Play is where you put what you have practiced into the real world! Each week you will play a game that is designed to get you into your life doing what you have learned in class. You will be assigned personal growth exercises and action plans to coach at least 5 people each week. As you complete the items you earn points in the game AND share what you are learning with your coach and team mates using our REAL Life Game Platform.

As you play you will get feedback about how you are doing – the world is good that way.

Feedback is the breakfast of champions. YES! The more you play, receive feedback and adjust what you are doing, the faster you improve your skill. And earning points is really fun too.

**1.B.2) Face-to-Face**

The initial portion of the training will be conducted Face-To-Face using our DTMOPP method.

**1.B.3) Maestro Conference Teleclass**

The ongoing portion of the training will be conducted using our Maestro Conference Bridge.

You will have a unique pin code when you dial into the phone bridge. The instructor has a web interface and will welcome you by name .

You are NEVER ANONYMOUS in our classes.

You can raise your hand to join in the conversation by pressing a 1 on your phone keypad. The instructor can see this and call your name. You can always get into the conversation.

Small break out groups are enabled! So part of the class is in a larger group conversation and part of the class is you with a partner privately practicing what you have learned.

You will participate in every class – NO HIDING!

### **Short bursts of learning**

It allows us to teach you in short intense bursts over a period of time – much like the way MOST coaching is delivered to players. This way you learn something and then practice during the week. Then you learn the next step and again practice during the week. This is the optimal way to learn when you want maximum retention.

### **1.B.4) Real Life Game Platform**

In a REAL LIFE game there are two playing fields: the real life of the player and the online platform. Each player has an online “game card” where they learn of various activities and challenges that they can do to earn points in the game. Most of the challenges involve taking real life action like talking to someone or doing some specific activity. After the player completes the activity they return to the online game card to share about what they did. Upon sharing they earn points in the game.

The online game platform facilitates connection and engagement between players in the game using various online social tools.

### **Features of the CoachVille REAL LIFE Game Platform**

The CoachVille REAL LIFE Game Platform contains several powerful “game dynamics” that create an engaging environment for connection, support, challenge and friendly competition. It also provides an ideal tool for coaches to track and interact with their players.

**To Compete: To seek the best in oneself, in the company of others likewise engaged.**

**Game Objectives:** Each player defines his or her objectives for the game based on the guidelines of the game creator. The players can add graphics to their objectives to create an online vision board for their game. This enables the player to “make it a game with a sense of a quest or adventure”.

**Game Card:** Each player has a personal game card where they see the challenges, actions and results that they can complete for points in the game. Each real world action / results is assigned a point values in the game.

**Power Ups and Badges:** Games are designed using the “Power UP” method. The player faces a challenge to capture the Power UP which gives them a strategy or skill to use in the REAL LIFE actions of the game. As the players accumulate points using a the Power Up they earn a “Badge” that designates accomplishment. Perhaps surprisingly, players of ALL AGES love this feature!

**Leader Board:** A leader board is created for the game where all of the players can see the current score of all of the other players. This is a powerful tool for creating “public accountability” among a team of individuals.

**Teams and Team Bonus Points:** The players can be organized into small teams. Bonus points can be assigned when every team member reaches a minimum number of points in the game. This creates powerful group accountability and an environment of support and connection.

**Media** such as graphics, pdf’s, audios and videos can be associated with any game element to create a multi-media experience for the players.

**You Inspire Me Points.** In the game the players take action, create results and then share what happened on their personal game card. The other players in the game can read what the player shared. If they are “inspired” by it, they can give the player a “You Inspire Me” point. This feature creates a dynamic engagement between players in the game.

**A countdown clock and progress bar** is displayed on the game card for each player. This keeps players aware of their point totals and the time left in the game (most games are one-month in duration but the times is customized by the game creator).

Here is a video with several of our students sharing about how the Game Platform enhanced their learning experience: <http://youtu.be/0D3dhyu8obo>

### **1.C) Best practices, examples and discussions should be integrated**

Our entire learning model is based on sharing of examples, best practice and discussions.

### **1.D) Desire for Independent Modules**

Only the Coach-Approach training will be foundational to all of the Management Training modules. All of the other modules will be independent.

### **1.E) Desire for multiple delivery options**

Our training will definitely include a wide variety of delivery options!

### **1.F) Mechanism to test trainee's competency**

There are two mechanisms to ensure competency. First the Game Platform will track each student's level of activity in the learning process. Second, the coaching practicum will give the student specific feedback about how much they have learned and integrated the training.

### **1.G) Desire for each module to include an Evaluation for Feedback**

An evaluation feature is built into the Game Platform. Each student will be asked to provide feedback on the program.

### **1.H) Desire for 3-month completion**

The program will be completed in the desired 3-month time frame.

## **II) Train-the-trainer Program**

Based on the dialogue during the initial face-to-face training and the ongoing Mentor Coaching conversations via teleclass we will develop the customized "Adams Way 2.0" Coach-Approach Management Training.

The Foundation Coach-Approach Module will best be delivered in 2 Days on site.

The 11 Coach Approach Management Modules can be delivered face-to-face or via teleclass.

### **II.0) Introduction**

While the initial face-to-face program and ongoing mentor coaching calls and practicum are occurring, it is wise for the Adams Trainers to observe the sessions. This will prepare them for the 5-Day training where they will learn how to deliver each module.

Note: the Mentor Coaching calls will be recorded so that they can listen to them off-line.

Our method of providing training includes the following components: an **assessment** to provide **feedback** for knowing what the score is. Participants benefit from this knowledge and can **practice the skills** that they want to focus on during the workshop/ training. After the assessment, the facilitator will guide participants in the development of an action or **learning plan** for the session. This allows them to evaluate their progress and focus their attention on the practice of those skills. This process establishes **trust** between the facilitator/ coach and the participants and creates a **solid agreement** between them on the **results** that they are jointly committed to produce during the session.

There will be opportunities during the sessions for the facilitator/coach to offer **examples of coaching** to participants who are willing to be coached on a skill or practice. The coach always

asks permission for the coaching to take place. This opportunity provides all participants examples of how to coach and creates an environment of expanded trust and support.

During the training sessions there will be demonstrations, role plays and powerful debriefs. Often short videos with applicable, impactful messages are used to enhance and deepen the learning. Our workshops are highly interactive with little lecture and NO PowerPoints. We provide a playbook and may recommend additional readings.

It is a well-known fact that learning takes place with **practice**. As part of the training modules, participants will create an **action plan** for themselves to practice a skill from the session.

**Each trainer guide will include:**

- Detailed content outline
- Recommended timeline
- Provocative questions to spark dialogue
- Recommended exercises to promote engagement

**II.A) Provide a description of modules**

**II.A.1) New/Entry-Level Management Training**

The new/entry-level Management Training will consist of 1 Foundational Coaching Method and Skills program; and

11 Specific Modules as per the specifications of this proposal: Communication – Verbal and Written, Time Management, Meeting Facilitation, Staff Motivation, Staff Discipline, Management Ethics, Teamwork, Interviewing / Hiring Skills, Evaluating for Quality Services, Managing Staff to Achieve Measureable Outcomes, Having Difficult Conversations

Each of the 11 Modules will be based on the “Coach Approach” and have embedded the “Adams Way 2.0” Pattern Language. Each module will empower and challenge the new manager to LIVE the “Adams Way”.

**II.A.2) Executive/Advanced Management Training**

The Executive/Advanced Management Training will consist of 1 Advanced Coaching Methods and Skills program; and

6 Specific Modules as per the specifications of this proposal: Job Corps & Company Overview; Effective Staff Management, Company HR Policies & Procedures; Finance & Administration; Social Development; Education & Training; Performance and Case Management

Each of the 6 Modules will be based on the “Coach Approach” and have embedded the “Adams Way 2.0” Pattern Language. Each module will empower and challenge the Executive manager to go deeper into the “Adams Way”.

## **II.B) Describe Delivery of Module Content**

We will deliver the Train-The-Trainer program to your trainers in an experiential face-to-face program over a 5-Day Period.

In the program each trainer will be responsible to learn and deliver one or more modules to their colleagues and our training staff. Naturally, we will use our coaching skills to help them play the game better!

## **II.C) Anticipation of maximum of 40-hours**

The Train-The-Trainer program will be delivered in five 8-hour training days.

## **II.D) Anticipation of face-to-face training**

The Train-The-Trainer program will be delivered face-to-face.

## **III) Past Experience**

### **III.A) A list of past experiences relative to this project**

There are two areas of experience that are relative to this project. First are the over 4,000 individuals that we have trained in our Coach Training programs. In the section below we have put together a short list of 5 students that use our training as managers.

Second, we have done a complete Coaching Culture project that is very similar to this what is needed to this project. The company was called Sunshine Youth Services (SYS). Here is a brief overview:

**Sunshine Youth Services (SYS)** was a residential provider contracted with the Florida Department of Juvenile Justice to operate six facilities across the state serving 400 youth per day and employing over 350 staff who focused on care and custody, treatment services, educational, and medical services. Sunshine sold their assets to G4S in 2009. Coachville engaged with SYS to enhance overall training for staff both front line and management training. The following are key results of the engagement.

- The coaching process created a common language across staff that allowed for enhanced focused on outcomes.
- Focus was on decreasing staff turnover of frontline staff which was hovering at 50% prior to engagement. Based on utilizing CoachVille to create a management development



academy and including a coach model into procedural training, turnover decreased to 20%.

- Created an effective process to highlight and enhance time management and understand the need to create and include a coaching philosophy.
- Establishment of a scorecard process and establishment and communication of the core mission.

We have also conducted Coach Training for the management team of Paxen Learning Strategies based on the 9 Step Coaching Method and 9 Skills.

### **III.B) Client references, including any applicable to this project**

#### **Rich Semancek**

Former CEO of Sunshine Youth Services  
Paxen Learning Corporation, Chief Operating Officer  
3060 Alternate 19 N, Suite B5  
Palm Harbor, Florida 34683  
Phone: 727-479-0708  
www.paxen.com

#### **Coach Training Students:**

##### **Cristina Custodio, MBA**

Phone: 1-877-407-3363 x101  
Email: ccustodiopr@yahoo.com

##### **Nancy Chrisman, Director of State Wireless Association Programs**

PCIA  
Phone: 904-982-7263  
Email: nancy.chrisman@gmail.com

##### **Rob Klengler, COO**

Lead-Free Design  
Environmental Services  
Email: rob@klengler.com  
Phone: (206) 226-3110

##### **Joe Disalvo**

Quest Capital Management  
Phone: (631)724-3933  
Email: jdisalvo@questcapitalmgmt.com

##### **Cecilia Bratt**

Lead Manager of Groupon Sweden

Email: cecilia.bratt@gmail.com

### **III.C) Resume of Key Staff involved in the development and/or delivery of this project**

#### **Dave Buck, MBA, MCC (Master Certified Coach)**

*CoachVille CEO and Lead Trainer*

Dave Buck is a Master Certified Coach and the CEO of CoachVille with the quest to teach the world how to Coach in service of Humanity Flourishing. “Our vision is that EVERYONE, EVERYWHERE with the courage to play BIG in life, has a GREAT Coach”.

Dave is leading the way coaching individuals and organizations to transform places of work into a winnable game worth playing; Teaching business owners and managers how to ENGAGE their teams through coaching and REAL life games.

According to Coach Dave: Management was the leadership technology of the 20<sup>th</sup> Century – the Industrial Age of Work; Coaching is the leadership technology of the 21<sup>st</sup> Century – The Creative Age of Play.

He collaborated with Thomas Leonard to found CoachVille in 2000 and has delivered coach training programs to thousands of professionals. He began his business/ life coaching career in 1997 and has logged over 10,000 hours of Coaching.

Dave is a Founding Member of the Transformational Leadership Council; a group founded by Jack Canfield for leaders of the personal growth movement including Stephen Covey, John Gray, Marci Shimoff and Joe Vitale.

Coach Dave was the assistant Men’s soccer Coach at Seton Hall University for 14 seasons and coached many players that became professional soccer players. He has also served on the MBA Faculty for Seton Hall University Stillman School of Business.

Coach Dave is a spiritual adventurer. He lived in Bolivia for two summers on a quest to LIVE the game of soccer. He traveled through Southern India with a Tamil Siddha on a quest to learn how to compress time.

Coach Dave Buck is the REAL Life Gamification Guru and **creator of the REAL Life Game Platform used by CoachVille**. REAL=Results Energize Authentic Living!

Contact Information:

Email: [coachdave@coachville.com](mailto:coachdave@coachville.com)

Mobile: 973-479-8364

CoachVille: 866-548-6516

Website: [www.coachville.com](http://www.coachville.com)

Address:  
310 2<sup>nd</sup> Ave  
Apt. 3A  
New York, NY 10003

**Deanna Stull, PCC (Professional Certified Coach)**

*CoachVille General Manager & Trainer*

Leadership role at CoachVille includes member services team leadership, organization and formalization of: student graduation/certification, student experience and course materials, creation of a student handbook/catalog. Including class instruction and google+ coaching show. Program development. Personally responsible for 150,000+ in sales per year.

*The Paul Green School of Rock – Now known as School of Rock  
Business Development and Coaching*

Took a living room guitar lesson business and developed a full-fledged music school. Developed original business model, set up of initial Philadelphia school, Pr & marketing to news organizations and industry, Spin Magazine did a four page spread one year after business start up. Business coaching after official launch. There are now 120+ Rock Schools across the US and Mexico. The Philadelphia school was the inspiration behind School of Rock the movie.

*Founder - Star Program*

*1998-2004*

A program for at-risk youth to create ownership and pride in neighborhood which ultimately created a stronger sense of self worth within youth served.

Contact Information:

Phone: 610-427-0231

Email: GeneralManager@CoachVille.com

**Lorraine Lane, Executive Trainer and Coach**

*Lane Business Consulting, LLC*

She brings to her clients the learning and experience gained in over 20 years of experience as a Human Resources Manager, consultant, executive coach and trainer of management and business skills in the corporate world. She specializes in the full engagement of employees and the impact of this engagement on the business and works to create “customer centric” environments.

*Digital Equipment Corp.*

EXECUTIVE COACHING / EMPLOYEE DEVELOPMENT

- Designed a leadership assessment and development process for senior level managers in corporate services that helped these managers become more effective mentors and coaches within the division.
- Created competency models for targeted, critical positions in Digital's services division with 360° appraisal system in a Development Center implementation. Development plans built on areas of strength.
- Directed and prepared a group of internal consultants to provide executive coaching and career counseling services to managers as part of SEED (Senior Executive Education and Development) Program.
- Coached faculty involved with Academic Systems' Mediated Learning methodology resulting in dramatically improved student achievement - on one campus 58% improvement in student achievement and 35% increased student retention.

Contact Information:

Phone: 813-486-2837

Email: lorraine@lanebc.com

### **III.D) Other Qualifications**

Not applicable.

### **IV) Schedule**

#### **IV.A) Anticipated date of completion of Executive Development Training Program**

11-15-2013

#### **IV.B) Anticipated date of delivery of the Train-The-Trainer Program**

- Preliminary phone interviews: Begin as soon as contract is awarded
- Initial Face-to-Face Training: Week of 9-16-13
- Teleclass Mentor Coaching: 9-21-13 through 11-1-13 (Times set by mutual availability)
- Coaching Practicum by phone: Week of 11-4-13
- Train The Trainer Program: Week of 11-11-13

#### **IV.C) Requirement for all components completed by 11-15-2013**

The training will be complete by 11-15-2013

### **V) Cost Proposal**

#### **V.1) Cost of development of the Executive Development Training Program**

The total cost for the development and delivery of the Executive Development Training Program is \$151,750.00

**V.1.A) Individual cost for the development of each training module**

Item	Cost
Pre-Training Interviews (conducted by phone)	8,000
Set up CV Game Platform with custom game	3,000
Conduct on-site training 3 trainers for 3 days each; + 2 trainers for 1 day	27,500
Conduct the teleclass-based coach mentoring in groups of 10	6,750
Conduct the teleclass-based Executive Round-Table	1,500
Conduct the Coaching Practicum in groups of 4	7,500
Travel Expenses	4,500
Subtotal	<b>\$58,750</b>

**V.1.B) Include sub-total costs for each section**

Subtotal for delivery of the initial Manager and Executive Training: \$58,750.00

Subtotal for development and delivery of the Train the Trainer program: \$93,000.00

**V.2) Cost of the development of the Train-the-Trainer Program**

Item	Cost
Deliver Train-The-Trainer Program 5-Days on site; 2 trainers	25,000
Cost for Lifetime IP License for Coaching Methods and Skills (restricted use; Internal Training for Adams only)	30,000
Prepare Management Train-The-Trainer Modules	22,000
Prepare Advanced Management Train-The-Trainer Modules	12,000
Travel Expenses	3,000
Sub-Total for Train the Trainer program	<b>\$93,000</b>

Optional: Set up “Adams” Custom version of the CoachVille Game Platform : ~\$15,000.00

If after participating in the training program you would like to use the Game Platform for the ongoing training, we can build it and set up each training module as a “Game”.

**V.2.A) Include any related materials and supplies**

All training materials will be available on-line.

Some materials will be printed and this cost is included in the training fees.

**V.2.B) Include any related travel expenses**

Travel expenses are included as a line item in the costs.

### **V.2.C) Payment Schedule**

CoachVille requests an initial payment of \$40,000 within 30 days of the conclusion of the initial on-site training.

The remaining balance due is to be paid within 30 days of the conclusion of the on-site Train-The-Trainer program.

### **VI) Acknowledgement of Terms**

CoachVille has read and acknowledges the Terms and conditions listed in Section J and are in agreement to these Terms and Conditions as outlined.

### **VII) Conclusion**

Game on!

#### **VII.1) Future Possibilities**

##### **Gamification**

Your team will experience our REAL LIFE Game Platform during the training program. This is the way we bring to life for each individual the game of becoming a Coach Approach Manager or Leader.

The possibility exists to create a customized “Adams Game Platform” based on our software.

- a) For a leadership game with friendly competition between the Facility teams.
- b) For games designed for the Job Corps “residents”

We can discuss this option, if desired, after your team experiences using it.

##### **Advanced Coach Training is possible**

In this proposal we are offering our basic coaching method and skills as a foundation. But we have more sophisticated programs that we can offer in the future if desired. These include:

- Inner Freedom: How to coach and play with fear.
- World Power: How to transform every aspect of your organization into a personal success academy for employees and “Participants”
- Coaching Proficiency: The Pattern Language of Coaching
- Advanced Communication Skills: 90 Distinctions to “uplevel” any conversation