



CTR FACTOR LEADERSHIP COACHING CIRCLE PROGRAM

CTR Factor's coaching circle program is an innovative virtual approach that enables professionals at Fortune 1000 companies, non-profit organizations, educational institutions, and government agencies to benefit from the wisdom and experience of carefully selected senior advisors who have served in leadership roles over long and successful careers in various industry sectors, and from the expertise and insights of our highly regarded research and advisory practice in leadership, diversity and inclusion. Each group will consist of five cohort participants from similar constituencies, tenure and functional areas. It includes state-of-the-art assessments, bi-weekly group coaching and counseling sessions, experiential activities and exercises, virtual classrooms and self development through videos, podcasts, articles, books, and movies.

CTR FACTOR LEADERSHIP MODEL

Leadership is traditionally regarded as tough terrain to master, with many heuristics and homilies, but few scientific principles. Most of these treatments of leadership miss the fundamental, counter-intuitive truth – great leaders don't lead. Instead, they get others to want to follow.

Leadership is the ultimate, magnificent act of free will on the part of those who follow, and the awesome, magical secret of great leaders is that they have figured out how to make that act happen consistently and predictably.

CTR Factor explores the science of gravitational leadership by examining the currencies that need to be earned (Credibility, Trust & Respect), assets that need to be built (Results, Relationships, & Resources), and investments that need to be made (Capabilities, Character, & Competencies).

COACHING PROGRAM COMPONENTS

EVALUATION

- CTR Factor Assessment
- 360 Feedback Reports / Feedback

EXPERIENCE

- Group Coaching
- Experiential Activities

EDUCATION

- Virtual Classroom
- Online Learning Materials

EXPOSURE

- Group Discussion via Conference Calls
- Cohort Interactions / Connections

EXECUTION

- Development Planning
- Action Planning & Execution

EDUCATION - LEARNING MODULES

MONTH 1 – TWO 60 MINUTE SESSIONS MASTERING THE FUNDAMENTALS

This foundational module in the program takes coaching circle participants through the leadership journey, philosophy, and strategies associated with CTR Factor leadership.

MONTH 2 – TWO 60 MINUTE SESSIONS WHAT IS YOUR CTR FACTOR

This module builds on the insights of the previous segment to establish CTR Factor scores for participants, areas of strength & opportunity, and alignment with established CTR leader profiles.

MONTH 3 – TWO 60 MINUTE SESSIONS IMPROVING YOUR CREDIBILITY FACTOR

This module is jam-packed with innovative and fascinating techniques to improve one's Credibility Factor scores from their assessments in the previous segment.

MONTH 4 - TWO 60 MINUTE SESSIONS IMPROVING YOUR TRUST FACTOR

For those with opportunity to improve their Trust Factor scores with key stakeholders, this module provides insightful and effective tactics that will make you a better leader rapidly.

MONTH 5 - TWO 60 MINUTE SESSIONS IMPROVING YOUR RESPECT FACTOR

If your Respect Factor is what needs work, this segment will teach you proven but under-utilized approaches to do so that will quickly fix the Rodney Dangerfield syndrome.

MONTH 6 - TWO 60 MINUTE SESSIONS IMPROVING YOUR CTR FACTOR

This capstone module brings it all together by having participants apply the techniques learned in the previous sections to specific professional and personal situations.

PRICING FOR INDIVIDUALS

\$100 per person per month / 6 month program

Continuing professional education (CPE) credits available upon request