



With Your Host  
Tom Floyd

## SHOW HOST

**Tom Floyd**, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

## GUEST BIOS

**Karol Eller** is an Associate at Booz Allen Hamilton, serving as the Program Manager for Executive Coaching. Karol is also a member of the Executive Development team, which provides programs and services for the firm's senior leaders.

**Jane Moran** is an Internal Executive Coach in her role at EDS Global Learning & Development. Jane is also the Global Program Manager and Professional Coach Trainer for the EDS internal ICF accredited coach training curriculum.

**Tracey Wik** is Managing Director of Leadership and Learning for ABN AMRO's Global Markets division in the Americas, where she assesses the talent development needs of her clients and helps them create high-performing teams.

**Maureen Williams** is the Assistant Vice President of Leadership and Organizational Effectiveness, responsible for the design and delivery of the leadership development curriculum world-wide for CNA.

## Coaching Successes in Corporate America, Pt. 3

MONDAY SEPTEMBER 14<sup>TH</sup> 2007  
11AM PT (2 PM ET)

*A follow up to previous shows focused on the successes Fortune 1000 companies are experiencing as a result of implementing coaching programs, this show includes discussion with leaders who are currently driving or managing coaching programs within companies including ABN AMRO, Booz Allen Hamilton, CNA, and EDS.*

## HIGHLIGHTS

According to a 2004 survey by Executive Development Associates, Inc (EDA), 55% of corporations are utilizing executive coaching as a learning methodology.

But how are corporations designing and implementing these programs?

What's the business case, what are the drivers - and what successes are specific companies experiencing?

Our guests address these questions and more, highlighting:

- The business drivers that helped influence the creation of their coaching programs.
- How coaching fits within the overall leadership development strategy for their organizations.
- How coaching programs can be tied to overall performance management systems and competencies.
- The positioning and messaging that can help articulate what coaching is and what it isn't.
- How to structure coaching programs to drive performance and impact the bottom line.
- The benefits their organizations are experiencing as a result of implementing coaching programs.

For more information on **Insight on Coaching**, feel free to contact Tom directly at [tfloyd@ieconsulting.biz](mailto:tfloyd@ieconsulting.biz)

*"FOR COMPANIES WHO ARE THINKING ABOUT IMPLEMENTING A COACHING PROGRAM, MY ADVICE WOULD BE TO KEEP THE END GOAL IN MIND RIGHT FROM THE BEGINNING. THINKING ABOUT WHAT YOU WANT TO ACHIEVE, HOW YOU'RE GOING TO COMMUNICATE THAT, AND WHO THE INTERNAL STAKEHOLDERS AND CHAMPIONS ARE IS CRITICAL."*

**KAROL ELLER**

*"IN OUR ORGANIZATION, COACHING IS ALL ABOUT FACILITATING POSITIVE CHANGE. TO DRIVE THIS VISION, WHEN WE FIRST INTRODUCED OUR PROGRAM WE HAD TO DEMYSTIFY WHAT PEOPLE THOUGHT COACHING WAS. AS A RESULT, WE BRANDED COACHING AS SOMETHING USED TO RETAIN OUR BEST AND BRIGHTEST LEADERS."*

**JANE MORAN**

*"ONE THING WE DID WAS PUBLICLY SHARE OUR SUCCESSES. WE HAD A BROCHURE PRINTED UP GLOBALLY ABOUT KEY PEOPLE WHO WERE WILLING TO SPEAK OPENLY ABOUT THEIR EXPERIENCE WITH A COACH AND THE DIFFERENCE COACHING MADE IN TERMS OF FURTHERING THEIR BUSINESS OR THEIR LEADERSHIP CAPABILITIES."*

**TRACEY WIK**

*"AT CNA WHAT WE'VE DONE IS INCLUDE COACHING AS A SKILL WITHIN THE PERFORMANCE MANAGEMENT PROCESS FOR OUR PEOPLE MANAGERS. WE TRACK AGAINST IT VIA A PERFORMANCE ASSESSMENT. WE INCLUDE SPECIFIC QUESTIONS WITHIN OUR SURVEY LIKE "ARE YOU RECEIVING COACHING FROM YOUR BOSS?" "DO YOU HAVE CAREER DIRECTION?""*

**MAUREEN WILLIAMS**

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