



**We**  
Guide,  
Inspire,  
Involve,  
Advise.  
Provide,  
Facilitate,  
Encourage.  
**You Succeed.**

# Leadership Coaching



## **Leadership Coaching with Sinclair Loeffler**

Sinclair Loeffler helps leaders achieve successful change in behavior for themselves, their teams and their people. Since their launch in 1995, SLC has been effective in increasing leadership success via innovative coaching in organizations small and large.

This unique leadership coaching process is a confidential, highly personal learning engagement designed to bring about effective action, performance improvement, and personal growth for the individual and better business results for the organization.

A company's ability to respond positively and proactively to constant change is directly related to the quality of its leadership. The best way to improve leadership is to understand the behaviors (norms, habits or values) that inhibit change. Our discovery and feedback methodology uncovers the mystery and provides clients with two significant benefits:

### **Better understand and manage behavior.**

Culture is made up of engrained behaviors called norms or habits, and values. A norm is to a group as a habit is to an individual. Our objective would be to discover the norms, habits and values that have made the leader and/or culture strong. These pockets of excellence provide valuable information. There are often areas that are not functioning at the same level as the rest of the organization. We seek to learn from them: "What is getting in their way? What is keeping them from being world class?"

### **Discover and facilitate leader potential.**

Without exception, we find that in the process of collecting information about the organization, we gain leadership information. This information is powerful for bringing about change when delivered to the right person in the right way. The method we use is one that delivers the truth with compassion. We seek to answer the most important of leadership questions, "what do I need to do differently as a leader?"

Sinclair Loeffler prepares and coaches leaders through several distinct processes on the road to growth and change:

# Leadership Coaching

## How it works:

Ideally, the executive coaching process includes time on the front end for Discovery interviews, time for Data analysis a confidential Executive Feedback and Planning session, followed by a coaching schedule that includes ongoing phone sessions over a period of a few weeks to several months, depending on the client's goals.

Depending on scope, the Discovery process includes gathering information about the leader, the team and the culture with one-on-one interviews with the client, team and key stakeholders. This process can take one or several days, depending on the number of interviews required.

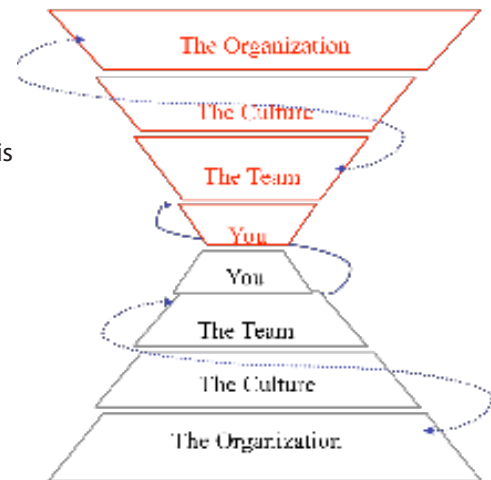
We then analyze the information and spend time with the client providing confidential feedback and recommendations for improvement. This feedback session is best face to face, but can also be successful via phone/video conferencing. Additional time can be set aside to provide group feedback for team-based clients.

## Critical Questions

Within this context, we focus our discovery interviews on two critical questions:

1. What are the key behaviors that will make the biggest positive change in increased leadership effectiveness, and
2. Who are the key stakeholders that can determine (six to eighteen months down the road) if this change has occurred.

Because our leadership coaching is focused on improving behaviors identified by the leader and his/her team, desired behavioral change is predictable. As a byproduct of the coaching process, leaders learn to manage challenging, conflictual and emotionally charged situations by engaging others more effectively, communicating productively with greater awareness, bridging cultural differences, and self-correcting in real time.



### *The Discovery Model*

*The top half of the diagram above shows how we gather data; the bottom half shows our process for executive coaching and feedback.*

# Leadership Coaching

## *Followup Coaching*

After the initial feedback, the client will begin the coaching process with Christine. Three calls per month is a typical coaching engagement. With an executive, calls usually last about an hour. Weekly calls allow the coach and the client to create the momentum necessary to achieve the client's goals and objectives. Many of the calls will be by phone, however, onsite client coaching is recommended at a minimum of 90 day intervals.

## **Christine Sinclair Loeffler**

Sinclair Loeffler was launched in 1995 to help leaders more effectively sustain organizational success. Core competencies include integrated strategic planning, leadership consulting, communication design and executive coaching. Christine partners with clients to drive strategic and cultural change initiatives that are integrated and character-based. Underscoring her work is an intense desire to help leaders and organizations communicate with clarity, resolve and integrity.

Regional and national clients cover a spectrum of industries including banking, real estate, healthcare, education, technology and fashion. Within healthcare, Christine has provided executive coaching, cultural redesign, leadership development, strategic planning, board retreats and shared visioning to rural and metropolitan non-profit and for-profit hospitals. Prior to her consulting practice, Christine was the executive director of the Head Injury Center of Charlotte and managed a team of 18 physicians, therapists, and healthcare providers in multiple locations.

Christine attended Occidental College as a full scholarship recipient and is a graduate of UNC Charlotte. She is certified by Duke University as a business coach, and is on the visiting faculty for the Business Coaching program at NC State University. Of note, during her college years she was Walt Disney's "Snow White" and official ambassador of the Walt Disney companies.

She is the former president of the Charlotte Chapter of the International Association of Business Communicators. She has been a featured speaker at regional and national conferences and has won a regional award for her design of corporate communication materials.