

## **The Center for Executive & Corporate Development**

**Coaching:** The process that boosts you to the next level!

**Designed for:** Executives, Professionals, Physicians and Health Care Professionals, Entrepreneurs, Managers, Creatives, Personal and Career Transitions.

### **About Dr. Jeff Spar**

- Jeffrey F. Spar is Director of Coaching Services at The Center for Executive and Corporate Development. He is a Personal/ Executive/ Business Coach, psychologist, speaker, columnist and consultant.
- 29 years experience as a successful private practitioner in psychology dealing specifically in areas of communication, relationships and work.
- Affiliate of the Pyramid Resource Group, Research Triangle Park, North Carolina. Working with senior coaches as part of a team in major corporations throughout the United States and around the world.
- Affiliate of The Physicians Leadership Group an organization designed to provide coaching services for Physicians and Health Care Professionals dealing with leadership and career alternatives with this population.
- Site Director for The Highlands Program™, Miami, Florida — a nationally offered life and career development program which formally assesses the natural abilities of individuals. Clients define an individual blueprint that guides them through a process to define work that best fits their abilities.
- Consultant to businesses and organizations in conducting job studies; objectively defining the nature of positions using benchmark criteria assessments. Assists employers in making more accurate hiring judgments. Use of 360' competency based feedback instruments to develop more effective work cultures and teams.
- Specialized training in coaching to enhance these specific skills, participated in an international coach training institute, which is recognized as the premiere educational source of its kind.
- Frequently invited speaker at professional and organizational events dealing with the issue of work, relationships and lifestyle management.

- Consultant to media in areas related to work, family and effecting balance between the two. Appeared on numerous radio, television and news broadcasts in programs dealing with these and related subjects.
- Member of International Coach Federation.
- Past President of the Florida Association of Marriage and Family Therapy.

### **What is Coaching?**

A profession that has synthesized principles from psychology, business, communication, mentoring, counseling, consultant, sports, transformation and finance.

I will help you formulate a personal definition for "success" in life.

I'll encourage you achieve greater integration of personal and professional life.

I'll provide the tools, structure and support to orient focus toward your true values and purpose.

I will definitely ask you to do more than anyone has ever asked you to do, including yourself!

### **Why does Coaching work?**

It focuses on the most important parts of you ... your needs, values, goals and vision.

It offers a confidential and objective setting. For executives, confiding in co-workers can be risky; family or friends have their own agenda and need to see you as the system defines you. Top executives are often isolated. A Coach responds solely to you and your needs. .

Coaching focuses on the present and your trajectory into the future.

Coaches are people in whom you can always confide; they'll give straight answers.

A relationship, in which you can be truthful to yourself, provides a foundation for results.

## **What do Coaches do?**

As your coach I will listen a lot to what is being said and what is not being said. I establish a collaborative partnership with you, to create solutions and develop strategies for success.

I ask laser sharp questions. I actually assume that **you** know the answers and my role is to help you bring them up to the surface. I will keep the focus on your values and goals. I will support you — both in facing obstacles in reaching your goals as well as attaining them.

## **Who works with a Coach?**

- CEO's/Executives
- Physicians and Health Care Professionals
- Professionals
- Creatives
- Corporate Managers
- Entrepreneurs
- People in Personal and Career Transitions
- Those wanting to develop Emotional Intelligence

## **What is the structure of Coaching relationship?**

- Most coaching is done via the phone, making coaching internationally accessible.
- Coaching sessions occur three times per month.
- Regularly scheduled thirty minutes sessions (can be adjusted according to clients need).
- Communication between session via e-mail and or fax.
- Client has a monthly investment in coaching, plus the expense of phone calls.

### What is the next step?

- Most people who benefit from coaching instinctively see it as a process that can help them.
- I have specific criteria for clients I am best able to coach.
- We discuss if we would be an appropriate match.
- If I'm not the right coach for you, right now, I have access to a huge coaching community and can refer you to someone who is.
- If we are a match, I send you an introductory packet with some information gathering tools, assessments and together we begin to move you to where you want to go.
- Call me, I'll be happy to answer any questions about what coaching is or isn't.