

The Spirit of a Coach



YOU WILL

Develop a coaching mindset

Embody the spirit of a coach

Learn the skills of developmental coaching

The best performing companies have leaders who are highly engaged and personally connected to their jobs and the organization. These leaders, in turn, know how to stand for and inspire a high level of engagement in those that they lead.

This sense of engagement can't be achieved through a single communication or generic statements about valuing employees. It's an ongoing process that begins with effective leaders who show up in an authentic manner, know how to set a clear path forward, and care about their employees' professional development.

Developing a coaching mindset is the metaphoric bridge between being a manager and becoming a leader.

Key Elements

- Define coaching through shared experiences.
- Clarify the mindset of a coach and how it differs from mentoring and directive styles of coaching.
- Understand our gifts as a coach.
- Practice core skills of asking questions, listening for meaning, and endorsing,
- Learn the PAEC Coaching Model through the use of theater monologues.
- Create a Personal Coaching Statement.
- Practice skills using client-based coaching opportunities.
- Familiarity with the use of Action Planning worksheets and Smart Goals.
- Discussion of assessment and coaching certification programs.
- Supervisory coaching support is offered as a post program sustainability option.

All Protagonist Programs incorporate core poise and presence skill development throughout the experience.

Pro-Coaching Model

Prepare and be Present

- Think of the person and what they need
- Show up and choose to be present
- Eliminate distractions

Attend with Care

- Focus on the person and engage
- Invest in them - listen well - show that you care
- Observe their behaviors

Endorse with Heart

- Inspire confidence
- Earn the right to coach
- Share what they are doing well

Critique with Confidence

- What do you want to see more of?
- What is most important for them to work on?
- Be specific - Be direct - Be kind

- Maximize the potential of those that you lead
- Show up with a coaching presence
- Create safe environments that encourage the best from your team members

“Rob’s style is engaging and his messages are spot on. He provides a safe space and optimal learning opportunity to increase our individual capabilities as well as enhance the relational fabric of our team. The word spread fast in our office and he has been asked to deliver another session for a colleague and her team.”

Monica Mijaleski
News Corp

“It is a pleasure to see how Rob is able to engage the groups that he works with. He combines in a smart way his performing arts background with the latest research on leadership behavior. Whenever I think of Rob and his work the following quotation appears in my mind: ‘What you wish to kindle in others must burn within yourself.’”

Peter-Paul Gross
Metro Group

“Rob is an expert coach who can teach you how to build and then share any story. Spending time with him is life-changing. He is supportive, motivating, and a total confidence builder!”

Renee Fisher
Ed.D.

Rob Salafia

Speaker, Facilitator, Executive Coach

Rob combines two decades of experience as a top leadership development executive with a well-established career in the performing arts. He has a passion for coaching leaders to develop their presence, tell compelling stories and establish authentic connections. He is the author of one book – *Leading From Your Best Self: Develop Your Executive Poise, Presence and Influence to Maximize Your Potential* (McGraw-Hill).

In his work as an executive coach, Rob finds great satisfaction in guiding leaders through transitions to more senior roles, as well as coaching senior executives and leadership teams to enhance team effectiveness and prepare for strategic presentations.

What’s unique about Rob is that for the first half of his career he was a performing artist where he traveled the globe delivering his unique, one-person variety show.

As a keynote speaker, he enjoys stepping onto the main stage at leadership conferences. Some highlights include YPO, Sony Music Entertainment, ING Bank’s Annual Leadership Conference, Wharton Business School’s Leadership Conference.

Rob is a lecturer in MIT Sloan School of Management and a member of the coaching cadres for MIT’s Sloan Fellows, AMP and EMBA Programs. As a learning partner and workshop facilitator, Rob has worked with Fortune 500 companies including, Sapient Consulting, McKinsey & Co, ING Bank, NN Group, News Corp, American Express, Sony Music Entertainment, Thought Ensemble, Metro AG, Philips International, Merrill Lynch, and Fidelity Investments.

He holds an MS in Organizational Policy from Boston University and a Graduate Certificate in Executive Coaching from William James College.



Protagonist Consulting Group is an organization dedicated to helping leaders unlock potential, enhance performance and achieve strategic business goals. We utilize a range of experiential learning techniques drawn from the fields of theater, performance, martial and meditative arts. We employ these capabilities as the foundation for creating customized learning experiences that allow participants to increase self-awareness, build skill and mastery, and make transformational shifts in their daily leadership behaviors.

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