

Marshall Goldsmith Stakeholder Centered Coaching for Guaranteed & Measurable Leadership Growth

Marshall Goldsmith works together with more than 1500 coaches across the world. All these coaches have been trained and certified in one common process: the Stakeholder Centered Coaching process.

Peter Simoons is a Marshall Goldsmith Stakeholder Centered Coaching certified coach.

This coaching program is unique as:

- It guarantees measurable results for executive leaders and the organizations they work for
- Payment is based on the leadership effectiveness growth of your leaders
- The coaching program is a real time on the job process that is highly effective and time efficient

The whole program is focused on behavioral change to enhance leadership effectiveness.



"The major challenge faced by executives today is not understanding the practice of leadership, it is practicing their understanding of leadership".

Dr. Marshall Goldsmith.

Stakeholder Centered Coaching guarantees measurable leadership growth

95% of the executives who applied Marshall Goldsmith Stakeholder Centered Coaching measurably improved their leadership effectiveness. These are the results based on a study of 11,000+ executives and mid level managers of various multinationals (a.o. GE Capital, Agilent, Intel, Dell, Johnson & Johnson) across various continents, cultures and industries.

A highly effective and time efficient process to enhance leadership effectiveness real time and on the job.

The ONE year Marshall Goldsmith Stakeholder Centered Coaching program consists of:

- **Phase 1. Introduction to Stakeholder Centered Coaching** including coachability review and commitment to leadership growth of the leader being coached.
- **Phase 2-4. Selecting leadership growth areas.** The leader selects a handful of stakeholders who take part in the 360 degree structural leadership assessment and behavioral interviews. These stakeholders will support and assess the leader's leadership growth progress throughout the program. Based on the assessments the leader chooses 1-2 key leadership behaviors to enhance his/her leadership effectiveness.
- **Phase 5. Leading Change Involving Stakeholders** – 11 monthly coaching and action planning sessions. Mastering the Stakeholder Centered Coaching process which includes Marshall's seven steps 'Involving stakeholders and Emphasizing Feedforward' process creates an on the job coaching process. Through monthly coaching sessions with the coach and interaction with stakeholders the leader creates a real time on the job leadership change process for himself and his/her subordinates at the same time.
- **Phase 6. Leadership Growth Progress Reviews.** On a quarterly basis the stakeholders assess the leadership effectiveness growth progress (in qualitative and quantitative terms).
- **Phase 7. Leader as Coach.** Equipping the leaders to continue the process on their own and coach their teams (and themselves) to grow their leadership effectiveness going forward. In the end coaching should not be viewed as a 'one time intervention' but as a 'must have leadership skill' same as e.g. empowerment, communication, decision making and execution.

Marshall Goldsmith Stakeholder Centered Coaching makes leadership growth a real time on the job process that drives lasting value for the leader and the organization.

Payment is based on Leadership Growth

Throughout the yearlong program the leadership growth is being measured after 5, 8 and 11 months. As I am convinced about the efficacy of the process and committed to supporting leadership effectiveness growth of the leader, you pay 50% of the coaching program fees after the yearlong coaching program **only if** the leader has measurably improved his/her leadership effectiveness after the end of the 12 months program. Hence I have a strong commitment in this engagement to support leaders to grow their leadership effectiveness.

Real Time & On the Job: 'Leadership is a Contact Sport'

The Marshall Goldsmith Stakeholder Centered Coaching program is a structured process that involves the leader and his/her stakeholders (boss, peers and direct reports) and integrates the coaching process into the daily activities of the leader and his/her interactions with the stakeholders at work. As a result this coaching process creates lasting leadership effectiveness growth and performance improvement on the job!

HR leaders of major corporations have experienced the benefits of the Marshall Goldsmith Stakeholder Centered Coaching program for their organizations:

"Marshall Goldsmith Stakeholder Centered Coaching helps people to refocus on what is truly important in our lives as leaders and as human beings. Ultimately it is the human spirit that drives change and growth in an organization. Marshall Goldsmith Stakeholder Centered Coaching helps us understand how we can nurture that spirit." Chuck Presbury, Director, Executive Learning and Development, Pitney Bowes

"While many experts are effective in creating awareness and interest, Marshall Goldsmith Stakeholder Centered Coaching addresses the topic personal improvement in such a way which kindles the required motivations to drive to action." Charles J. Corace, Director, Management Education & Development, Johnson & Johnson

"I have experienced that the Marshall Goldsmith Stakeholder Centered Coaching program is highly engaging and it teaches practical and actionable ways leaders can get better." Jack Stoltzfus, Ph.D., Manager of Talent Development, 3M Company

More information

This introduction provides only a brief overview of the unique Marshall Goldsmith Stakeholder Centered Coaching program. If you are interested to learn more about how this program can contribute to guaranteed and measurable leadership growth for your organization please let me know.

Kind regards,
Peter J Simoons

Inspire to Aspire

Peter Simoons is an independent executive coach who specializes in leadership, strategic alliances and team development for a collaborative business world. Peter's mission is to inspire business leaders to achieve the success they aspire: ***Inspire to Aspire.***

Simoons & Company
Voormeulenweg 73
1402 TH Bussum
The Netherlands

+31 6 1426 3593
peter@petersimoons.com
www.petersimoons.com

Ch.Comm. no: 32146771
VAT no: NL1213.86.454.B01
IBAN: NL87KNAB0731852184

Profile Peter Simoons

Executive Coach



We live in a constantly changing business world. A world characterized by an increasing variety of collaborations between organizations and supporting business models. Collaborations can be committed for the long term, but can also be flexible and agile, or even short term focused. Collaborations can be bi-lateral or can be between multiple partners. These changing dynamics in the collaborative business world require an adjusted style of leadership to succeed.

Within the context of this vision the focus of Peter Simoons is driven by the curiosity to explore what it requires for the leader of the future to succeed in this changing collaborative business world.

Peter's mission is to inspire leaders from international organizations to achieve the success in the collaborative business world they aspire: *Inspire to Aspire.*

The previous experience of Peter include decades of working in partnerships and new business development with multinational clients and partners. In his final corporate assignment, Peter was the Global Alliance Executive responsible for the global alliance between IBM and Philips.

As an entrepreneur, executive coach and alliance professional, his clients include industry leaders such as Microsoft, DSM, Reckitt Benckiser, Office Depot, Canon Océ, Philips, SAS Institute, eVision Industry Software and Fitch Solutions.

In 2013, Peter walked the Camino to Santiago de Compostela. This pilgrimage brought him a life-altering experience and many stories, which often come back as anecdotes in his daily work. Peter is the father of four young adults and lives in the Amsterdam area in the Netherlands. As an avid photographer, Peter captures many stunning views and amazing moments.

"Peter is the coach and mentor you want by your side during those "headwind" situations, when progress seems difficult, as well as "tailwind" situations when the wind is at your back and there's a need to sustain focus during fast paced growth. He has a great instinct for bridging connections and a talent for delivering strategic solutions for optimal business impact." — Janice Babia-Ramos - Global Marketing Director - Johnson and Johnson

"Peter has a down to earth (personal) coaching style, with an ability to listen and jointly seek out what really works combined with a subtle persistence to make sure I acted on my commitments." — Grant Nelson - Cloud Marketing Manager, Europe, IBM

"Peter has coached me in the development of a new direction for my business. He is an excellent coach. He asks incisive questions and sets me on to action. This has resulted in focus, speedier development of my business ideas and a direction I'm happy with and probably would not have dared take without Peter's work." — Mark Janssen - Founder at TravelUpp