



Transforming People Leaders to Develop High Performing Teams

Crothers Coaching Academy

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Extraordinary Leaders Are Developed by Design



The Crothers Coaching Academy is a comprehensive internal coaching certification program built on more than a decade of research and real-world application across industries. Designed for organizations committed to creating a strong coaching culture, the Academy equips leaders with the communication and coaching capabilities needed to elevate performance, engagement, and team effectiveness.

This customized program integrates the most critical concepts and techniques from leading coaching methodologies, translating them into practical, actionable skills leaders can use immediately. Participants learn to coach with clarity, confidence, and purpose, strengthening relationships while driving meaningful results.

The Program Focuses on Three Powerful Outcomes:

- Building stronger manager-employee relationships
- Improving employee engagement and performance
- Developing high-functioning, accountable teams

Who Benefits the Most:

- Leaders who want to lead through development, using coaching to grow and empower employees
- High-potential managers identified for next-level leadership development
- Supervisors and people managers responsible for performance, engagement, and day-to-day leadership
- Teams navigating leadership transitions or culture shifts who need consistency, clarity, and stronger coaching capability



Developing Leaders Who Make a Difference

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Organizations with a strong coaching culture report revenue 13% above industry peers.

The International Coach Federation

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Program Format



The Crothers Coaching Academy uses a blended learning model that emphasizes real-world application and measurable impact. Programs are fully customized, no two organizations receive the same experience.



Assessment & Discovery

We begin by gathering qualitative and quantitative data through assessments and targeted interviews to tailor the program to your organization's specific needs, challenges, and goals.



Bonus Value: Each participant receives access to over \$700 in professional assessments, including DISC, 16 Types, Enneagram, VIA Strengths, Daily Coaching Insights



Coaching Essentials Kickoff

The program launches with a high-impact session, customized to your organization. This foundational experience enables participants leave with a clear understanding of what it means to lead as a coach.



Advanced Coaching Techniques

Participants engage in 11 in person, 60-minute interactive skill-building sessions, delivered virtually every other week. Each session includes practical tools, structured coaching practice, and applied learning between sessions.

Session 1: Foundations of Coaching

- What it Covers:** Learn the difference between coaching, mentoring, consulting, and counseling. Understand different types of coaching techniques.

Session 2: Contexts For Coaching: Listening & Intuition

- What it Covers:** Understand the role and application of listening. Learn how to tap into your intuition during coaching conversations.

Session 3: Contexts for Coaching: Curiosity

- What it Covers:** Explore different techniques around designing powerful questions using listening and intuition.

Program Format (Continued)



Session 4: Contexts for Coaching: Forward & Deepen

- **What it Covers:** Bring awareness to action. Learn how to apply the SMART Goal method. Understand how to follow up and manage progress.

Session 5: Contexts for Coaching: Self-Management

- **What it Covers:** Identify triggers that could derail a coaching conversation. Understand boundaries, taking accountability, and when to ask permission.

Session 6: Overview of Situational Coaching Technique

- **What it Covers:** Applying coaching skills around performance, critical feedback, and role play specific issues.

Session 7: Peer & Team Coaching

- **What it Covers:** Understand the importance of peer coaching relationships, how to empower yourself with peer and team coaching.

Session 8: Coaching & Conflict

- **What it Covers:** Identify different approaches to planned and unplanned conflict. Discuss the positive use of conflict. Understand your conflict style and design a conflict plan.

Sessions 9-11: Coaching Practicum with an Internal Team Member

- **What it Covers:** Conduct a series of planned coaching sessions with a member of your team. Design coaching conversations and clear tracking. Evaluate the effectiveness of your coaching technique. Recognize areas of growth around coaching.

Bonus Session for Coachees Selected for Practicum

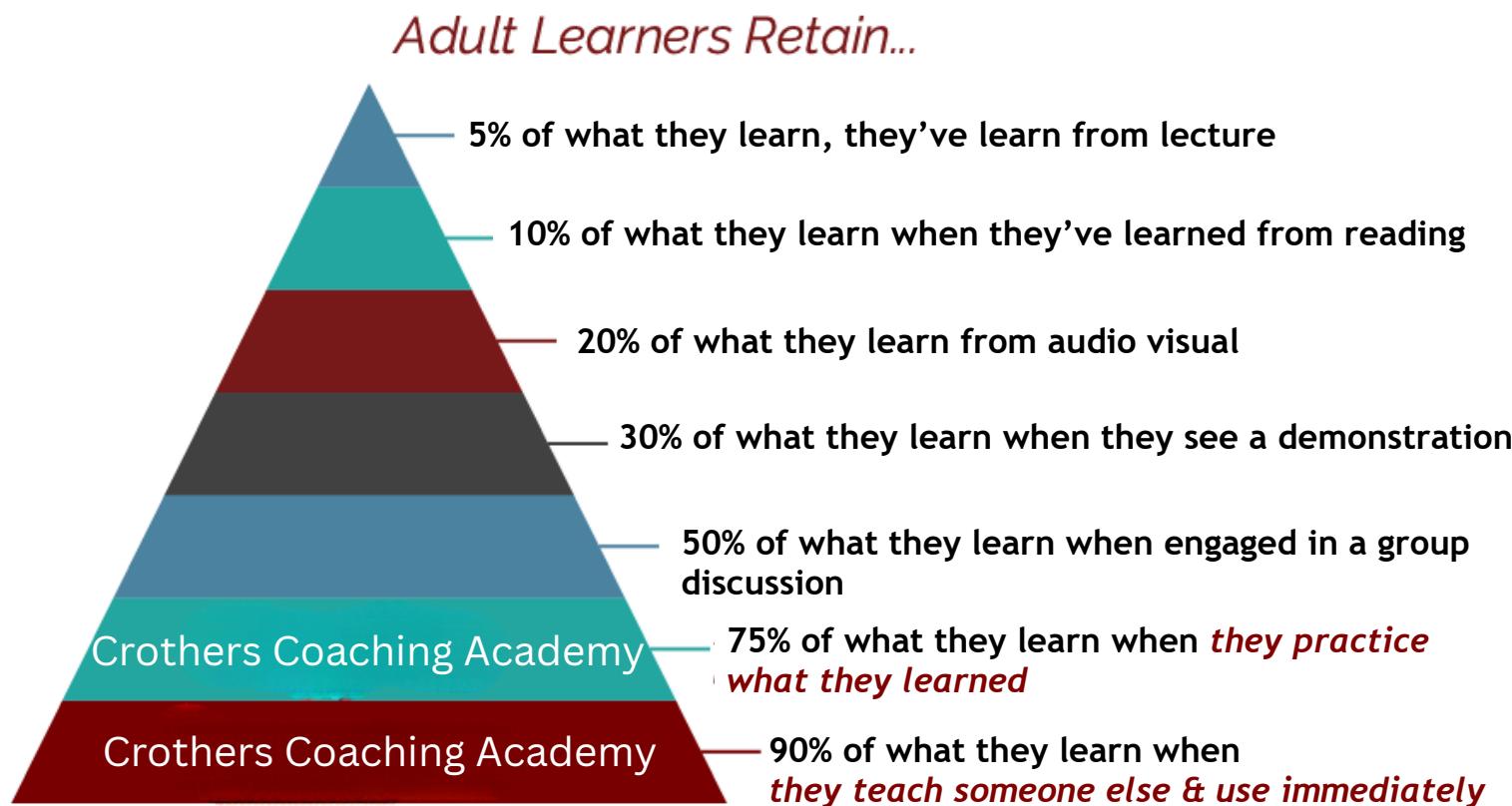
- **What it Covers:** Learn about the practicum and their role in the process. Gain a deeper understanding of assessment tools and how to personally apply them.

Optional Add-On: Ongoing organizational and leadership support through executive coaching, customized to reinforce and sustain a coaching culture.

Certification & Ongoing Support: Participants who complete the six-month program earn a Coaching Certification.

The Microlearning Approach

The program design is based on the premise that leaders are BUSY. Spending 2-3 days in a workshop can be interesting, but not always useful. By delivering shorter impactful skill training in the flow of work, The Coaching Academy helps leaders practice and use the skills they are learning immediately.



To further the microlearning approach, Coaching Academy includes access to Cloverleaf, our automated coaching platform which leverages assessment data to provide daily 1-2 minute automated coaching interactions to sustain learning between sessions.

TODAY'S SELF TIP

Jaime

Planning a project and hit a snag? Your instinct to lighten the mood with humor can keep morale high. As you make your team laugh, also point out the learning opportunity in the obstacle. That way, you're using humor as both a relief and a teaching tool.

Save Share Reflect

"Organizations that have embraced microlearning witnessed a remarkable 130% increase in both employee engagement and productivity when incorporated into their development strategy." (SHRM)

Why Crothers

With over 15 years of experience developing leaders across industries, Crothers Consulting is a trusted partner to middle-market and growth-oriented organizations. Our coaches are ICF certified with backgrounds as seasoned business and HR leaders that understand both the human and operational sides of leadership.

- Proven track record across all industries
- Deep understanding of people strategy, culture, and succession
- Personalized, confidential coaching rooted in real-world business challenges
- Flexible engagements for individual executives or leadership cohorts

To learn more about how Crothers Consulting can help you achieve your people needs, please visit [HR Specialty Consulting Services](#), [Leadership Development](#), and [Coaching](#).

Testimonial

“With effective coaching we empower the employee. They become more productive and engaged. Happy employees means we retain employees”

Testimonial

“The role that I have taken in the entire process is trying to be a leader! I believed in this program from the day we started and I have tried to take the role of showing others that just because I am a senior leader doesn’t give me a “pass” from learning.”

Ready to Invest in Coaching That Drives Results?

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