

# Coaching for Community Transformation

Build a powerful and positive foundation for your community



 **Leadership**  
that **Works**

# Unlock potential

## in people and communities

*Coaching for Community Transformation was born out of Leadership that Works' long-time commitment to social justice and a desire to make the benefits of coaching accessible to as many people as possible. Our mission is to be a powerful, heart-centered resource so all people can envision and contribute to the creation of more equitable and just communities.*

### Engaging People, Not Problems

Coaching for Community Transformation (CCT) puts coaching skills into the hands of community members and direct service providers to help shift the way you communicate and partner with people you serve or engage. Adding these skills to your existing knowledge and expertise supports a shift from focusing on problems to empowering you to define and achieve community goals.

The CCT framework is a catalyst for a creative and enthusiastic approach to collaboratively solve challenges. Your community can learn to clearly define and communicate what it wants, take responsibility for its success, and develop action plans that it is motivated to implement.

### Sustainable, Empowering Change

Coaching offers concrete skills to shift your mindset toward working positively with diverse groups of people and difficult situations. Applying a coaching mindset in your community will:

- Cultivate creative solutions to tough community challenges.
- Equip community leaders to implement change more rapidly, collaboratively and effectively.
- Foster community and civic leadership by people at all levels in the community.
- Engage culturally diverse community members.
- Infuse a coaching culture of deep connection and collaboration into people's daily conversations and relationships.

### Transformative Impact

Imagine a community where—as coaching takes root and blossoms—self-determination, community engagement, collaboration and a focus on possibilities are the norm. We are seeing the following changes with people who are learning and applying coaching skills in their communities:

- Engaging in civic life, using their leadership ability for the good of all.
- Defining action plans and goals, with accountability to ensure success.
- Facilitating more effective conversations in their organizations and community from the client level to the board level, as well as in cross-agency collaborations and day-to-day conversations.
- Leading the visioning, planning and implementation of coaching in their communities.
- Cultivating cross-cultural awareness, connection and engagement.

### Customized for your Community

Your community has its own answers and wisdom. We partner with you to discover the most important applications for coaching in your unique situation.

Typically a wide-range of community members and groups participate in CCT training. The training benefits non-profit stakeholders (board members, staff, clients, constituents or members), government agency personnel, spiritual and faith-based leaders, consultants, educators, community organizers, service providers, community residents, and volunteers at all levels.

CCT trainees come from organizations working on community and economic development, affordable housing, financial asset building, workforce development, early childhood and youth development, as well as human service agencies, social justice organizations, immigrant, migrant and refugee-serving organizations, school districts and community initiatives.

### Supporting education

Coaching for Community Transformation builds trust and creates a collaborative educational culture at all levels, resulting in stronger student outcomes.

*Coordinators and tutors at The Oaxaca Learning Center in Oaxaca, Mexico use coaching to bring out the creativity and resourcefulness of their students.*



# Create programs

## to meet your unique needs

*All programs include coaching demonstrations, teaching examples, cultural competency and skills application.*

### Taste of CCT

This short program is a great place to start. Choose from a 2-hour program or a 1-day workshop in which you will:

- Experience a coaching demonstration.
- Experiment with the skillset and mindset of coaching.
- Learn and practice basic coaching skills that can be used immediately.

### CCT Introductory Course

If you're ready to adopt a coaching mindset in your organization or community, the CCT Introductory Course builds a foundational skillset and mindset of coaching. The training includes two modules, delivered 3-5 months apart. Participants leave the training with a broad set of skills and the confidence to use them immediately in a variety of ways in their work and community.

**Module 1:** An initial 3-day training provides tools and practice to prepare participants for incorporating coaching skills into their work.

**Module 2:** A 2-day follow-up training reinforces the foundational skills, plus adds more advanced skills. During this module, participants explore how applying coaching

skills can enhance the mission of the organization and the community work.

### Developing leaders

Coaching for Community Transformation provides a unique and valued skillset for community leaders. Adopting a coaching mindset builds confidence and leads to powerful, effective conversations with accountability and results.



### Supplementary Training Options

Enhance the success of the CCT Introductory Course by choosing from additional options:

**Individual Coaching** gives participants an opportunity to experience coaching as a client with real issues. This is an integral part of learning to use coaching skills effectively, and also gives valuable professional development by providing laser coaching for each participant's unique needs. Students report the individual sessions are the strongest support for implementing their coaching skills day-to-day.

**Peer Learning Circles** anchor the coaching skills and troubleshoot how the skills are applied in real situations with clients. These 60-90 minute teleclasses provide an environment in which to share challenges, successes, tips and best practices.

**Teleclasses** reinforce the coaching training investment through skill-building and practice. Each 90-minute call focuses on a specific skill, resulting in quicker and more effective integration of the skills.

**Peer Coaching Circles** are facilitated by a Coach Trainer and provide an environment where participants can provide peer coaching to one another. Participants practice skills and get specific feedback from the Coach Trainer to enhance how they coach. Participants also receive coaching on real issues. Peer Coaching Circles provide a way to sustain 1:1 coaching for all staff and others long-term without needing funds for professional coaching.

A **Learning Community** provides an environment where participants come together post-training to practice coaching skills with one another, share how they have been using coaching skills, and discuss how to apply coaching skills in more ways to enhance the work of the participants.

“When I went through [a] diversity training, I came out excited about the possibility, but had no idea what to actually do to put it into practice. Once I had coaching training, I learned to be curious about others, and learned how to have difficult conversations and self-manage my own blind spots. Coaching needs to go hand-in-hand with other leadership training.” —  
CCT Participant, Battle Creek, Michigan USA

# Deepen connections

## with an investment in your community

*The horizon for CCT-inspired community coaching has endless possibilities as your community imagines and explores how coaching skills can support the change you wish to create. Possibilities are limited only by the creativity and resourcefulness of inspired community members.*

### Coaching for Community Transformation Certification Training

This training is ideal for communities who choose to invest in having their own community members trained as Certified Community Coaches.



The 9-month Community Coach Certification training includes:

- 50+ training hours
- One-on-one mentoring with a trained mentor coach
- Practice coaching (including a community application requirement)
- Peer coaching
- Oral competency assessment

Certified Community Coaches use coaching skills to strengthen their communities and the leaders in the community, and help define how coaching can best serve the community going forward. This training equips graduates to sustain the coaching efforts in the community, increasing return on investment.

### Ongoing Support

After completing a CCT Introductory Course or the CCT Certification Training, trainees are invited to join the CCT Learning Community as well as free Share the Learning teleclasses. Share the Learning teleclasses are designed to give materials, support and practice so CCT participants can share coaching skills with others in the organization.

“Coaching respects the resourcefulness of ALL and provides the support needed for people and groups to move forward.” —*Kathy Grosso, CPC, Certified Community Coach, Battle Creek, Michigan USA*

### How Coaching Supports People in Communities

#### Leadership Development Initiatives

Coaching support for leaders who feel isolated and unsupported, as well as grassroots leaders who are not in traditional positions of power.

#### Issues-Based Work

Coaching and coaching skills training to support targeted community issues such as immigration reform, early childhood education, teenage pregnancy, and implementation of ongoing racial equity and cultural awareness work in communities. This is further expanded to support work with homelessness, prison reentry, reduction in recidivism and alternatives to incarceration.

#### Coaching Skills Integration in Schools

Coaching and coaching skills training for teachers and administrators to support collaboration, engagement (students, teachers, parents/guardians), shifts in the ways of viewing each other, and discovering creative and innovative solutions to energy-draining problems.

#### Replicable Coach Training Models

Joint effort with community partners to develop replicable coach training models as a support for other communities interested in implementing similar strategies.



### Strengthening families

Trained family coaches empower parents to support their child's safety, health and success from the start.

*Early Childhood Connections family coaches Dana McNutt (left) and Israel Flores (right) present a Welcome Baby Basket in Battle Creek, Michigan USA.*

# *Spark transformation* in your organization or community



*Start a conversation today and explore how Coaching for Community Transformation will impact your organization or community. You'll quickly discover that coaching could be the key you've been searching for.*



Call Virginia Kellogg at 570-265-8100 or  
visit [www.LeadershipthatWorks.com/CCT](http://www.LeadershipthatWorks.com/CCT)