

INNOVATIVE GROWTH COACHING

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The Self-Coached Company™ Playbook

Self-coaching fosters employees doing the right things at the right times in the right ways.

Introduction

We are about to embark on an exceptional journey. It involves optimizing growth strategy, team cohesion and timeless execution principles for a better company. *The Self-Coached Company™ Ecosystem* ensures unwavering leadership, enhanced management impact and inspired team execution of a company's *Growth Operating System*. These achievements in turn ensure predictable, sustainable company growth breakthroughs in various ways. This growth is holistic, meaning that it happens individually, cohesively and for the greater good of the business. It is common knowledge that most everyone has the desire to keep learning, to keep getting better. It is natural. Life-long learning is how we remain interesting and relevant in a world of ever-increasing speed and complexity. If we are not growing in our craft and expertise, we cannot create value for ourselves and the company. When we are growing personally, our teams also get cohesively better. When we are continuously learning and expanding value, teams and the company reach new levels of success. Everyone wants to be part of a winning team. The Self-Coached Company™ Ecosystem is the best pathway to help everyone do that.

WELCOME to *The Self-Coached Company Playbook©*. This is an execution game plan for The Self-Coached Company Ecosystem to meet the rapidly changing demands of most Closely Held Companies (CHC). Continually strengthening our skills and advancing our capabilities is how steady growth is sustained. Importantly, like a foot and a shoe, this must apply at both the individual and the company levels. *The Self-Coached Company Playbook*, properly applied, activates more resilient leadership, management, and team execution mindsets in every corner of the business. Here is how *The Self-Coached Company Playbook (The Playbook)* is coached and self-coached:

- **Writing Convention** - we unfortunately allow less and less time to read and learn today. We all live in what can be referred to as the daily "tyranny of the urgent." To meet this challenge head-on, *The Self-Coached Company Playbook* provides a writing convention that is direct, precise, and memorable.

The Playbook uses *maroon italics* and then just italics in each Chapter when a new learning concept is introduced. When the concept is referred to in a subsequent chapter, it is presented without maroon or regular italics, but with initial capital letters, for example The Self-Coached Company Playbook. *The Playbook* uses *purple italics* to introduce *growth execution principles* such as *The Critical 5 Questions*. We retain the use of the *purple italics* throughout since *The Playbook* is an intentional growth execution

coaching program. This format provides continued team member reinforcement to accelerate self-coached learning.

In each Chapter's reading, you will note the consistent use of *The Critical 5 Questions* format. Learning lessons focused on the specific order of *WHAT, WHY, HOW, WHO, and WHEN* is critical thinking muscle building at its best. This specific, intuitive, sensible order works both the right and left sides of the brain at just the right times. Management and teams learn faster with this cadence. Moreover, we find this better enables assertive self-coaching mindsets that have many applications in business and life. This unique writing and learning convention is at the core of *The Playbook*.



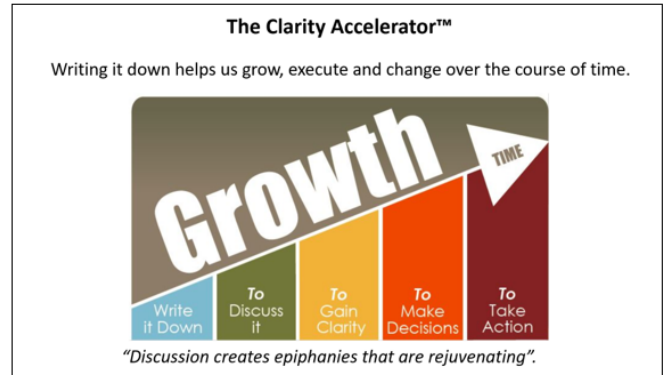
- **Coaching Platform** – *The Playbook* is a "coach the coaches" program in growth, talent optimization and execution principles. These are foundational to successfully sustain growth strategy execution and operating efficiency. Leaders and managers build new and better coaching skills needed to effectively address the dramatic shifts underway and that lie ahead.
- **Self-Coaching Reinforcement** – once the coaching program rolls out, a self-coaching environment emerges in the company for ongoing practice, practical application, and skill development individually and within teams. Whether remote, in-place or a combination, self-coaching fosters employees doing the right things at the right times in the right ways.
- **Critical Thinking Expansion** – unavoidably, as noted above we all live in the "tyranny of the urgent." Demand for our time is exceeding its supply. The speed of things is relentless and unmanageable. This results in an erosion of critical thinking skills and growth mindsets, which are vital to maintain as we are challenged by the

speed of things. *The Playbook* takes direct aim at critical thinking learning to lift it to new heights at a time when it is needed most.

- **Insight Briefs** – each Chapter in *The Playbook* has one or two *Insight Briefs* that explain each of the **10 Key Essentials** to efficiently execute *The Self-Coached Company Ecosystem*. These are tutorials that are intentionally “brief and insightful.” They can be quickly understood. They are reliable. The *Insight Briefs* are used to coach and self-coach better growth execution and talent optimization principles within each *Key Essential*. It is worth repeating, to accelerate learning, each *Insight Brief* asks and answers *The Critical 5 Questions* relating to what we must know, share, and do for *The Self-Coached Company Ecosystem’s* growth and expansion. Within each chapter these *Insight Briefs* always apply a “results focused lens” to ensure time, resources and money are properly employed as follows:

- **WHAT** is the chapter’s Key Essential of *The Self-Coached Company Ecosystem*?
- **WHY** is the respective ecosystem step essential & valuable?
- **HOW** is the Key Essential implemented?
- **WHO** needs to be involved in this Key Essential?
- **WHEN** does the Key Essential need to be activated and/or refreshed?

- **Critical Thinking Tools** - are also provided in each chapter to define, measure, and execute on the *Key Essential* and *Insight Brief*. The *Critical Thinking Tools* that are provided accelerate vision to thoughts to action as described in *The Clarity Accelerator* below. They coach and self-coach what is needed to get the ecosystem work done correctly, valuably and easily. As we all learned throughout our schooling, critical thinking is substantially enhanced when we write things down. If any one of the steps that precede the “To Take Action” step are missed, rest assured it is highly unlikely the intended action or project will execute well or at all.



“The Playbook self-coaches better work done more easily.”

Let’s get started!

