

Wake Forest University School of Business CENTER FOR LEADERSHIP AND CHARACTER



Community Business Leader Performance **COACHING** Program

Wake Forest School of Business community business leader coaching program provides a unique opportunity for industry professionals to enrich students' development as both team members and business leaders. Our academic programs use our proprietary 360 Team Member Assessment (TMA) to provide students feedback on individual performance in a team setting.

Coaches facilitate and support team-level reflection and the creation of a development plan on the TMA feedback process as part of this phenomenal professional development opportunity.

Coaching Benefits

Develop your team coaching skills

Train mid-level leaders from your company in effective team coaching

Identify possible candidates for hiring

Shape future business leaders

Coaching Commitment

Invest three hours to complete formal team performance coaching training

Serve once or twice a semester as a team performance coach for a one hour session

Engage in mentor relationships as you prefer



Coaching Process

A performance coaching session includes:

- Setting the conditions for success
- Establishing positive rapport
- Facilitating the performance reflection process
- Ensuring teams identify & commit to improvement goals
- Supporting teams in creating an action plan
- Reaffirming principles of development
- Reviewing agreements and next steps



"Our coach helped us relate our performance to real world situations."

~ Master of Arts in Management Alum, '16

COACHING Train-the-Trainer



- 30 min. Pre-Read: Basics of Coaching
(ground rules, active listening, development plans)
- 30 min. Overview of TMA Assessment,
category definitions, feedback report
- 30 min. Best Practices for Coaching Sessions
(purpose, team values, assertive communication)
- 1 .5 hr. Coaching Role Play Scenarios

Currently accepting new coaches!

For more information contact rublekd@wfu.edu (336) 758-4855

The Community Business Leader Performance Coaching Program brings together resources from across the School of Business:

**Market Readiness & Employment
Center for Leadership & Character
Academic Programs
Alumni Relations & Development**

Our network of practitioner-scholars possess expertise in building and leading high performing organizations.

**Enrich student
experience and
enhance your
business through
training your
managers as mentors
and coaches.**