



eLEADERSHIP
ACADEMY™



eCOACH



EMPOWER, ENGAGE, INSPIRE

**8-Week Program,
4 Hours per Week**

eLeadershipAcademy.com

Empower, engage, inspire.

Coaching focuses on solutions, fosters accountability, inspires action, and builds confidence in others by holding them capable. Participants learn how to shift from problem-solver to facilitator-of-problem-solving, with effective models for coaching and difficult conversations. eCOACH participants receive one-on-one mentor coaching and faculty feedback.

Leadership lives on a continuum.

Most leaders are comfortable with the processes of managing and mentoring. But at the other end of the continuum is the least utilized and most effective approach for 21st-century leadership growth. The coach approach puts a focus on asking questions to facilitate problem solving, rather than doing the problem solving through managing or mentoring. Sometimes it's best to manage, but other times it's ideal to coach. Participants learn how to tell the difference and are given tools and frameworks for each in order to hold others capable and accountable.

Coaching takes practice.

This unique, cohort-based learning experience combines experiential and social learning techniques to ensure that participants learn how to coach, as opposed to just learning about coaching. Shifting leadership behaviour from telling to asking can't be learned from reading a set of instructions; it must be practiced in order to build new habits. Participants are brought together in triads (groups of three) to practice for the second half of the program where they give and accept feedback on coaching, and receive one-on-one guidance from an accomplished mentor coach.

	MANAGER	MENTOR	COACH
WHAT THEY DO	TELL	GUIDE	ASK
WHAT IT ACHIEVES	Solves the problem	Offers insight	Facilitates problem solving



**FOR LEADERS OF
ALL LEVELS**



**FLEXIBLE,
ONLINE LEARNING**



**GOOD FOR GROUPS
OR INDIVIDUALS**

Our approach is brain-friendly.

eLeadership Academy programs combine theory, practice, social learning, and insights from cognitive science to ensure that the learning sticks. Featuring convenient online content with assessments, interactive webinars, cohort learning, networking, and expert faculty guidance, participants experience significant personal and professional growth.



What will be learned?

PART 1 (Theory - 4 Weeks)

WEEK 1:

Intro to Coaching: Ask vs. Tell

WEEK 2:

Using a Coaching Model

WEEK 3:

When to Coach and When to Manage

WEEK 4:

Coaching and the Brain

PART 2 (Practice - 4 Weeks)

Workplace Practice, Triad Practice, Mentor Coaching with a Certified Executive Coach, and Development of a Coaching Action Plan (CAP)

Coaching Action Plan

Every participant who completes the eCOACH program finishes with a Coaching Action Plan (CAP) to support their continued growth. The CAP can become part of the participant's own personal growth plan and coaching within their organization.

Support continued leadership growth.

Who should enroll?

Past participants have held positions from front-line supervisor all the way to CEO. The program offers significant value for anyone looking to advance their coaching skills, and it's open to groups and individuals.



Certification and Credit

- Certificate of Completion
- eCOACH Digital Certification Badge
- Credit toward a Certificate in Applied Leadership



Learning Sustainment

The best coaches understand that the more they practice, the better their coaching becomes. In order to maintain and build upon the skills learned during eCOACH, graduates can register for Coach Approach Tips and Live Webinars (4 times per year) where they will continue to learn, engage with other coaches, practice, build confidence, and deepen their understanding of the coach approach. eCOACH graduates can also schedule additional one-on-one mentor coaching sessions to support continued development.

A comprehensive system for leadership development.

The Certificate Program provides organizations with a blueprint for building leadership growth. An integral part of HR strategy for organizations, and a smart move for career-conscious professionals, the Certificate Program is a turnkey system to ensure that leaders have all of the tools and support they need.

ExecREADY

For leaders who are ready to advance to the executive level, we also offer ExecREADY, an executive development and succession planning option provided outside of the Leadership Series.



Leaders love eLeadership Academy

Our proven, cost-effective programs are ideal for geographically dispersed teams, groups and individuals. We're proud of the fact that 100% of participants would recommend eLeadership Academy to others.

About eLeadership Academy

ONLINE LEADERSHIP TRAINING, REAL LIFE RESULTS

The eLeadership Academy offers brain-based, human-centric courses to strengthen leadership, coaching, management, and overall resilience for leaders of all levels. Thanks to our proven system, our programs have exceptional completion and returning student rates.

“After many years of classroom learning, I finally decided to take an online course. I am thrilled to say I enjoyed every minute of it and feel more confident as a leader!”

– *Michelle Burrows, Branch Manager*

“I questioned whether an online course would fit the bill when it came to learning about leading. The integration of webinars, discussion and relevant videos made me feel like I was in a group setting. Well done!”

– *Tammy Vanbeselaere, Regional Manager*

“I enjoyed every module! I think we were able to pack in an enormous amount of learning within a manageable time commitment.”

– *Karla Graff, Member Solutions Centre Supervisor*