DAC Corporate Coaching Model

ISBN-10: 1493559613

Once early in the morning, after waking up from the bed, I have certainly started realizing corporate coaching with a new dimension; that was my 'wake-up call'! Since then, I have started reading my mind based on my 15-years of corporate knowledge, practice and learning; and eventually put them down in writing. As a result, now I would like to share this piece with you all; hopefully, it will buzz you for a new wake-up call indeed.

I am sure, you will get a different taste from this session as I have followed completely different mode of writing.

So, therefore, Look & Learn with a Charm!

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Corporate Coaching does focus into two parts:

- **Self-growth**

  Let me prepare myself with a certain basic standard benchmark prior dealing with others so that I can control with a well-grip!

- **Sharing-growth**

  As I have gone through self-growth phases successfully and acquired 4-vital skills, now, let me deal with others and with the process of working, I will keep on bucket-up one after another feather to establish a strong-skill-shield.

The objective of this model, which is illustrated in Figure 1, is to enable an executive or top or middle management employee to become a - "Self-sufficient, smoothly-driven, situation-tackler among many to carry the legacy of success with productivity and efficiency aligned with ultimate corporate excellence!"

<u>DAC Model's specialty:</u>

The specialty of this model is that it is about completeness, it is the paved transformation for an executive to become a Hero [Leader] from Zero [None, in leadership context].

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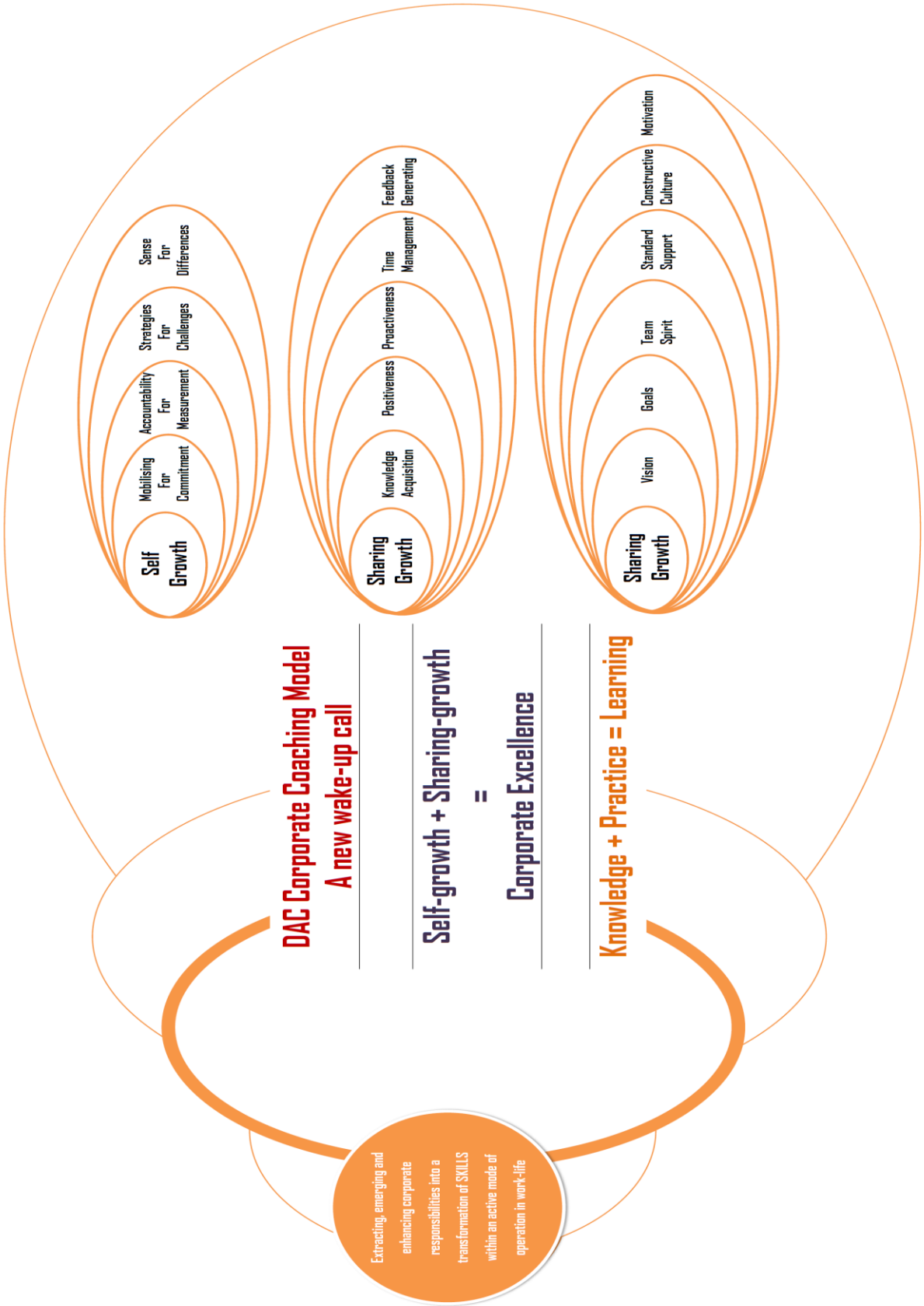
Figure 1: DAC Corporate Coaching Model



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Knowledge Gaining + **Constant Practice**

Learning

SELF GROWTH

For **MASS**

M = Mobilising for Commitment
A = Accountability for Measurement
S = Strategies for Challenges
S = Sense for Differences

SHARING GROWTH

- **Distributing Leadership** [*Team Building*]
- **Leadership vs. Management** [*Knowing the Difference*]
- **Time Management** [*Setting the time-line for discipline and measurement*]
- **Specifying Effort for Certain Outcome** [*Establishing benchmark*]
- **Ultimate Vision** [*Present → (sense of direction) → Future*]
- **Positive Change through EHE** [*Energy, Hopefulness & Enthusiasm*]
- **Constructive Culture** [*Listening → Commenting → Listening → Accepting*]
- **Motivation** [*Applying the influential and encouraging tools*]
- **Pro-activeness** [*Enabling the skill of forecast*]
- **Goals Setting** [*Fixing the target*]
- **Feedback Generating** [*Analysing and Reviewing for further*]

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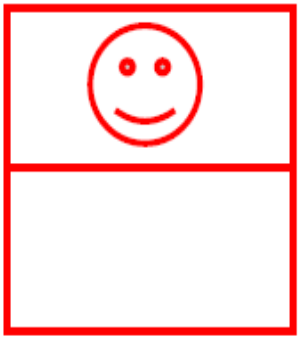
DAC Corporate Coaching Model's impact

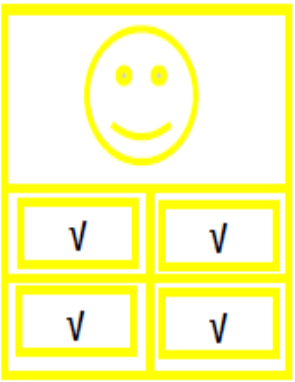
Before Coaching Programme



The individual is having imbalance proportionate structure of dealing responsibilities;
as a result, not at peak with his productivity or efficiency!

While Coaching Programme

After Self-Growth phase



Along with 4-skills, now the individual can depend himself with perfect self-control and variations!

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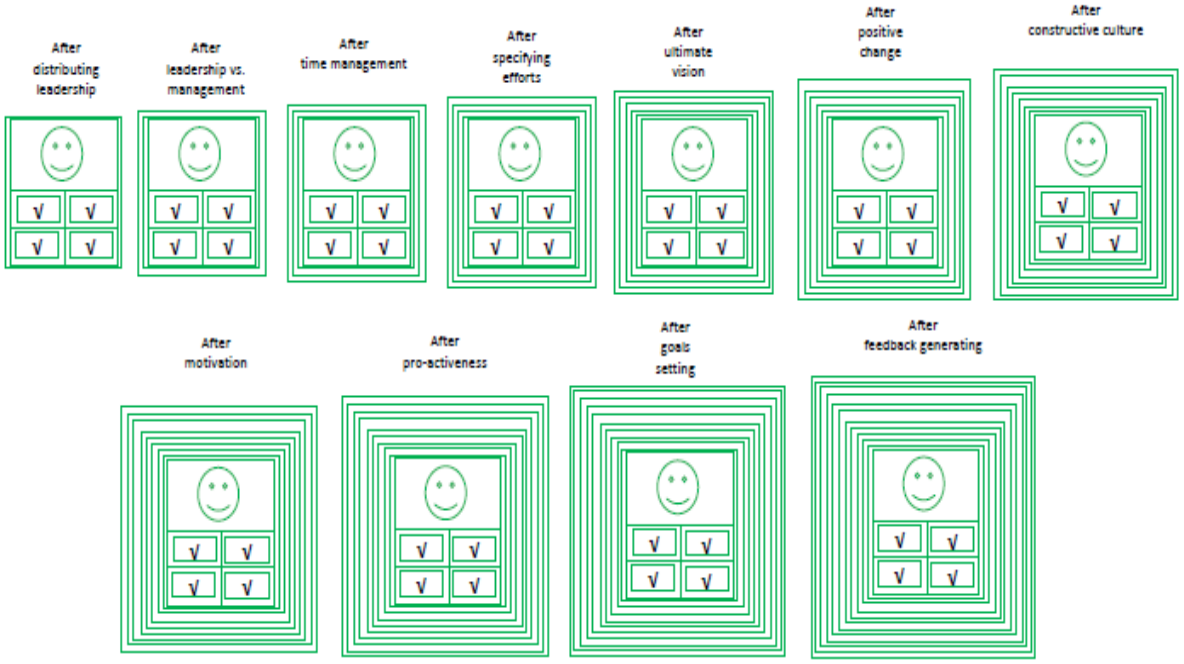
During Sharing-Growth phase



After achieving each and every New SHIELD with completion of individual sub-phase, in the end, now, the same individual is confidently capable to deal with real MASS as he is having enough to PROTECT himself or facing any CHALLENGES!!!

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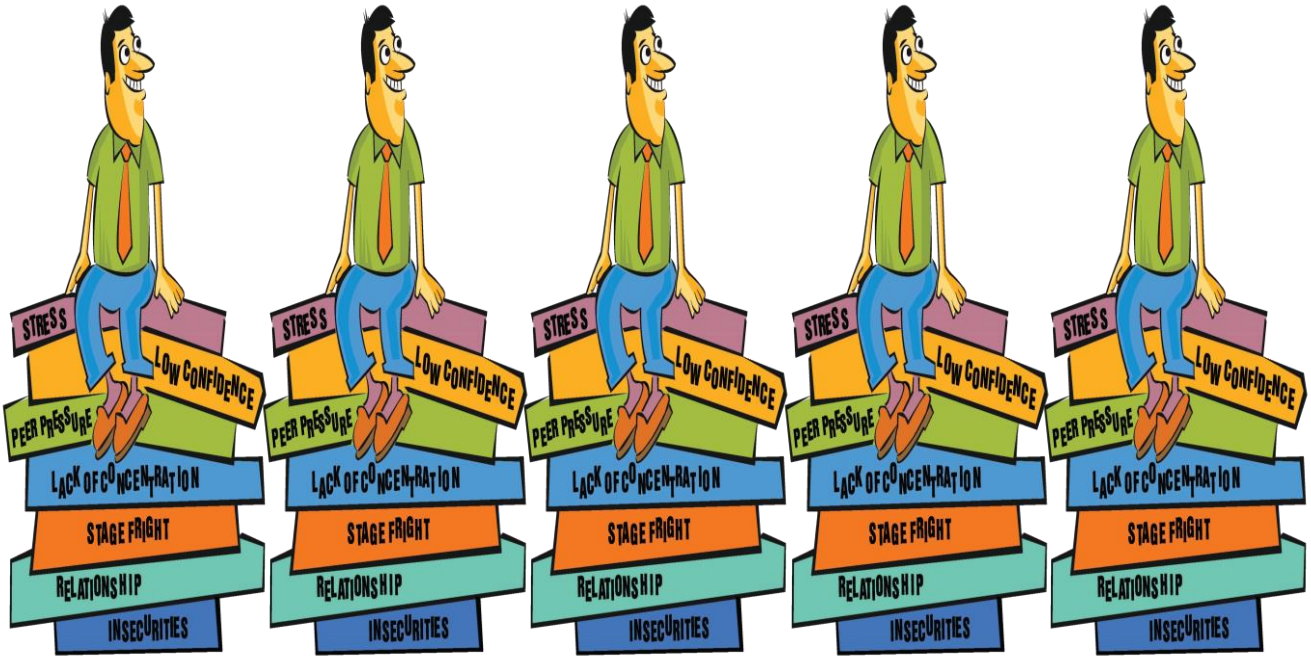
SELF-GROWTH

There is no-one who can pull us out from the tough challenges but it is we who needs to step in for any act of recovery; we may take others help in order to wake us up, but, eventually, it is we who need to wake up!



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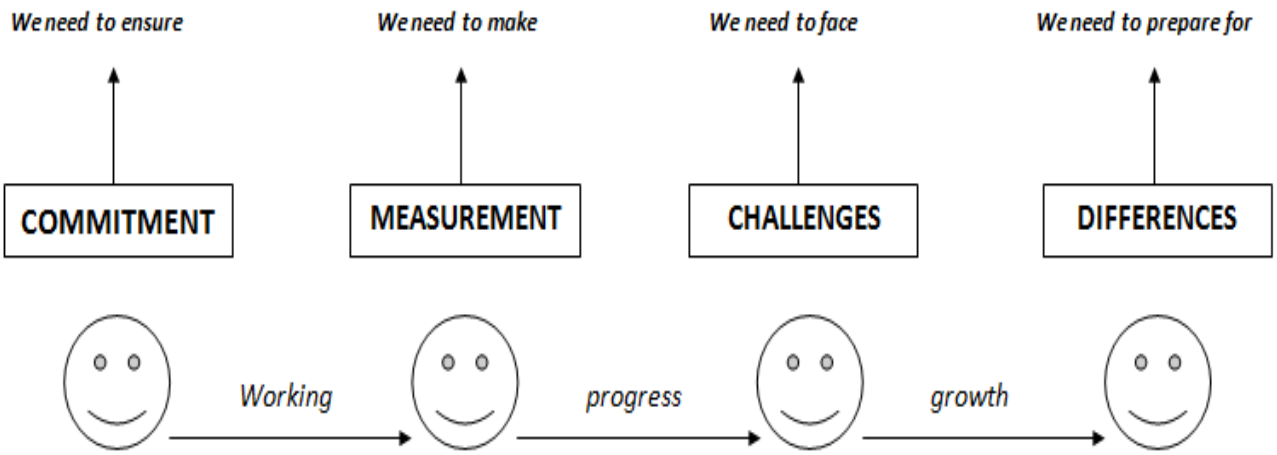
SELF-GROWTH *Buzz!*



Above diagram shows the general dimension of a corporate culture which any leader needs to accustom and grow with to make himself ready in future for any prospective leading role/ responsibility among others/ mass.

Therefore, by accepting these 4-responsibility and acquiring skills, one can prepare himself prior involving with mass.

SELF-GROWTH *Motto !*

I need _____ SKILL

so that I can prepare myself

as an advanced-one

while dealing others

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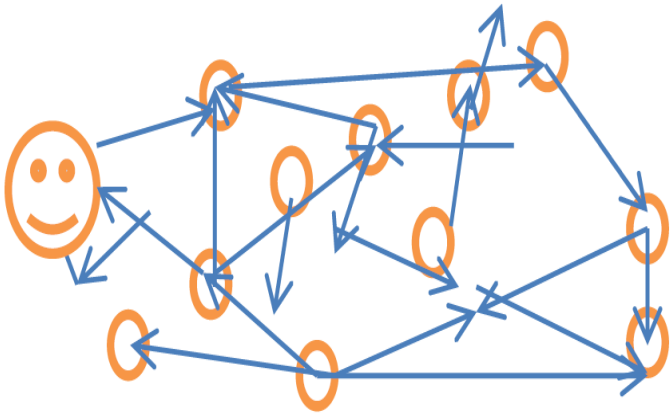
Mobilising for Commitment

Mobilising for commitment is the first skill that a prospective leader needs to achieve as a part of his self-growth mode of enhancement. In this case, let us see, how it does work:

Mobilising ---------- moving



Who is moving?	- Leader
To who is he moving?	- Subordinates/ members
For what is he moving to them?	- Ensuring commitment
Why is this so important?	- Let us **ALL** grow!

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Accountability for Measurement

Accountability for Measurement

↓ ↓

Transparency Assessment/ Evaluation

↓ ↓

Who needs it? [I, myself] Who needs to assess and being assessed?

How to gain this skill? [Knowledge] How to gain this skill? [Knowledge]

Why is it important for me to know first? [if I am not Accountable how to make others to do so?]

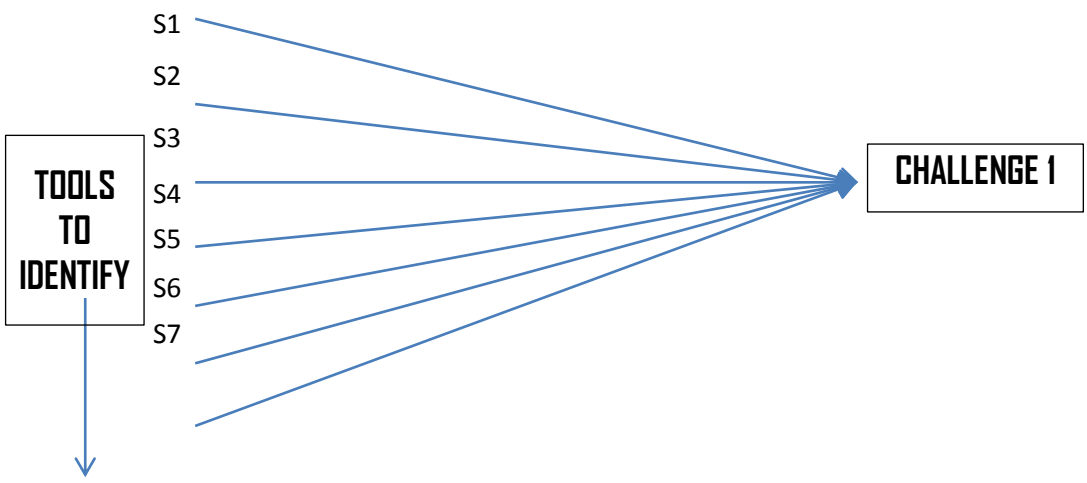
Why is it important for me to know first? [if I am not familiar with or agreed upon any assessment/ evaluation, how will I let others to believe and implement this?

Strategies for Challenges

Strategies for Challenges

↓ ↓

Ways obstacles



Now the question is how to gain the skill of tools selection and usage? [Knowledge]
Why is this for me needed? [Otherwise, will be depending on others (who reveal ways); will I be simply accepting the fact of having this skill by others?

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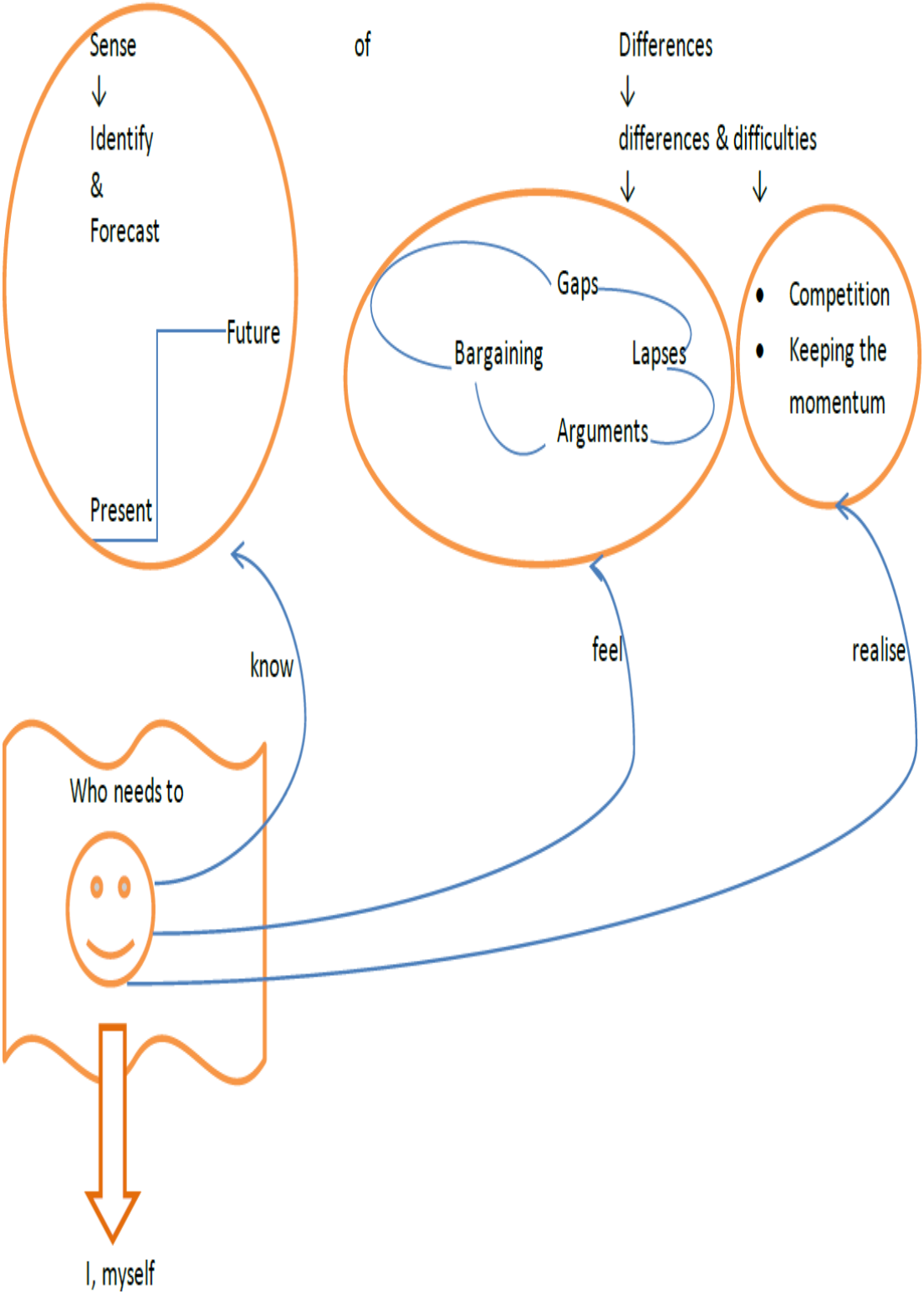
Sense of differences



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SHARING GROWTH

In the corporate world, we need to abolish the term 'I' and replace it with 'we'; after all, nothing can be achieved individually here; this is always the outcome of everyone's participation and contribution, whether directly or indirectly. Therefore, as much as we do care each other, it is better to share so that our leaders can take us on towards the successful journey of reaching our vision and ensuring corporate excellence.

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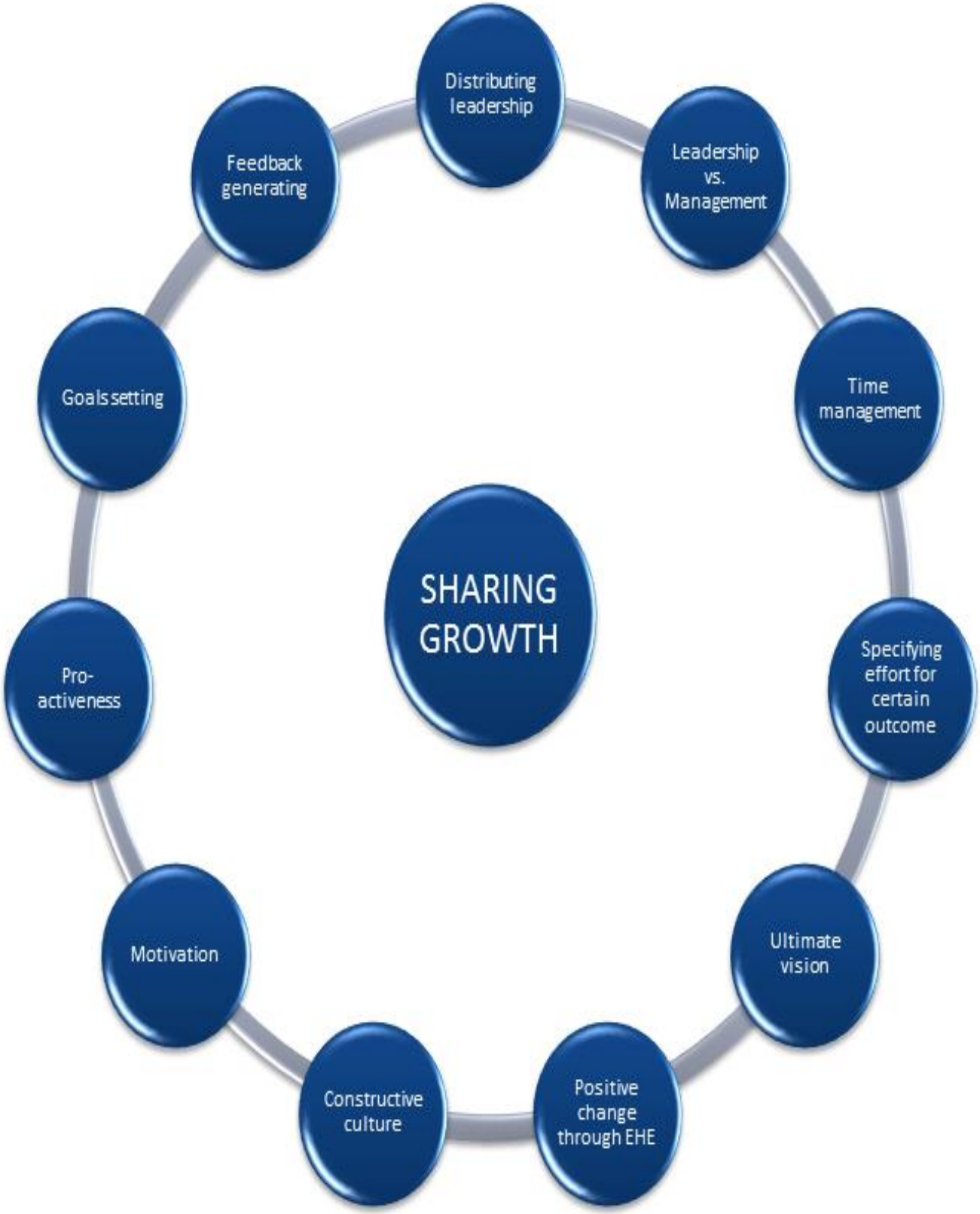

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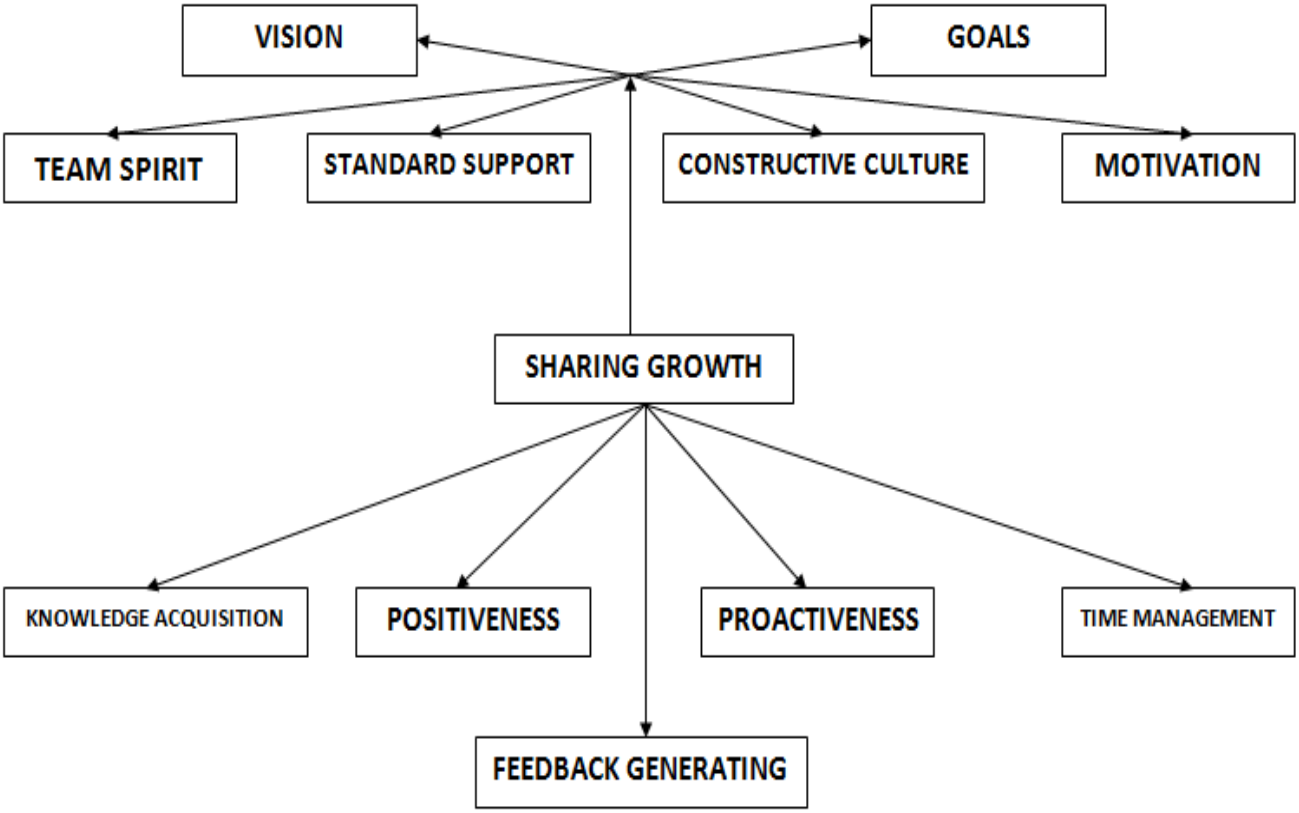
SHARING-GROWTH *Buzz!*



SHARING-GROWTH *Motto!*

I have _____ SKILL

so that I can apply any time

to grow together

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Delegation → [(√) distributing leadership, (x) secretarial assistance]

↓

Through

↓

Team Building

Team

↓

[features]

- Many members [like, in football team, players]
- One team leader [like, in football team, captain]
- One supervisor [like, in football team, coach]
- One manager [like, in football team, manager]

Building

↓

resources needed

Needs to have PAPA

P = Passion

A = Acknowledgement

P = Penetration

A = Acumen

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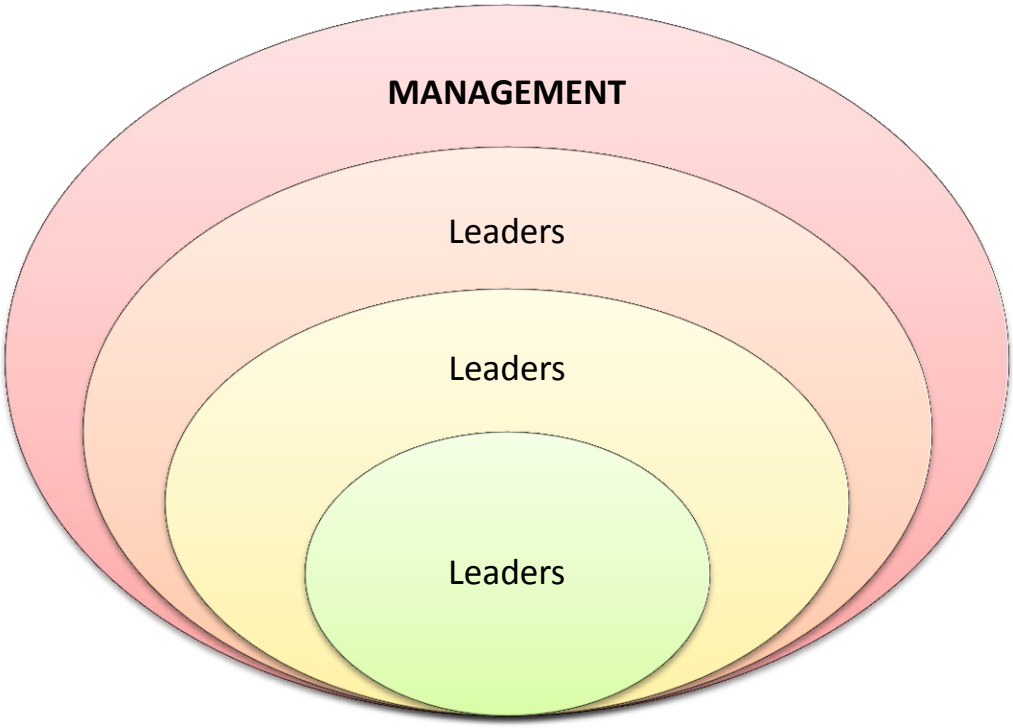
Leadership vs. Management

Leadership	vs.	Management
↓		↓
Individual's		combined
Integrated		efforts at work
Initiative along with		on a day to day basis to maintain
Intimacy with other members/ followers		organisational infrastructure



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Time Management

'While you are making plans- what to do, it is simultaneously important to put the time-line tag- when to do and/ or by when to complete.

Benefits?

Even if you fail to reach the target on the deadline, you will discover, you are not too far away from it!

+ less wastages

+ proper utilization of every moment

+ self-pusher activated

Specifying Effort for Certain Outcome

Benchmark [definite and specific]

Business tour upcoming? Airline ticket requires? Have any corporate dealings with any Travel Agency? If yes, ask them to prepare the necessary arrangements for you. Rather emailing to friends/ colleagues/ family members, or looking for an agent or chasing for online ticketing, etc. Therefore, definite and specific process [benchmark] needs to be established.

Ultimate Vision

Present actions must be relevantly reflected to the ultimate vision.

[√] want to become a doctor in medicine, studying biology.

[x] want to become an engineer, studying business.

[√] want to end up career at present company, working honestly

[x] want to become a leader of the company, not coming to work regularly

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EHE [Energy, Hopefulness and Enthusiasm]

Energy depends on

- better work environment
- clear job description
- specialized deployment
- bright job prospect

Hopefulness depends on

- work satisfaction with chain of command
- present salary
- encouraging leadership
- business performance

Enthusiasm depends on

- motivation
- good communication
- professional development
- demanding business growth

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Constructive Culture

Constructive culture = Listening – Commenting – Listening – Accepting

To construct or build a culture, you need to ensure everyone's participation. In some points, you need to execute as others suggest, and some cases, you need to implement as you think right as well as others agreed upon. Therefore, mutual understanding can build and grow a strong culture.

Motivation

Applying the influential and encouraging tools.

What are those?

Financial and non-financial.

Anything that can make your staff more energized, hopeful and enthusiastic!

Pro-activeness

Enabling the skill of forecast

- Activating 'Plan B'
- Taking others' opinion
- Considering others' worries

Concentrating and focusing more at work and its related affairs.

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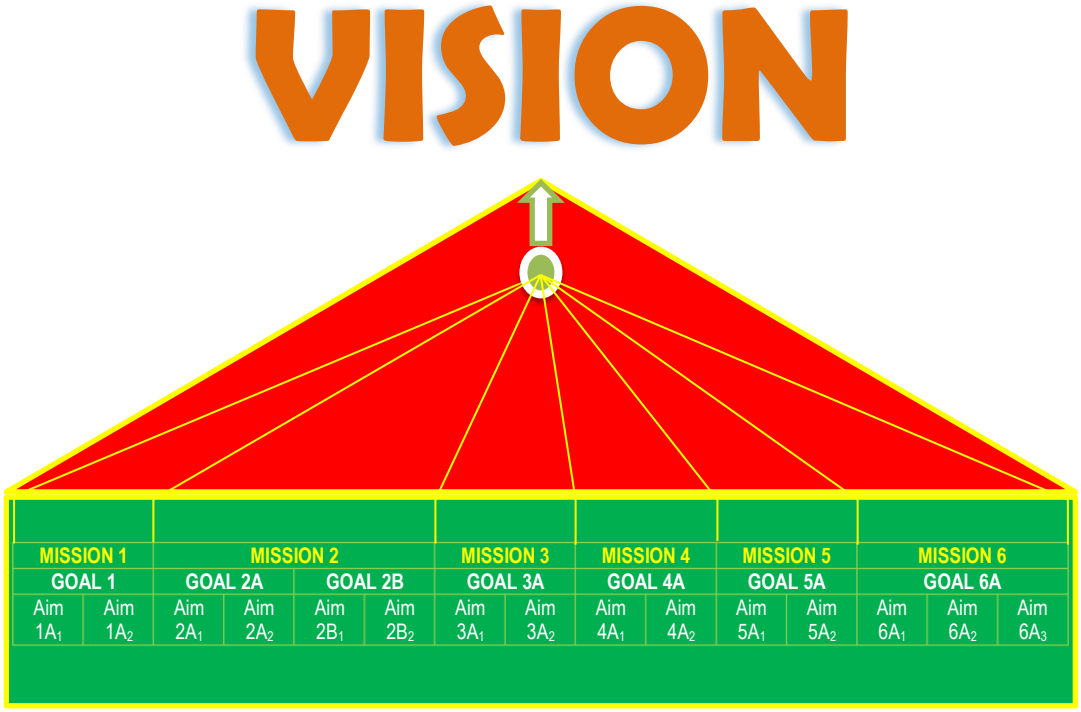
Goals Setting

Goal is the flag-point as set by the leaders to reach for the time being on the way to reaching ultimate status.

Upon the nature of goals to reach, mission can be formed and initiated.



Feedback Generating

Analysing and reviewing for further

- Comparing the performance with immediate past
- Identifying weaknesses
- Reasoning the failures
- Pointing out the improvement areas
- Prescribing solutions

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Leadership Position Identifier (LPI)
Self-checker

	Knowledge	Dependency on Practice	Learning
Self-growth			
Mobilizing for commitment	√	√	
Accountability for measurement	√	√	
Strategies for challenges	√	√	
Sense for differences	√	√	
Sharing-growth			
Distributing leadership	√	√	√
Leadership vs. management	√	√	√
Time management	√	√	√
Specifying effort for certain outcome	√	√	√
Ultimate vision	√	√	√
Positive change through EHE	√	√	√
Constructive culture	√	√	√
Motivation	√	√	√
Pro-activeness	√	√	√
Goals setting	√	√	√
Feedback generating	√	√	√

Leadership Position Identifier (LPI)		
Colour	**Leadership Level**	**Level Interpretation**
	1	Apprentice
	2	Executive
	3	Prospective Leader
	4	Progressive Leader
	5	Ideal Leader

Terminology Definition	
Knowledge	Basic understanding with an intention of applying
Practice	Application of so far acquired knowledge
Learning	Random phenomena of knowledge gaining and applying them accordingly

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Leadership Journey Mapping Tracker

Ref. 01: DAC Model Skill	
Self-growth	**Sharing-growth**
Mobilizing for commitment	Distributing leadership
Accountability for measurement	Leadership vs. management
Strategies for challenges	Time management
Sense for differences	Specifying effort for certain outcome
	Ultimate vision
	Positive change through EHE
	Constructive culture
	Motivation
	Pro-activeness
	Goals setting
	Feedback generating

Ref. 02: K = Knowledge, P = Practice, L = Learning
Ref. 03: 4 = 4-skills of self-growth, 11 = 11-skills of sharing-growth

L8: Ideal Leader	*L11*
L7: Progressive Leader	*P11*
L6: Prospective Leader	*K11 [all]*
L5: Executive [senior]	*K11 [remaining 6]*
L4: Executive [regular]	*K11 [first 5]*
L3: Executive [under induction]	*P4*
L2: Employee/ Apprentice [under probation]	*K4*
L1: Prospective Employee	*Basic stages of human resource with the skills of implementation from past knowledge in practice*
L0: Student	

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DAC Corporate Coaching ROI Assessment Benchmark 400

ROI = Return on Investment
P = Phase

4-Tools

- Participants' Reaction [identification: on event spot]
- Learning [Knowledge + Practice] [identification: on event spot]
- Behavioural Changes [Progression] [identification: on event spot]
- Business Impact [identification: later stages, in P2-P5]

1st Tool: Participants' Reaction Score-line

Total Score of Assessment: 40
Score Allocation: 4 segments (except Seg #5 in the resource pack) x 10

Score for each segment			
Very Good	Good	Moderate	Bad
*	√/ +	~	X/ -
9	7	5	0
That is, a participant can score maximum 4 x 9 = 36 [90%]			

2nd Tool: Learning [Knowledge + Practice] Score-line

Total Score of Assessment: 170
Score Allocation: 4 segments (except Seg #5 in the resource pack)
[1 + (4 + 11) + 1] = 17 Activities/ Tasks x 10

Score for each Activity/ Task			
Very Good	Good	Moderate	Bad
*	√/ +	~	X/ -
9	7	5	0
That is, a participant can score maximum 4 x 9 = 36 [90%]			

3rd Tool: Behavioural Changes [Progression] Score-line

Total Score of Assessment: 10
Score Allocation: Last 8-questions from Seg #13 in the resource pack)
Seg #13 [1-segment] x 10

Score for each Activity/ Task			
Very Good	Good	Moderate	Bad
*	√/ +	~	X/ -
9	7	5	0
That is, a participant can score maximum 4 x 9 = 36 [90%]			

4th Tool: Business Impact Score-line

Total Score of Assessment: 180
Score Allocation: From ROI_{p2} – ROI_{p5}, in every phase 45

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DAC CORPORATE COACHING

DAC Corporate Coaching Model & ICF Core Competence

DAC Corporate Coaching Skills	ICF Core Competence
Pre-coaching start-up session	**A1, A2, B3**
Pre-session Diagnosis	
Understanding Corporate Phenomena	
Understanding Coaching	
Top priority focus check	
Understanding Corporate Coaching	
Importance of Corporate Coaching	
SELF-GROWTH	**B4, C5, C6, C7, D8**
Mobilizing for commitment	
Accountability for measurement	
Strategies for challenges	
Sense for differences	
SHARING-GROWTH	**B4, C5, C6, C7, D8**
Distributing leadership	
Leadership vs. management	
Time management	
Specifying effort for certain outcome	
Ultimate vision	
Positive change through EHE	
Constructive culture	
Motivation	
Pro-activeness	
Goals setting	
Feedback generating	
Post-coaching session but prior generating ROI $_{p2}$	**D9, D10, D11**

ICF = International Coach Federation

ICF Core Competence Titles:

A. Setting the Foundation

1. Meeting Ethical Guidelines and Professional Standards
2. Establishing the Coaching Agreement

B. Co-creating the Relationship

3. Establishing Trust and Intimacy with the Client
4. Coaching Presence

C. Communicating Effectively

5. Active Listening
6. Powerful Questioning
7. Direct Communication

D. Facilitating Learning and Results

8. Creating Awareness
9. Designing Actions
10. Planning and Goal Setting
11. Managing Progress and Accountability

ROI = Return on Investment
p2 = Phase 2

NOTE: From the date of the event, within next 7-days, ROI p1 [Return on Investment: Phase 1] will be sent and from the date of ROI p1 [Return on Investment: Phase 1] submission, in every 3-months gap, through the organizer, a form will be sent to all the participants via email for filling in and ROI p2 [Return on Investment: Phase 2], ROI p3 [Return on Investment: Phase 3], ROI p4 [Return on Investment: Phase 4] and ROI p5 [Return on Investment: Phase 5] will be generated and sent back accordingly.

However, DAC Corporate Coaching ROI [Return on Investment] Assessment Benchmark consists of 400 scores with 4-Tools

- Participants' Reaction [identification: on event spot]
- Learning [Knowledge + Practice] [identification: on event spot]
- Behavioural Changes [Progression] [identification: on event spot]
- Business Impact [identification: later stages, in Phase2 – Phase 5]

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CLOSING NOTE:

I would like to declare that as Corporate Coaching: a new wake-up call is the first edition-book of mine published on 31 Dec 2013 and disclosed the DAC model and to my understanding this is the wake-up call simply; therefore, let's all wait for the 'refresher-call' in second edition by the end of 2014 as a consequential series of it!

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Dr. Asif Chowdhury is a Doctorate of Business Administration from University of South Australia, as already been entitled as a Corporate Coach, having 15-years of experiences in the field of Business Administration. Ended up teaching career as an Associate Professor and shift to the corporate world once again with an intention of creating BUZZ with his innovative new wake-up calls that can reflect positively in the path-way of any corporate!

Dr. Chowdhury has managed to write many international journal articles and conference proceedings along with his comprehensive experience in working in leading MNCs like St. George Bank, ANZ Bank, ICT Company, DHL, AIT, Solinfo France etc. during beginning his career and right now. He is also a member of many world renowned bodies, namely ICF (International Coach Federation), ICF Research CP, CTI (Coach Training Institute), Woodthrope Wright Associate, Arrowad Panel Coach, etc.

Right now, Dr. Chowdhury is fully focusing on Corporate Coaching, Leadership Development, Business Analysis and Review with full interest.

Dr. Chowdhury's areas of specialism are:
1.Metaphor for self-growth
2.Perspective mirroring
3.Diving into a transformation

Dr. Chowdhury's philosophy is:
Corporate excellence lies upon the amalgamation of self-growth (for executives/ employees) and sharing-growth (for the employer). The philosophy is to extract, emerge and enhance these growths into a transformation of skills within an active mode of operation in work-life. Ultimately it helps an executive to become a self-sufficient, smoothly-driven, situation-tackler among mass to carry the legacy of success with productivity and efficiency.

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DAC CORPORATE COACHING

Corporate Coaching: a new wake-up call!!!

is now available at AMAZON

http://amzn.com/1493559613

1st edition

Extracting, emerging and enhancing corporate responsibilities into a transformation of SKILLS within an active mode of operation in work-life

CORPORATE COACHING

A New Wake-up Call

Dr. Asif Chowdhury

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Thanks

for your time

and

kind cooperation.

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