The Courage to Coach: Lead the Way by Building a Coaching Culture in Your Organization (or Client) | Jeffrey Hull, PhD ; Andreas Bernhardt | 4 APA CE’s | Central

Abstract: Psychological science research now confirms: coaching works. As a tool for performance improvement, leaders, especially millennials are calling for coaching throughout an organization. But what if coaching everyone is unrealistic? How do we answer the call? By building a culture where coaching is embedded in the fabric of the organization. Engaging from the inside (HR/OD) or outside (consultant/coach), we will explore together: What is the psychological science underpinning a “coach approach”? How can a “coach approach” become part of an organization, DNA? How can an organization use the, “network effect” to multiply the benefits of coaching? What are the key success factors (and barriers) that lead to a culture of coaching? Participants will learn the latest levers that coaches and consultants can pull to spread the benefits of coaching and accelerate both individual and organizational performance.

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Jeffrey Hull, Ph.D. BCC is a highly sought after speaker, writer, consultant and executive coach with over twenty years experience developing leaders from start-ups to fortune 50 global organizations. Jeff is a a clinical instructor in psychology at Harvard Medical School and adjunct professor of Leadership at New York University. He is also the Director of Education at the Institute of Coaching, a Harvard Medical School affiliated non-profit research organization.

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