

# COACHING *for* LEADERS

## Academy Membership

*“If you want to go fast, go alone. If you want to go far, go together.”*

The Coaching for Leaders Academy is structured group coaching that helps **elevate leadership at key inflection points.**

### Structure

#### **1. Selection**

During the brief application period, Dave reviews all applications and selects qualified candidates for a personal interview with him. Once complete, he personally selects candidates into a small cohort of 5-6 other leaders. Cohorts work together for the entire program, and Dave facilitates every session personally.

#### **2. Relationship Building**

Fred Rogers said, “There isn’t anyone you couldn’t learn to love once you’ve heard their story.” During the first and second sessions, Dave invites members to share their career journeys and goals with each other, to build a foundation for trust. Members are also invited to begin a Quick Start Commitment to begin early movement.

### 3. Vision and Focus

In our third and fourth sessions, each member drafts a leadership vision and three focus areas. Members follow a five-step process that invites them to reflect on their initial goals, conversations with the cohort, input from Dave, and peer discussions. As part of this draft, three focus areas emerge for each member as focal points for skill development.

### 4. Skill Elevation

The cohort, a peer accountability partner, and Dave support each member in creating and following a 60-day commitment that centers on one focus area. Two additional commitments are completed in the next two 60-day periods. The cohort and Dave work together to surface real-time situations in the workplace that help all members build skills and initiate clear, next leadership actions.

### 5. Reflection and Sustainability

Each member reviews their commitment results with the cohort and Dave after each 60-day commitment. Members discover what personally helps them to build new skills. At graduation, members are invited to reflect on their vision progress, celebrate each other's accomplishments, and lay the groundwork for continual peer learning.

## Outcomes

Each participant leader identifies three focus areas that will best help them elevate their leadership during this season. While individual focus areas vary, common examples include:

- *I'm delegating well **so that** our capacity increases.*
- *I'm focusing on clear priorities **so that** we deliver on time.*

- *I'm coaching others successfully **so that** I develop future leaders.*
- *I'm communicating clearly **so that** people hear what I mean.*
- *I'm articulating a vision **so that** people know where we're going.*
- *I'm building trust **so that** people want to be on our team.*
- *I'm having conversations sooner **so that** we avoid escalations.*
- *I'm strengthening my network **so that** I can weather tough times.*
- *I'm giving useful feedback **so that** people's careers keep growing.*

## Qualifications

Academy members matriculate from the Coaching for Leaders listening community, a top management show on Apple Podcasts. Applicants to the Academy must meet the following qualifications:

- They must be a manager of a team (i.e at least two employees directly report to them).
- They agree, if selected, to adhere to the [guidelines and values](#) of the Academy, including confidentiality of all internal dialogue.
- They agree to attend a minimum of 13 out of 16 of their cohort's live sessions via video-conference. That's 2-3 sessions per month of 90-minutes each. Their meeting day and time will be consistent once the cohort's schedule is set — and all dates will be published at the start of the Academy. Their cohort will meet 16 times over the 8 months.
- They agree to make time for brief check-ins with an accountability partner between their live sessions.
- They make a commitment to 8 months of membership, for cohort consistency and to facilitate building long-term relationships. Please note there is no membership option to

- suspend/stop during the program, as the same leaders work together during the entire 8 months.
- They have fast, reliable internet access and agree to use a camera to participate during live sessions and our membership app to communicate between sessions.
  - Regardless of locale, they are conversationally proficient in English, as all Academy sessions are conducted in English.

## Selection

Dave reviews all applications and selects candidates for a personal, virtual interview. During the interview, the candidate and Dave explore the application in detail, discuss outcomes for the Academy, and answer each other's questions. Assuming the Academy is the right fit on both sides, candidates are considered with other qualified applicants for final selection.

Dave selects candidates who fully align with Academy qualifications, have clearly articulated outcomes for the program, and are prepared to support their Academy colleagues and create movement for themselves.

Since every candidate is interviewed personally before final selections are made, the entire application and selection process is typically 2-3 weeks.

## Support

Every group coaching session is conducted live and personally facilitated by Dave. In addition to his direct support, you'll be working closely with 5-6 other leaders to clarify your focus areas, support each other through real-time problem solving, and provide accountability and support for forward movement.

Dave prioritizes bringing a cohort of diverse leaders together. He balances cohorts for gender, ethnicity, geography, industry, and experience. This creates a cohort with as much objective perspective as possible, while fully aligned with the expectations and outcomes of the Academy.

Leaders range in experience from first-time managers to CEOs and executive directors. Members commonly have teams of 5-10 direct reports, although team size varies among individual leaders. Historically, industry representation is diverse, including leaders from for-profits, nonprofits, government, higher education, and faith-based organizations.

In addition to the core expectation of attendance at our twice-monthly, 90-minute cohorts sessions, all Academy members enjoy full access to all the benefits of Coaching for Leaders Pro and Coaching for Leaders Plus.

This includes invitations to attend every monthly Expert Chat (a live dialogue with a recent podcast guest), monthly Ask Dave Anything events, monthly Give and Ask events to share resources, and full access to our online community of members across the globe.

## Live Contact Hours

16 cohort sessions: 24 hours (required)

Monthly, community-wide Expert Chats: 8 hours (elective)

Monthly, community-wide Ask Dave Anything: 8 hours (elective)

Monthly, community-wide Give and Ask: 4 hours (elective)

Total program contact hours: **24-44 hours**

## **Tuition**

\$7,500 USD (\$6,000 USD for nonprofit leaders)

Due to the 8-month commitment expected of all Academy members, full tuition payment is due at the start of the Academy to confirm a seat.

## About Dave

The Coaching for Leaders Academy is facilitated by **Dr. Dave Stachowiak**, host of Coaching for Leaders, a podcast downloaded **40 million times**. Dave has interviewed hundreds of leadership experts, including:



David Allen  
General CQ Brown, Jr.  
Michael Bungay Stanier  
Susan Cain  
Kwame Christian  
James Clear  
Stephen M. R. Covey  
Charles Duhigg  
Amy Edmondson  
Keith Ferrazzi  
Marshall Goldsmith  
Daniel Goleman  
Seth Godin

Adam Grant  
Will Guidara  
Minda Harts  
Michael Hyatt  
John Kotter  
Patrick Lencioni  
General James Mattis  
John Maxwell  
Guy Raz  
Ambassador Susan Rice  
Gretchen Rubin  
Simon Sinek  
Liz Wiseman

The Coaching for Leaders podcast has aired weekly since 2011 and is **followed by 250,000 leaders** on Apple Podcasts and Spotify.

Dave holds a doctoral degree in organizational leadership from Pepperdine University and is a graduate of Coach U. He was previously the Executive Vice President at Dale Carnegie of Southern Los Angeles and has received multiple international awards from the Dale Carnegie organization.

Dave has instructed courses and programs at the University of Southern California, the University of California at Irvine, Vanguard University, and Chapman University.

## What Alumni Say

I applied a new approach that I learned through the Academy, and it led to an incredibly meaningful conversation with a senior leader. That discussion opened doors for me to present my ideas on a much larger stage, which became one of the most significant experiences of my career. **-Randelle Lenoir, Vice President**

I found my personal brand. I was able to find this consistency in myself that other people really started to trust. My scope of work has changed, my team has grown, and also the types of projects I am trusted to work on. Some very senior people are really letting me in on very vulnerable challenges. **-Natasha Orslene, Senior Manager**

People appreciate when you can spell it out in very clear language. My Academy commitment became the seed of a larger project over the next few months to document our engineering expectations. This created something more sustainable for the team to understand what was expected of them. **-Patrick Peralta, Engineering Manager**

The Academy accelerated my progress. I totally could have continued plotting on my own, but it would have been scattershot. It would have been one of those things where I was holding myself accountable...so I could let it slide. Instead, other people holding me accountable and saying, "Hey Alice, that's clearly not working. Maybe you shouldn't do that," really allowed me to focus in on what was actually working and make progress more quickly. **-Alice Ferris, Partner**

Employees started troubleshooting their own challenges in conversations, which was a huge win. We didn't run into as many



escalations where leadership needed to come in and troubleshoot. We bypassed a lot of that by getting better at having conversations early. **-Monica Chartier, Senior Manager**

This has really helped in terms of building trust and having open conversations. There is more ease and speed to have conversations about things when they're not working. In the past, I would stew about it and think about it. Now, I'm much more likely to just message someone and say, "Hey, can we talk?" **-Susan Salomone, Assistant Vice President**

Coaching for Leaders has been indispensable to me as a leader. The content Dave produces is insightful, actionable, and highly relevant to my leadership role. Not only do I take something of value from each of his offerings, I routinely share his material with my team, colleagues, and family members. Dave is a skilled facilitator, and what I have learned from his style of facilitation and coaching is valuable in and of itself. This experience has been a highlight of my development in the past several years. **-Courtney McBean, Executive Director**

The Coaching for Leaders Academy has been one of my "secret weapons" for professional development. I have really enjoyed interacting with others from varying backgrounds and stages in their careers. One time I had an issue with a colleague and needed immediate advice from the forum. I posted my question, and within a day received targeted information which allowed me to resolve the issue I was having quickly. It's like having a room full of advisers. **-Torrey Peace, County Manager (NGO)**

Coaching for Leaders is a resource I stumbled across about a year ago when seeking leadership advice. I've read a lot of books, articles, and listened to other podcasts, but this one really stuck with me. The content is very approachable and has helped me immensely as it covers a wide array of topics. Another amazing resource has been the Academy. Dave is

thoughtful, supportive, and knows how to ask the right questions. He is incredibly knowledgeable, and it's valuable to be able to learn from someone with such a broad and deep understanding of leadership. **-Gemma Aguilar, Founder & CEO**

I went into the Coaching for Leaders Academy hoping to get deeper insights from Dave based on the experts and topics that he has on the podcast. He's not only given that, but I've learned so much from the other Academy members. Dave has done an excellent job of curating a group of people who are different enough to provide valuable perspective and insight, but also similar enough to understand and empathize with the challenges I've brought before them. **-Mike Burch, Chief Operating Officer**

I joined the Academy because I had been following the Coaching for Leaders podcast for about 6 months and found Dave's wealth of knowledge and professional network to be an invaluable developmental resource. I figured he would do a great job selecting a diverse group of leaders all seeking after the same two things: to grow as individuals (professionally and personally) and to better lead those around them. I have not been disappointed! In just a few months' time, I have learned how to have tough conversations, better time management, and how to embrace failure as part of success. **-Tyler Nethercott, Vice President of Product Development**

I joined the Academy to have the opportunity to meet other leaders and share with them my leadership problems and help them with theirs. The result is beyond my expectations by far. I'm really attached to the group and I enjoy every minute I spend with them. **-Romain Ehrhard, Chief Technology Officer**

I applied to join the Academy so I could continue to learn and grow and meet new people outside my usual network who could become friends. I have enjoyed the group of people I have met and getting to spend time with them and learn is one of the

highlights in my week. I have gained a safe community of people who I can share my challenges and wins with. **-Chris Nare, Chief Operations Officer**

Dave is a sincere coach who genuinely listens and opens the door to find the possibility on my own. It is amazing to learn about my ability with his coaching and notes/insights he shares as well as this amazing community. **-Lirah Lim, Sector Leader**

I was transitioning to a new position, managing a big team, and leading interdisciplinary academic research projects. During my first several sessions, I felt like an impostor since my role was not in the corporate world. I quickly learned that my specific area was not relevant. Dave provided transferable knowledge and resources that enhanced my mindset and skills as a manager and leader, and prepared me to take a big leap in my career. I leave every session feeling smarter and better connected. **-Yashoda Sharma, Program Director**

The Academy has given me the opportunity to meet people from around the world and in all different industries. It is a group of peers that are supportive and willing to help each other through the challenges we face. Just being involved has opened my eyes to my potential and pushed me to really focus on my personal development outside of work. **-Heather Balcerek, Team Manager**

Additional audio testimonials are available [on the Coaching for Leaders website](#).

## Questions?

Contact the Coaching for Leaders Academy at [members@coachingforleaders.com](mailto:members@coachingforleaders.com) or call (949) 38-LEARN