

Thinkers50 & Coaching.com Presents..

Help coaches increase the quality of their service and become more valuable in order to attract higher-quality clients.



Partnership Guide

Dear Valued Partner,

Here at Coaching.com, our mission is to help coaches succeed. Clients who plan to accomplish the exceptional seek extraordinary coaches to support them, and we strive to support that kind of coach. We do this by providing quality coaching education programs, resources, and tools.

With this goal in mind, we are launching a new and exciting program for coaches in partnership with Thinkers50: an organization responsible for one of the world's most respected rankings of business thinkers.

We are looking for partners like you - who value the importance of high-quality education to join us in spreading the word. By introducing your community to this experience, you'll have a positive impact on the continued growth and evolution of the coaching industry.

Please go here: <https://www.coaching.com/partner-signup/> to register as an official partner for this program. Thank you for considering this partnership and being a part of our mission to raise the global standard of coaching worldwide.

Francesca Gino

Award Winning Expert & Researcher

& Kristen Nolan,

Director of Partnerships, Coaching.com

Free Masterclass Spotlight – What You'll Share with Your Community

Your community trusts that you'll share the highest quality development opportunities with them. When you join us in partnership, you'll be given ready-to-share emails and social media posts inviting them to join an complimentary Masterclass taught by a world-class, Thinkers50 Thought Leader.

For the first time ever, **Coaching.com** and **Thinkers50** have come together to provide a platform to expert voices in the coaching industry. You and your community can attend this live masterclass to discover how Professor Francesca Gino - award-winning researcher, bestselling author, and one of the world's Top 40 Business Professors under 40 - teamed up with Golden State Warriors coach Steve Kerr to develop a strategy for coaching champions.

In this Complimentary 90-min. **Masterclass** you'll:

- Learn what a **championship coaching mindset** is and how to develop your own
- Find out what business coaching could replicate from **an NBA champion's approach**
- Discover what **differentiates coaches of champions** from the industry average
- Adapt your style to suit **high-performing clients** then deliver the excellence they expect
- Support clients to overcome unique challenges and **achieve exceptional success**

Should your community find value in the complimentary Masterclass, they'll be invited to take the next step and join the course, featuring **5 World Class Thought Leaders:**



Dan Cable

As Professor of Organizational Behavior at London Business School, Dan's research focuses on organizational culture, activating positive emotions, and getting employees into commitment instead of compliance. The Academy of Management Perspectives ranked Dan in the "Top 25 most influential management scholars" in the world.

Module 1

Becoming Exceptional and Improving Personal Resilience



Dr. Tomas Chamorro-Premuzic

Considered the international authority in psychological profiling, Dr. Tomas has written 10 books and over 150 scientific papers on the psychology of talent, leadership, innovation, and AI, making him one of the most prolific social scientists of his generation. His media career comprises over 100 TV appearances, including on the BBC, CNN, TED, and Sky.

Module 2

The Science of Personality and Individual Differences in Coaching



Francesca Gino

Honored as one of the world's Top 40 Business Professors under 40 and one of the world's 50 most influential management thinkers by Thinkers 50. Affiliated with the Program on Negotiation at Harvard Law School, the Mind, Brain, Behavior Initiative at Harvard, and the Behavioral Insight Group at Harvard Kennedy School.

Module 3

Engaging Others with Curiosity and Managing Difficult Conversations



Megan Reitz

Professor of Leadership and Dialogue at Hult International Business School where she speaks and consults on the intersection of leadership, dialogue and change. She is ranked in HR Magazine's Most Influential Thinkers listing. Her most recent book, with Financial Times Publishing, "Speak Up," was shortlisted for the CMI Management Book of the Year 2020.

Module 4

Speaking Truth to Power and Mindful Coaching



Dr. Robert Livingston

Social psychologist and leading expert on the science underlying bias and racism in organizations. His research has been published in top-tier academic journals such as the Journal of Personality and Social Psychology, Academy of Management Journal, and Psychological Science. He's been featured in popular press outlets such as the New York Times, Wall Street Journal, Financial Times, BBC, Newsweek, USA Today, Time, and MSNBC.

Module 5

Inclusive Coaching Practices and Building High-Performing Teams and Organizations

Who is it For?




Coaches who want to further develop skills of:

- Having spontaneity during the coaching process
- Understanding nuances to stop missing important coaching opportunities
- Managing difficult conversations
- Accessing own intuition and trusting their inner knowing
- Active listening & powerful questioning
- Helping clients thrive to the fullest as leaders

Course Format

This course will be held live and virtually over 5 months.

Each module will include 3 hours of live sessions:

 <p>2xs Main Content Sessions by Each Thought Leader</p> <p>90 min each</p>	 <p>1xs Live Integration Session</p> <p>60 min</p>	 <p>Course Member Center</p> <p>Access</p>
Investment + Commission		
<p>\$1,497 Total Investment Cost</p> <p>The course is an investment of \$1497 or 6 payments of \$257</p>		<p>25% Commission per program sale</p> <p>A 25% commission will be applied to each program sale from your community</p>

Partner Benefits

By joining our network of partners, you will enjoy the following benefits:

1. Incredible Value For Your Community

The most important benefit of being an Official Partner is that you'll be able to invite your network to a complimentary and transformative 90-minute Masterclass. We are confident this training will fundamentally improve the practice of coaches in your community, and partnering will be a powerful way to grow your own personal brand by association.

2. Compensation via Referral *Thank You Commissions*

We offer significant 25% commission payments as a thank you because we genuinely believe in the power of this program, and we are honored and excited to spread the news together. Commission tracking is organized through a robust system of unique partner links included in all invitations and posts.

3. Appreciation Gift Packs

By inviting your community of coaches to join this free webinar, you'll have access to some sweet surprises we have in store. The more you refer, the more you receive. (Further details to come...)

4. No-Cost Access To CCEUs

Your community will receive up to 1.5 CCEUs at no cost by attending the complementary Masterclass.

5. One-On-One Partner Support

Our partner team is able to offer one-on-one support that caters to your specific needs and requirements. You'll receive ready-made invitations and content to share with your network at your convenience. And, if you need more, we are just a phone call or email away.

6. Ready-To-Share Content

Our intention is to make our partnership effortless and enjoyable. That's why beautifully designed resources will be housed in your personal partner center, ready for you to easily swipe and share. Resources include email templates, banners, social posts.

7. Live Partner Promo Support

Join our Director of Partnerships on our live Partner Launch Webinar to get support on your partner strategy. Find out how to increase registrations, brainstorm ideas, grow your list of captivated buyers, and deliver the highest value possible to your community.

What coaches are saying:

"Dan Cabel's eye-opening insights will help leaders unleash the passion and purpose inside of others."

William P. Lauder,

Executive Chairman, The Estee Lauder Companies

"Francesca Gino is the best kind of rebel: the one who doesn't just break the rules, but invents a better way."

Adam Grant,

New York Times bestselling author of Originals, Give and Take, and Option B with Sheryl Sandberg

"Megan Ritz helps us understand the subtle elements that contribute to our holding back valuable ideas and observations. Their TRUTH framework – which is as practical as it is rigorous – identifies essential elements to help individuals find their voice."

Amy Edmondson,

Professor, Harvard Business School, Author, The Fearless Organization Wiley, 2019

"Dr. Robert Livingston is a leader in identifying steps to combat bias, and his work is a critical resource for those committed to expanding inclusion and belonging. At Airbnb we have been lucky to partner with him on these important efforts, and we know that The Conversation will be a tool for anyone seeking to advance equality"

Brian Chesky,

CEO and co-founder, Airbnb

"Dr. Tomas Chamorro-Premuzic has rethought confidence – shattering myths about what generates confidence but also reassessing low confidence as a positive attribute. A fresh, more balanced, approach, presented in a well-researched, accessible, and, indeed, enjoyable format. I like this book: a lot."

Robert Kelsey,

author of What's Stopping You?

Invite Your Community to this Value-Packed Course

This program will highlight and explain the specific ways that coaches can become more valuable in order to attract more and better clients.

It is designed to equip coaches to leverage opportunities and succeed against the challenges of the modern coaching context, whether they're just starting out or have been in practice for many years. In this way, it will provide your community with practical skills and tools to help them improve their coaching practice and business performance.

Timeline

August 23rd-10am ET
Partner Webinar

October 13
Super Early Pricing Ends

September 12
Launch will Open

October 24
Course Begins



Ready to Join as a Partner?

<https://www.coaching.com/partner-signup/>

Go [Here](#) to Become an Official Partner

Or

Contact Kristen Nolan, Director of Partnerships with any questions:

partners@coaching.com

+1 415 228 6857 (Option 2)

Recognitions



Thinkers50 is a global community of more than 50,000 business thinkers from more than 100 countries. It's a thought leader community for business people who seek inspiration and aspire to thrive in the workplace.



Coaching.com programs are highly regarded for their quality, consistency, and high operating standards. Our programs have a world-class status with a completion rate of 95% and an average student rating of 9.1/10.