



# efic

BUSINESS  
COACHING  
SOLUTIONS



# COACHING

## What is Coaching?

"... it is a tailor-made and confidential training process, in which the coach helps, through the use of a series of tools, the client or coachee to achieve his goals, develop his abilities or overcome his blockages and personal circumstances (beliefs, emotions or behaviours)".

"... it is to help someone to think for himself, to find his own answers, to discover inside himself their potential, that is, to achieve his own goals, whether professional whether personal." (John Whitmore).

## Object of the services' proposal

**Aimed at executives, managers, team leaders, business people and entrepreneurs that wish to achieve high levels of professional performance, as well as goals within the business world. Especially suited for optimal management of work teams.**

- + achieving of professional goals (individual or group goals)
- + guidance through goals
- + optimization of business results
- + improvement of personal relations and communication relations in the work environment
- + effective and efficient team or work groups' management
- + leadership and project development
- + better management of the company's resources (personal and/or physical)
- + more output from meetings, making them more effective and efficient
- + development of skills and professional attitudes, as well as improvement of productivity
- + reconciliation of professional and personal life
- + time management
- + management regarding change (transfers, professional and hierarchic changes, job changes, etc.)

## Why Coaching?

Because it is a tool which application and use has become general in the last few years, whether in a commercial field whether in a personal field, with great success, as is confirmed by the developed studies, which determine:

*"The combination of training plus coaching increases performance by 85%, while training by itself only has an impact on performance of about 23%." (Source: Public Personnel Management, 1997).*

*"Reduces the management's probability of failure according to the Center for Creative Leadership".*

*"100% of business owners state an improvement at the communication, team work, leadership, customer service and goal establishment levels". (Source: Manpower, Canada).*

**Within Executive Coaching and as a new addition, we offer the following possibilities:**

### + follow-up service

during the client - executive's work day (one or several depending on the goal), which will enable to accomplish the coaching process "in real time", whenever the client-executive's daily events happen and considering his reaction to them.

### + company's Internal Coach service

with the aim to establish a long-lasting relation between our company and the client's company, through which executive, business - organizational or team coaching interventions will be designed, at different levels and in different formats throughout a wide period of time.



## BUSINESS / ORGANIZATIONAL COACHING

Business and organizational Coaching is aimed at small and medium-sized companies as well as major corporation, being both aimed at changes or goals faced by the company and that directly affect it.

It is based on the idea of transforming organizations through the transformation of the workers who work in it (when an individual changes, that has an impact in his surroundings, occurring a micro effect which transfers itself at a macro level).

- + to improve leadership at the board level
- + to develop second-line leadership, so that when promotions come, you have the needed resources to take over the company
- + to make bosses able to identify talents in their subordinates and to assign them tasks which they can excel at
- + to broaden the communication in the department itself and between the different areas
- + to align the employees' personal values with business values (business culture, integration of values, etc.)
- + to create joint strategies and improve the organizational climate
- + to save time and money when starting a business
- + to diminish the risk of shutting down and discover ways to expand a business
- + to regain passion for business
- + to increase business abilities and learn to take controlled risks
- + to mobilize work teams and develop leadership
- + to learn the skills of a coach and take the most advantage out of your employees
- + to find a way to balance the company with personal life
- + to distinguish between the product or service and improve the vision

## TEAM COACHING

Aimed at work with teams intending to achieve a high level of performance as a team, an improvement of skills and synergies, or to overcome blockages and circumstances standing in the way of achieving the real development of one's potential.

The Team Coaching service can be made at the company or outside (Outdoor Training) and the interventions are usually performed within board or department meetings, or through the performance of team work workshops.

For the performance of Outdoor Training, we depend upon outdoors locations and first-rate partners, to give the assignments the needed components for a greater enrichment and use of time and resources.

- + improvement of team/group performance and productivity
- + organization and development of work or non-work meetings
- + work climate, personal relations and communication
- + orientation towards results
- + member integration (entering-departure of members)
- + alignment of values and goal (personal - group/team)
- + intergroup and interdepartmental relations

## COACHING for HIGH PERFORMANCE

Aimed at people or professionals who usually work or perform roles in highly responsible or demanding environments, clearly aimed at results and goal achievement, used to making decisions in borderline situations and with a great stress component (bullfighters, elite sportsmen, politicians, actors, artists, bull managers, horsed bullfighters, bullfighters of young bulls, financial brokers, etc.).

- + achieving of professional goals and aims (and/or personal)
- + development of abilities and skills
- + preparation and mind-setting for situations and moments of high responsibility
- + mental blockage before periods of great activity and with an important personal and emotional depletion
- + management of answers and reactions before stress and tension moments; decision-making
- + management of unproductive behaviours, limiting beliefs and emotions, that do ease the optimized personal development
- + motivation, self-esteem and trust
- + team management and leadership performance
- + rupture of limiting paradigms
- + improvement of internal (with the work team) and external communication (media, audiences, etc.)

## PERSONAL COACHING

Aimed at people who wish to achieve their own goals and intend to develop aptitudes, skills, abilities, etc., as well as to overcome blockages that are in the way of achieving an optimum personal development.

- + achievement of goals, aims and personal challenges
- + stress management
- + development of internal potential (personal and particular abilities)
- + overcoming of fears, personal crisis, insecurities, paradigms, etc.
- + management of limiting emotions, beliefs and behaviours
- + awareness as a starting point for the achievement of future goals
- + motivation and self-esteem
- + compromise and action as a source of all things to come
- + improvement of personal and/or family relations
- + management regarding change (transfers, professional changes, changes of vital stages, etc.)
- + reconciliation of professional and personal life

# SERVICES



**Efic Business Coaching Solutions** is made up by an important cast of employees and professionals within the coaching world, with a totally consolidated professional trajectory, amassing great prestige in the national overview and whose work is defined by integrity, compromise, honesty, confidentiality and passion in its final performance.

The group of professionals and the training we offer are, in the vast majority, recognized, credited and certified by the main national and international coaching associations (ASESCO, ECA, ICF, Bureau Veritas, etc.), enforcing and ensuring an offer at the highest level.

At Efic Business Coaching Solutions we want to give an answer to the quest of training in coaching through two ways:

## 1. OPEN TRAINING

a.- "International Certification in Coaching; Expert Level": with IEC, one of the most prestigious coach trainings in the country, expressed in results, number of already trained coaches (over 500) and by certifications and accreditations (ASESCO, ECA, ICF and Bureau Veritas).

b.- "Introduction and Practitioner Course in NLP (Neuro-linguistic Programming): with Institut Gestalt and certified by the Asociación Española de PNL.

c.- "Neuroscience and Emotional Intelligence: emomanagement" (certified by the Agencia de Calidad, Investigación y Gestión del Conocimiento de la Consejería de Salud de la Junta de Andalucía)

d.- "Directive Coach, a new management style" (certified by Bureau Veritas)

e.- "Commercial Coach; the effective sale" (certified by Bureau Veritas)

f.- "Executive and Personal Coaching Course, with PNL", developed with the Universidad de Sevilla and the Cámara de Comercio de Córdoba.

## 2. IN COMPANY TRAINING

Under this line of coaching training services, we intend to transfer to companies a wide and varied offer of coaching courses and workshops to develop at the company's offices or outside (aimed at the staff); developing tailor-made training plans according to the company's need and demand. As an example, we can highlight the ones which already took place:

a.- "development of abilities for team management"

b.- "professional stereotypes or limiting beliefs?"

c.- "self-knowledge as a fundamental piece for success"

d.- "how to manage efficient meetings?"

e.- "validation of personal and professional goals"

f.- "team management"... team, where is our angel?

g.- "leaders, GOODBYE to loneliness"

h.- "enterprising women, looking towards the future"

i.- "leading change, a question of INTEREST"

j.- "self-motivation, the added value of the twenty-first century"

k.- "change of paradigm, from victim to protagonist in 1 minute"



## Efic Business Coaching Solutions

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