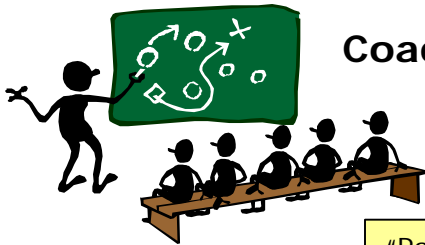


is proud to present on November 21, 2005:



## Coaching for Superstars: the Sky WAS the Limit!™

The Workshop and TeleClass Process

By Paul M. Litwack – the **Capability Improvement Coach**®  
Recently selected to 'the Top 100 Corporate Coaches in the World'

"Paul provided so many possibilities from his extensive professional coaching career. Extremely informative, relevant and immediately useful."  
**Training Manager, BSI Management Systems**

### Introduction:

Your call centre is the critical link between your customers and your products and services. As a relevant example, the Gallup Organization estimates that "actively disengaged employees" cost the US economy up to \$350 billion *per year* in lost productivity! With customer satisfaction dependent on the quality of the agent-customer interaction, you know it is key to keep staff motivated to perform well!

Now discover and apply the world-class **Capability Improvement Process**® to consistently bring out the best in every agent. In this results-achieving process you will learn, confirm and benefit from your ability to satisfy and **D-E-L-I-T-E**™ more valued customers. Some of the proven tools and strategies include:

- Design a coaching process to <sup>up</sup> level agent and group performance
- Explore and evaluate your own current personal and group coaching practices
- Determine the best approach(es) for coaching for your specific needs
- Debunk the myths surrounding coaching and performance
- Structure your Call Centre practices to ensure consistent high quality
- Increase employee satisfaction to significantly reduce turnover
- Meet ever-increasing organizational and customer demands
- Coach 'problem employees' as well as reward the real performers
- Present both positive and negative feedback to effectively boost performance.

### Who Should Attend

**Coaching for Superstars** will benefit Directors, Managers, Supervisors, Team Leaders, and leaders seeking to enhance performance results in their organization.

**Each participant will receive a workbook and a certificate of participation.**  
Help CoachPaul customize this workshop: visit [www.the-coach.com/icsa.htm](http://www.the-coach.com/icsa.htm)

“Paul Litwack showed us practical ways to deal with previously 'problem' staff - for improved performance. I learned many tips to coach effectively - with the right mindset.” **Director, Municipal Affairs, Government of Alberta**

Here is what **Coaching for Superstars** will help you learn and apply:

**1) How to Build a Coaching Environment** – *Coaching is a process, not an event*

- Measure your own coaching capabilities against world-class coaches
- Use coaching to uplevel your own personal and professional performance
- Create an ethical, learning environment for effective coaching
- Establish effective coaching SOPs – ‘Standard Operating Processes’
- The difference (and impact!) between ‘tracking’, ‘monitoring’ and ‘coaching’
- Apply the 20 motivating coaching secrets of top coaches
- Harness natural competitiveness into your work team
- Proven coaching tips to keep your players on track
- How to be a supportive, outcome focused coach without being pushy or dominating
- 10 techniques to raise enthusiasm and motivation – *for individuals and the team*
- How to get others to self-manage themselves for continuous performance
- 10 words that significantly reduce your coaching influence
- How to identify and overcome contrary attitudes
- How to motivate under achievers and reluctant players

**2) How to Build a World-Class Coaching Game Plan**

- Apply the 5-Step approach to build your Coaching Strategy
- 5 phases of team development – rules, roles and behaviours
- Knowledge Management: How to stay ‘in-the-loop’ with your own manager too
- How to ensure you have the right people doing the right things – *and what to do when this isn't the case*
- How to get the team to get simple tasks and tough jobs done well
- 7 practical phrases to enhance your ability to stay ‘in the loop’ with your team
- Ensure you get the right information from your team – the first time
- Build your talent roster – spot your superstars and team strengths
- Apply the **95-5 Strategy™** to ensure better decisions – *every time*
- How to determine when the best time is to make a decision
- What coaching model(s) is best suited for your performance needs and environment
- How to ensure you are really hearing what others say
- Establish a business case for your team development priorities and plans
- How to maximize your ability to think-on-your-feet
- How to deal with stress – before it escalates into problems
- How to practice the **EX-DEM-PRA** coaching model to uplevel coaching results
- Apply the **Communication Mirror™** - 15 telltale factors to confirm your skill level

*More good stuff ...*

### **3) How to Coach Your Team for Continuously High Performance**

- 5 reasons why people do want to be on a real team
- How to achieve effective rapport with your team, individually and as a group
- The significant impact of your charisma on team performance
- Learn what incentives do not work for team development – and why
- 10 ways to transform a divided group into a functional, results-achieving team
- Identify the signals a team is becoming weak or ineffective
- Recognize individual strengths so you can position them effectively
- How to earn respect and acceptance from your team for you as a coach or manager
- How to promote open and upward communication within your team
- How to keep confidences confidential and secrets secret
- Learn the difference between coaching 'interests' and 'positions' (yours + others)
- How to identify and diffuse peer conflicts before they affect others
- How to involve anti-social or uninvolved members of the team
- When to reward and praise individuals privately and when publicly
- How to build loyalty and commitment into your team's performance culture
- How to balance individual and team goals
- 50+ strategies (all free or low cost!) to promote team morale

### **4) How to Handle Coaching Problems** *(there are NEVER 'problem players'!)*

- How to help individuals to discover and resolve their own problems
- Anticipate the 3 reasons why an activity will not be done well – or at all!
- What to do when others do not own up to a performance problem
- How to manage your own emotions when in conflict
- When to offer your opinion – and when to be neutral
- The difference between 'conflict' and 'confrontation' – only one supports improved performance
- How to avoid sending contradictory or confusing signals
- How to say NO, without feeling guilty or losing your job ;-)
- What to do if the problem is with your manager, not your team
- 8 Steps to diagnose and help prevent employee problems – before they start!
- How to recognize a developing problem – and what to do
- Learn how to separate 'facts', 'fiction' and 'faking'
- 10 Warning signs that an employee has personal problems affecting work performance
- What to do about fault-finders and criticism
- What to do about the unexpected: overly emotional, crying, anger, silence
- How to encourage others to 'open up' the conversation about performance – and several 'land-mines' to specifically avoid
- What to do about the impact of people who waste time or procrastinate
- What types of corrective actions work best – 6 step formula
- What to do when nothing you have done has worked – 4 closure options to end on a positive note and avoid lawsuits and hard feelings

*More good stuff ...*



## International Customer Service Association Toronto Chapter

### 5) Best Practices: How to Encourage and Manage Superstars

- How to identify the players with greatest capability
- How to build the Superstar capability of all your team members
- How to keep high achievers challenged and contributing to the team effort
- How to offer guidance to your top performers
- How to avoid 'playing favorites' ie: alienating others
- What incentives you can offer when you don't have budget or approval
- How to include mentoring activities to keep their performance high

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Help CoachPaul customize this workshop: visit [www.the-coach.com/icsa.htm](http://www.the-coach.com/icsa.htm)

What participants, significant organizations and associations say about Paul Litwack and his **Capability Improvement Process®**:

"I want more of Paul's **Capability Improvement Process®** strategies - they work!"  
**Director, Yorkdale Mall, Toronto**

"Paul is truly inspiring! I come away with a head full of wonderful new ways to improve my self while coaching others - achieving the extra mile ... one inch at a time!"  
**Team Lead, Gowlings (international law firm)**

"Reinforced my current coaching skills and provided lots of new ones!"  
**Manager, HRSDC, Government of Canada**

"Paul is an excellent Speaker. His personal example is motivating and his proven coaching strategies make good sense. I highly recommend this workshop."  
**Director, M&M Meat Shops**

"Great course - Paul would be a great business coach for any organization"  
**Operations Manager, Galleria Mall, London**

"Very informative, lots of innovative strategies to deal with previously difficult situations."  
**Director TLN – TeleLatino Channel**

"Paul shared his world-class coaching material using relevant real-life examples"  
**Director, Toyota Canada**

"Paul was inspirational, very knowledgeable and supportive"  
**Director Customer Care, Rich Food Products**

"A great day! Very useful, enjoyable and thought-provoking!"  
**Executive VP, William J. Sutton & Co.**



**International Customer Service Association  
Toronto Chapter**

**Details  
Coaching for Superstars Workshop**

Help CoachPaul customize this workshop: visit [www.the-coach.com/icsa.htm](http://www.the-coach.com/icsa.htm)

- Date:** November 21, 2005
- Time:** 9:00 AM – 4:00 PM (8:30 am – 9:00 am, registration)
- Location:** RBC Mississauga  
RBC Building 6880 Financial Drive – Tower 2  
Mississauga Ontario L5N 7Y5
- Cost:** Member: \$299.00 Non-member: \$349.00\*  
**Groups of 3 or more people receive a 10% discount**  
**\* non-member gets member rate as per CoachPaul**
- Reply by:** November 16, 2005
- Contact:** Dolly Konzelmann  
Tel: 905-477-5544 Email: [dolly@icsa.on.ca](mailto:dolly@icsa.on.ca)

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- Refreshments:** Coffee and muffins will be provided at 8:30 am
- Lunch:** Participants will have one hour for lunch  
Restaurants are available on site
- Attire:** Business casual

Directions: 401 East or West bound, exit at Mississauga Road North. Turn Right at Derry (first traffic light); turn right at Financial Drive (first traffic light). The towers are on your right hand side, each tower has a parking lot, you may park in either one. Enter the building by the main front desk. From the main lobby go left, at the end left again, the centre is directly in front. If you need help ask at the security desk.



**International Customer Service Association  
Toronto Chapter**

**REGISTRATION  
Coaching for Superstars™ Workshop  
November 21, 2005**

THE FOLLOWING PERSON(S) WILL BE PARTICIPATING: Please print

1		5	
2		6	
3		7	
4		8	

I am a Toronto Chapter ICSA MEMBER:    Yes            No

Payment option - Circle one:

Payment by Master Card, Visa or Cheque

I have mailed payment – Please make cheques payable to ICSA Toronto Chapter and send to:

ICSA Toronto Chapter  
PO Box 1083  
TD Centre Postal Station  
77 King St West  
Toronto, ON M5K 1P2

Visa or MasterCard - I am faxing the attached pages 6 & 7 to 905-940-1278

Since reservations are confirmed, any cancellations not received by November 16, 2005, will be charged accordingly. To keep our prices affordable, we will invoice all no-shows. Replacements are welcome.

**If there are others in your organization that could benefit from this information, please forward this to them.**

Help CoachPaul customize this workshop: visit [www.the-coach.com/icsa.htm](http://www.the-coach.com/icsa.htm)

ICSA Toronto Chapter has the right to cancel or reschedule its venues due to unforeseen circumstances. If a cancellation occurs, ICSA Toronto Chapter will refund any payments that have been made for that venue.



**International Customer Service Association  
Toronto Chapter**

**DATE:** \_\_\_/\_\_\_/\_\_\_\_\_  
          dd mm year

## CREDIT CARD AUTHORIZATION

**VISA CARD #** \_\_\_\_\_

EXPIRY DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**MASTER CARD #** \_\_\_\_\_

EXPIRY DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

PAYMENT FOR: **Coaching for Superstars™** Workshop – November 21, 2005  
by Paul M. Litwack, **the Capability Improvement Coach®**  
Help CoachPaul customize this workshop: visit [www.the-coach.com/icsa.htm](http://www.the-coach.com/icsa.htm)

AMOUNT \$ \_\_\_\_\_

**\* non-member gets member rate as per CoachPaul**

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

PHONE # \_\_\_\_\_

FAX# \_\_\_\_\_

Please complete and Fax to ICSA Toronto Chapter at: **905-940-1278 (Markham)**