



DAU Executive Coaching

- *Improve acquisition outcomes & the leadership capacity of the Defense Acquisition Workforce*
- *Establish a culture in the AT&L enterprise that values & practices performance coaching & mentoring*

Learn. Perform. Succeed.





The Coaching Process and Focus

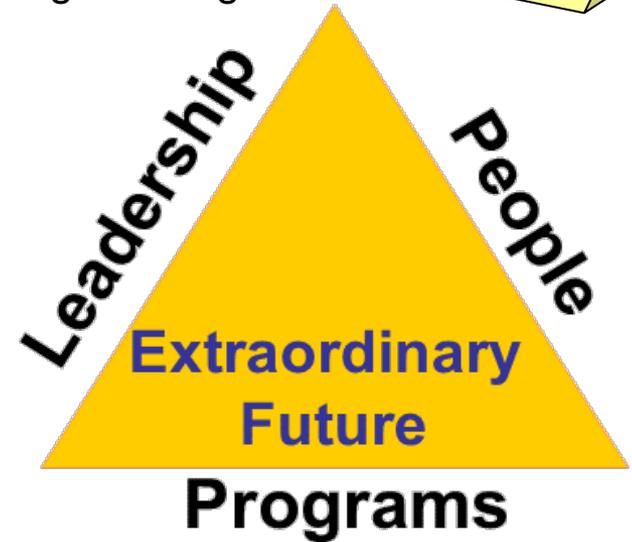
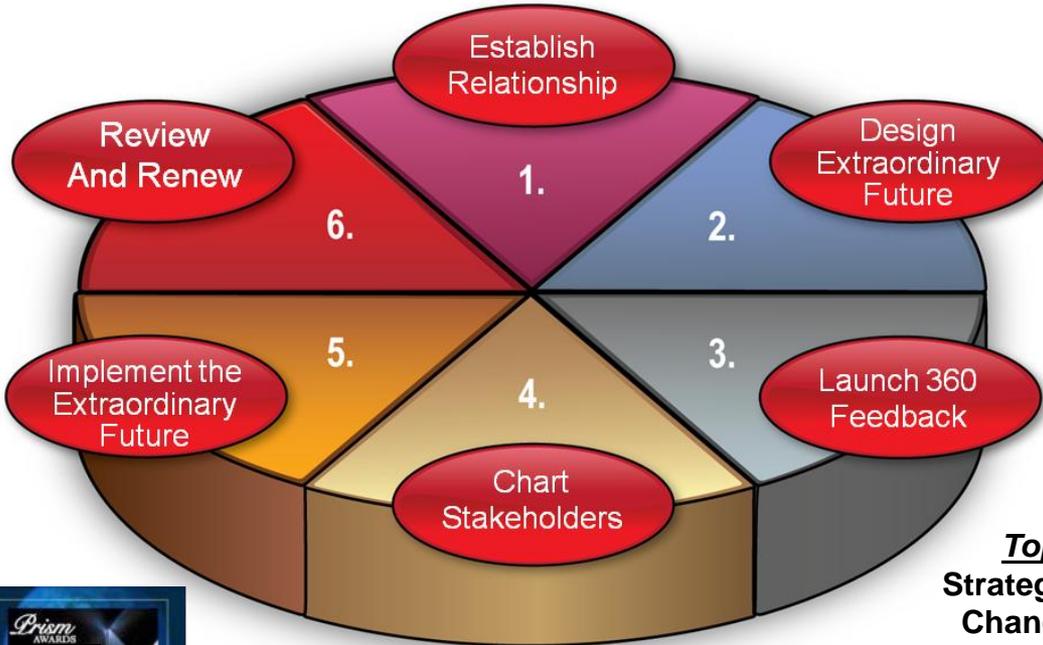
Extraordinary coaching relationships happen by design and effort.

- Monthly face-to-face meetings, bi-weekly phone calls, 6-9 months

• Extraordinary vs. Predictable
 • Strategic AND Tactical
 • Vision AND Action
 • Committed vs. ad hoc

The Leader's 100%: Design & Implement an Extraordinary Future

The Coach's 100%: Thinking/Being Partner, sounding board, nudge manager



Top 4 improvements:
 Strategic communication
 Change implementation
 Stakeholder relationships
 Leadership/people interactions

Top 4 business results:
 Increased self/group capability
 Increased customer satisfaction
 Increased resources
 Reduced cycle time



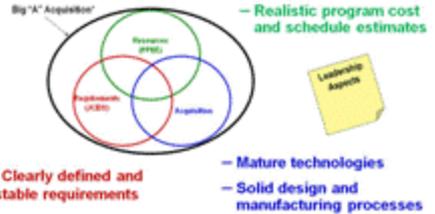
Extraordinary leaders develop in the process of producing extraordinary results

- **Your Leadership**
 - Climate
 - Ethics
- **Future Contribution**
 - Development
 - Advancement
 - Your Team & YOU



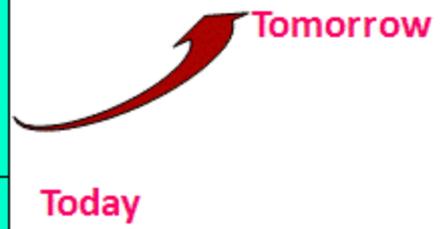
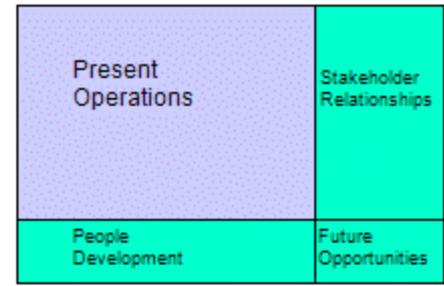
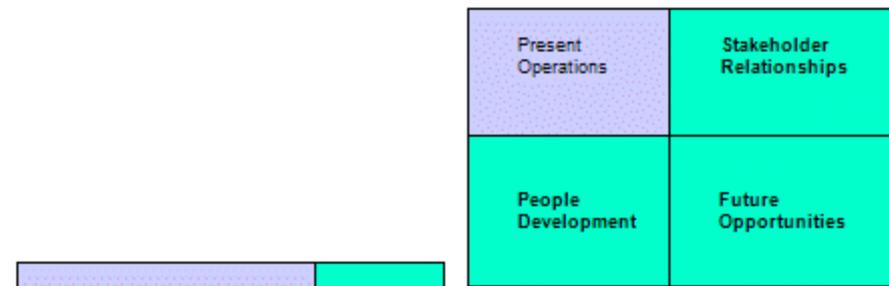
- **Organization**
 - People/Talent
 - Structure
 - Culture

Programs



- Clear
- A s-t-r-e-t-c-h
- The Essence of who we'd like to be
- Energizing and Bold
- Engaging
- Acquisition at the Speed of War

Executive Coaching focuses on your three biggest challenges as a leader

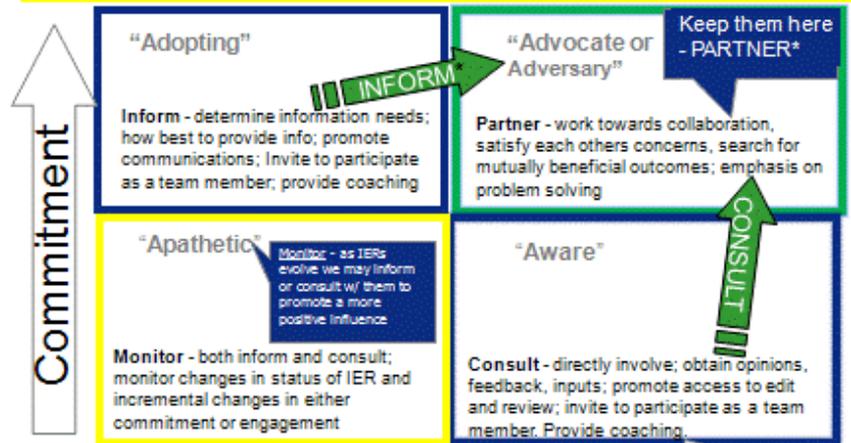


Extraordinary Future	Breakthroughs	Strategies	Catalytic Actions

Stakeholder Strategy

(Sample)

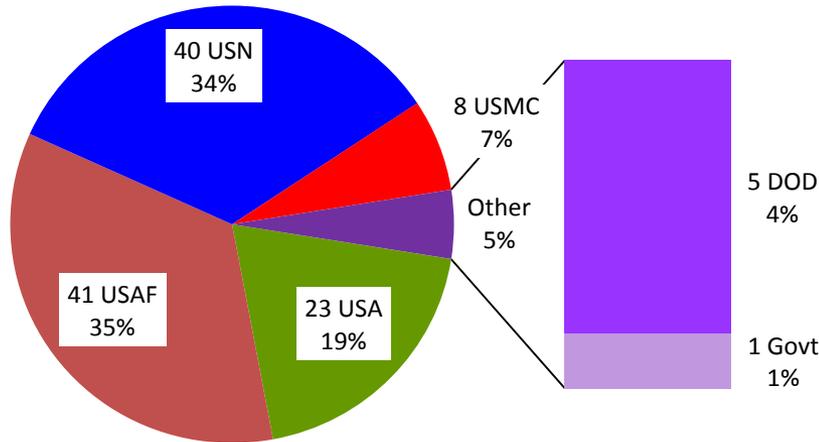
Take ACTIONS* to move your stakeholders towards becoming "Advocates" or keep them in place as appropriate



Engagement

Coaching Demographics and Metrics

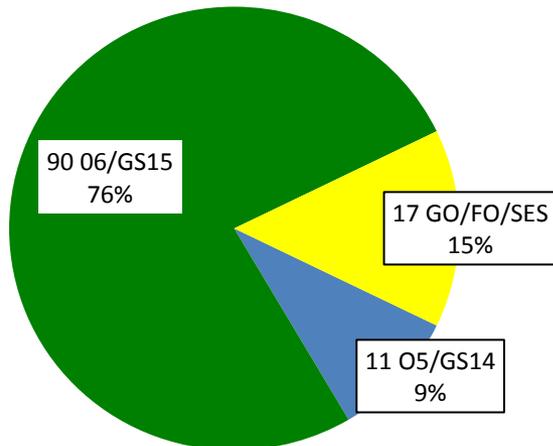
Coaching Clients by Service FY09-13



- **Post Coaching Feedback (Scale 7.0)** **6.54**
 - Coaching Model and Process **6.34**
 - DAU Coach **6.84**
 - Learning Gained from Coaching **6.45**
 - Reaction and Learning Questions **6.38**
- **I would recommend coaching to colleagues** **6.73**
- **DAU executive coaching helped me:**
 - Improve my acquisition outcomes **6.14**
 - Improve my leadership capacity **6.61**

Dr. Al Moseley, researched and authored a doctoral dissertation and book, *Coaching ROI: Delivering Strategic Value Employing Executive Coaching In Defense Acquisition* (2011), documenting qualitative and quantitative workforce development and performance improvements.

Coaching Client by Grade/Rank FY09-13

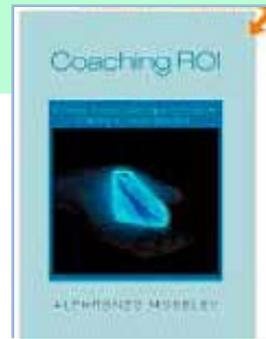


Top 4 performance improvements:

- Strategic communication
- Change implementation
- Stakeholder relationships
- Leadership/people interactions

Top 6 business results:

- Increased workgroup productivity
- Increased personal productivity
- Increased customer satisfaction
- Increased resources
- Reduced cycle time
- Increased organizational efficiency



Return on Expectations Return on Investment (ROE/ROI)

- Non-Financial: 3.3 or 330%
- Financial: 754% or 7-to-1

Summary and Way Ahead

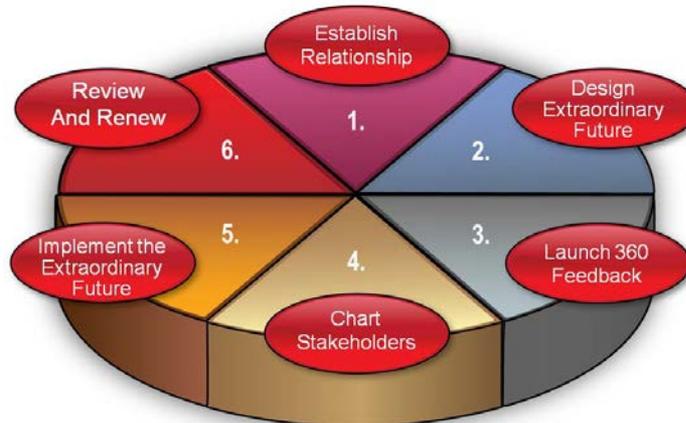
Coaching *offers leaders a powerful assist* to expand their capacities to impact and make a difference with their Leadership, Programs, and People...with the intent of *producing significant results* and *improving acquisition outcomes*.

Way Ahead

1. Review bios of DAU's executive coaches
2. Interview for chemistry and select your coach



•Extraordinary vs. Predictable
 •Strategic AND Tactical
 •Vision AND Action
 •Committed vs. ad hoc



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Coaching can offer some velocity in reaching your highest goals and aspirations.