

## The "Why" and "How" of using Assessments in your Business

Presented by:  
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## Agenda

- Introduction
- Assessments in your Business?
- Integrating Assessments into your Practice
- Assessment Selection Criteria
- Q&A's

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## Introduction

- How many are using assessments in your coaching business? Not using?
- Some reasons why you are using assessments?
- Some reasons why you are not using assessments?
- Are assessments a factor being overlooked as a revenue stream (profit center)?



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## This session will provide:

- An understanding of how assessments can increase coaching effectiveness
- Techniques to leverage assessments to grow your coaching business and bring greater value to your clients
- A greater awareness of important considerations in selecting assessments

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## Key Points – Our Experience

- Assessments are a **Natural** fit with coaching.
- Assessments support the process and the client.
- Assessments open the door to the corporate arena.
- Provide instant endorsement and credibility.
- Assessments are an excellent revenue stream for coaches.

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## What is your CORE Business?

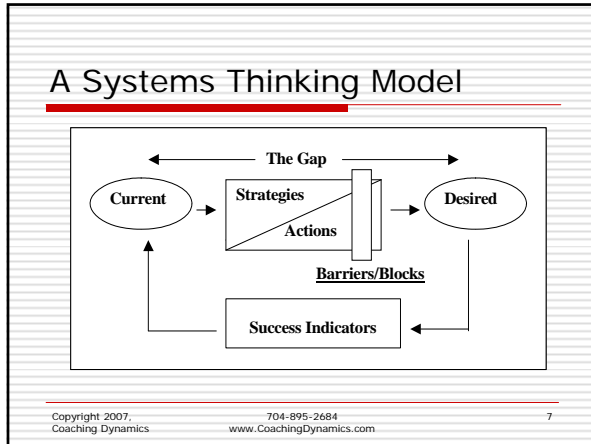


How do assessments fit into your core business?

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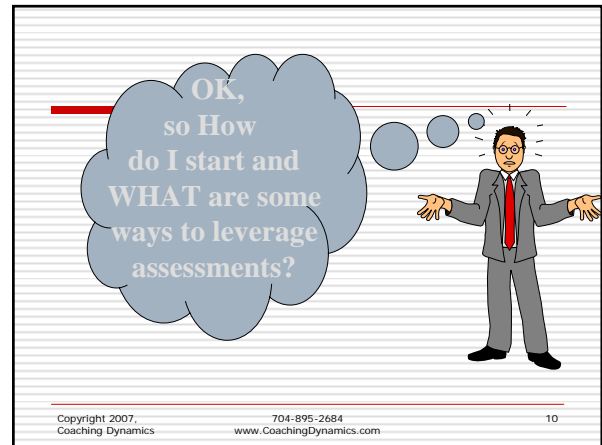
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- ### "Why" Use Assessments?
- Diagnostic/Discovery
  - Tangible
  - Provides increased Client Support
  - Insight and Information
  - Communication Skills
  - Accelerate Developmental Growth
  - Value Added
- Client Perspective**
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- ### "Why" Use Assessments
- Additional Insight into the Client
  - Positioning -- "Door Opener"
  - Credibility and Endorsement
  - Broadens Practice Offerings
  - Revenue Stream/Profit Center
  - Opens Additional Possibilities...
- Coach Perspective**
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- ### Some Applications
- With New/Existing Clients
  - Personal Growth
  - Leadership and Selling Styles
  - Sales Training
  - Decision Making
  - Communication
  - Performance Development
  - Team Formation and Building
  - Conflict Management
  - Career Choices
  - Workshops
  - Benchmarks/Standards
  - Employment
  - Self Discovery
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### Coaching Tool Kit

**BIG** difference between  
Having assessments  
vs  
Using assessments *effectively*

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## You Are The Magic!


Know the dynamics of and applications for the assessments you use.

*Are you a Certified in the assessments that you use?*

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## Assessments as a Revenue Stream/Profit Center

Because validated assessments are **complimentary** to coaching, they are a **natural** fit and their **integration** into our practice can provide a powerful **revenue** stream!



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## Criteria in Selecting Assessments

- ❑ How are you going to use in your practice? Focus...
- ❑ Validation
- ❑ Cost of Entry
- ❑ Cost of Assessments (Margins)
- ❑ Annual Purchase Requirements
- ❑ Certification Requirements

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## Criteria in Selecting Assessments

- ❑ Assessment Provider Support
- ❑ Accessibility (computer-generated, on-line)
- ❑ Readability and Understandability
- ❑ Other Assessments/Products offered by Provider
- ❑ On-going Research and Development
- ❑ Coach Approach

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## Some Powerful Assessments

- ❑ MBTI (Psychological)
- ❑ DISC (Behavioral)
- ❑ HBDI (Thinking Styles)
- ❑ Kolbe (Instincts)
- ❑ PIA&V (Motivators)
- ❑ PSI (Attributes)
- ❑ StrengthsFinder
- ❑ 360° Degree Feedback
- ❑ Hartman Values (Capacities)
- ❑ Soft Skills / EQ
- ❑ Others...



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## Key Elements -- Recap

- ❑ Know how assessments support your business and your clients
- ❑ Research and select carefully
- ❑ Training – Understand the dynamics and applications of the assessments
- ❑ Become certified – your clients deserve it!
- ❑ Leverage the assessments to expand your business

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Our Formula for Success

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**C + F + S x A = \$**

I	o	t	c	u
a	c	r	t	c
r	u	a	l	c
i	s	t	o	e
t		e	n	s
y		g		s
		y		

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Remember: ***You, the coach,*** are the magic behind the assessment!

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