

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.

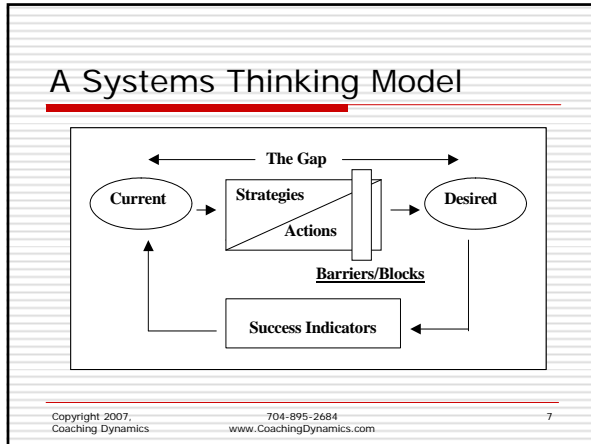
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What is your CORE Business?



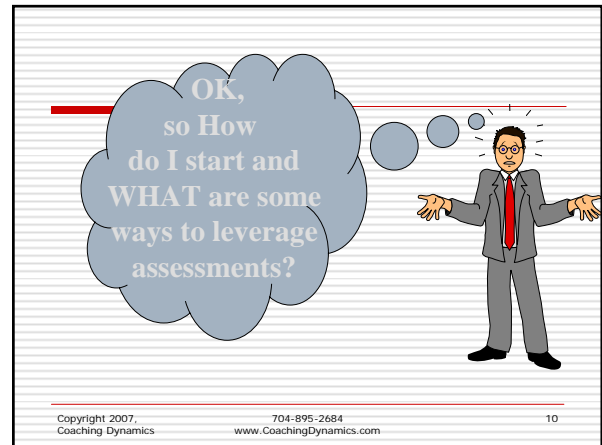
How do assessments fit into your core business?

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



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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

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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