



▶ LEADERSHIP DEVELOPMENT  
& TALENT MANAGEMENT



▶ BUSINESS &  
PERSONAL COACHING



▶ WORKSHOPS &  
ASSESSMENTS

# WORKPLACE *essentials*

EQUIPPING MANAGERS AND LEADERS TO THRIVE IN  
TODAYS MARKETPLACE.

*Success depends on your ability to inspire excellence, develop talent and align individual performance with business objectives. At the Workplace Coach, we tailor our solutions to meet your needs and our programs are designed to educate your managers by focusing on immediate impact and how to move the organization forward.*

## *Leadership Development & Talent Management*

### **Leadership Essentials™**

A fully customizable 5-module program. Offered as an eLearning program, self-study or facilitated course, alone or in combination with individual or group coaching. Coaching may be virtual or in-person.

- Learn the fundamentals of dynamic leadership and effective internal coaching
- Practice techniques for motivating staff, generating enthusiasm and overcoming resistance to change.
- Build trust across your organization. Convert conflict into teamwork.

### **Supervisor Essentials™**

A management development program for newly promoted supervisors and team leaders, Supervisor Essentials gives you quick access to vital supervisory skills, tips and people strategies to reduce costly errors and mismanagement of people, while accelerating the learning curve.

Participants will learn to:

- Observe, document and evaluate performance
- Resolve conflicts while building a productive team
- Manage time effectively and delegate properly, and much, much more.

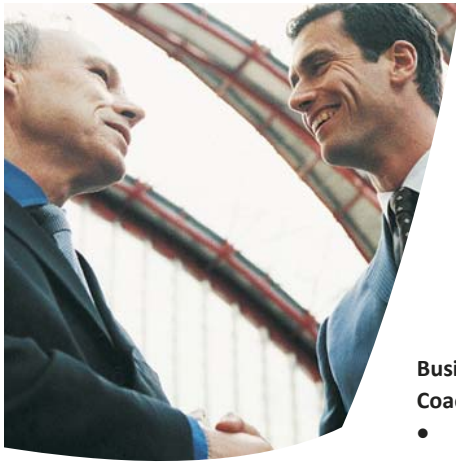


## *Become a Certified Leader Coach™*

Complete our 12-week Certified Leader Coach™ program and gain the credibility and recognition it brings managers and the organization for the work they do. Specifically, CLC certification:

- Enhances management and leadership skills and knowledge
- Verifies a level of management expertise and leadership potential
- Distinguishes managers by demonstrating professional initiative and achievement
- Offers a competitive edge for career advancement, and
- Demonstrates an organizations commitment to quality management





# Business & Personal Coaching

*Coaching involves skill analysis, goal-setting, strategizing, developing and executing an action plan, plus ongoing progress monitoring to ensure desired results are achieved.*

## Executive Coaching

- Optimize the performance of senior staff, including the newly hired and newly promoted.
- Build critical skills and competencies. Leverage strengths.
- Align executive performance and priorities with organizational strategy, goals and culture.

## Business/Management Coaching

- Partner with a trusted advisor. Receive objective, confidential feedback.
- Gain critical communication and intervention skills. Resolve difficult workplace situations.
- Develop a vision of your priorities, capabilities and goals. Discover new approaches. Formulate a plan.

## Sales Coaching

- Performance-based

coaching to give your sales team a competitive edge.

- Instill behavioral and attitudinal changes that drive sales excellence.
- Master specific communication and sales techniques.

## Career/Life Coaching

- Engage in a process of self-discovery and growth
- Get clear about who you are and what you want
- Identify and develop your strengths while overcoming weaknesses.
- Chart a course of action!

The Workplace Coach is a division of Parsons Associates Coaching, LLC. This executive division was created to focus on and better serve the needs of our corporate and executive clients. Our goal is to provide tools that will help managers and leaders and their organizations thrive in an ever-evolving marketplace.

Mickey Parsons is the founder of The Workplace Coach, where he and his colleagues provide coaching related services for professionals, business leaders and entrepreneurs. Mickey's background includes

extensive experience in employee assistance (EAP) leadership, corporate education and human resources, with more than 18 years' experience managing and leading business organizations. He holds a masters degree in educational psychology and numerous professional credentials, including: Master Certified Coach, Certified Professional Behavior Analyst, Certified Leader Coach, and Certified Employee Assistance Professional.

Mickey has served as coach, consultant and workshop facilitator for more than 60 Fortune 500 companies, including Atlanta Journal Constitution, American Express, AXA Financial Advisors, Blue Cross Blue Shield, Bowne Cox Newspapers,

Catlin, Olan Mills Studios, Brach Candy Company, Unum, Bank of America, Lennar/USA Homes, McKee Foods—the "Little Debbie" Corporation, McDonalds Corporation, Home Shopping Network, Turner Broadcasting, Weingarten Realty and New York Times.

## What clients are saying...

*"... My employer engaged Mickey to coach 2 members of our executive team during times of difficult transition. Although both were initially hesitant about the idea of coaching, both were impressed with*

## ...About us



*the results. As HR Director for the company, I speak for all of us in giving Mickey our highest recommendations." - Patricia Opperman, AXA Enterprises*

*"Our Leadership & Organizational Development team contacted The Workplace Coach to conduct a coaching skills workshop to support action planning around our employee engagement survey results. Mickey clearly understood our needs. The program was designed and provided a great foundation upon which Mickey and his partners built the participants' skills through monthly coaching calls. ..I highly recommend and look forward to working with Mickey and his consultants in the*

## WORKSHOPS & ASSESSMENTS



### Seminars, Workshops and Retreats.

Customized half-day seminars; 1 or 2—hour presentations, and 2/3 day retreats. Topics include:

- Teambuilding
- Communication Skills
- Winning the Game of Sales
- Goal Setting for Success
- Conflict Resolution
- Navigating Transitions
- Stress Management
- Life Work Harmony
- Time Management

### Assessments

A dynamic tool for talent recruitment, development and retention; enhancing communication, and building strong teams.

*future." -Susanne Diggs Wilborn, PSYD, WellStar Health System*

*"Our executive team had difficulty understanding how to work together effectively. Mickey and his team were instrumental in providing a non threatening atmosphere and allowing the team to learn how best to build their professional relationships. The Workplace Coach consultants performed exactly as I desired...the team functions much better now and I would recommend this group to others. They are very professional." -Darryl Leech, VP & GM Augusta Marriott Hotel & Suites*