



THE *Endeavour*™
LEADERSHIP COACHING

Leadership Coaching – Definition



LEADERSHIP COACHING

Transmission of support and challenge to increase, generally or specifically, professional performance and personal wellbeing

Sessions occurs face-to-face during issue appropriate time between a coach, holding relevant experience, and a coachee



LEADERSHIP

*Exhibit accountability
according to a congruent identity
through implementation of promises
that inspire efforts of oneself,
a companion or a team*

Leadership Coaching

FOR INDIVIDUAL LEADERS COMMITTED TO CHANGE IN CURRENT SITUATION



- Examine your current situation and envision the outcome you want
- Identify multiple pathways to reach the envisioned outcome
- Commit to necessary actions to close belief/aptitude gap
- Defy obstacles while being supported and challenged

Step 1: Enlist – Initiate Change Efforts

CONTENT



Find your “Why”

COMMIT FULLY TO REALIZE OUTCOME

Leaders overcome change resistance by committing fully to realize intended outcome. They generate determination to overcome obstacles through authentic eagerness for implementation effort.

Embrace change

EVOLVE IDENTITY DURING EFFORTS

Leaders strive to reach envisioned outcomes while evolving their identity during change efforts. They view their commitment to upholding promises as an opportunity to exhibit accountability.

“Activity Spotting”

IDENTIFY IMMEDIATE NEXT STEPS

We seek high impact activities/no-regret moves.

Step 2: Envision – Imagine Change Outcome

CONTENT



Imagine Outcome

SECURE ECOLOGY OF VISION

Leaders secure ecology of outcomes by exploring secondary effects on relevant constituencies. They use multiple methods and sources of information to evaluate impact of change efforts.

Set Goals

MAINTAIN OUTCOME CONGRUENCY

Leaders maintain outcome congruency while reaching for goals. They pause at milestones to reflect on progress and to create forums where deviations will be noticed and activities adjusted.

“Cloud Spotting”

IDENTIFY POTENTIAL OBSTACLES

We detect potential obstacles of envisioned change. What are they about? When might they occur?

Step 3: Entertain – Generate Change Effort Options

CONTENT



Identify Options

LEVERAGE PERSONAL PASSIONS

Leaders leverage situations where personal passions coincide with opportunities to implement change. They realize such correlation will create necessary commitment during initiatives.

Check Feasibility

EVALUATE RESPONSIBILITIES

Leaders continuously evaluate feasibility of new responsibilities on top of current commitments. They rely on implementation progress to find most effective role for themselves in a system

“Troll Spotting”

IDENTIFY LIMITING BELIEFS

We explore hopes, fears and desires and expose them openly to exile your hidden “trolls” of self-doubt.

Step 4: Enact – Prioritize And Execute Change Tasks

CONTENT



Realize Effort

CLARIFY IMPLEMENTATION EFFORT UPFRONT

Leaders establish upfront clarity of necessary effort to implement envisioned change. They believe honesty and transparency regarding expectations a key to continued engagement during change efforts.

Take Action

INVITE NEW WAYS TO IMPLEMENT TASKS

Leaders invite new ways to implement tasks necessary to reach outcomes. They continuously assess effectiveness and congruency of activities to uphold values and promises during change efforts.

“Progress Spotting”

IDENTIFY AND EVALUATE PROGRESS

We recognize situation where you act and think differently and what progress “deviations” lead to.



Step 5: Encourage – Support And Challenge Change

CONTENT



Sustain Effort

ESTABLISH SHARED URGENCY & AGENCY

Companions establish a sense of shared urgency and agency. They candidly explore each other's episodes of hesitancy or resistance to secure continued relevance for continuing change efforts.

Leverage our Relationship

IDENTIFY & CHALLENGE LIMITING BELIEFS

Companions identify and challenge each other's limiting beliefs by exploring implementation as well as non-implementation outcomes. They address fears, hopes and doubts regarding change initiatives.

“Courage Spotting”

IDENTIFY PIVOTAL MOMENTS

We seek situations critical to realize outcome, occasions where courageousness is key to success

Next Step / Material And Preparation



- Agree on relevance of coaching given issue
- Provide coachee(s) start-up material
- Individual sessions at coach's premises
- Material is provided by Encourage AB¹

ENCOURAGE

from Latin cor (heart) – to support and challenge (founded 2004)

OUR VISION

We believe in a world of continuous adult development, where humans are sponsored in accessing and acting upon necessary resources

OUR MISSION

Identify, initiate and develop high performers, professionally and personally, while simultaneously contributor to organizational health

OUR CLIENTS

+100 public/private organizations and top law/consulting firms
+3000 individuals of which +300 C-level executives
Located in the Nordics, Europe and US

for testimonials and more information www.encourage.se.

OUR METHOD

Leadership and Talent Development System
THE Endeavour™ www.the-endeavour.com

MATS EKLUND

*Founder & CEO
(born 1970)*

EXPERIENCE

McKinsey & Company, Manager of Professional Development, Sweden
McKinsey & Company, Consultant, Recruiting & Integration Manager
and Manager responsible for Trainings in the Scandinavian offices
Alumni AB, executive search and talent management
Stockholm School of Economics, lecturer on talent development
SSE Executive Education, director of leadership programs

EDUCATION

M.Sc. in Business & Administration from Stockholm School of Economics
M.Sc. in Forestry from SLU and Psychology at Stockholm University
Integrative Conversational Therapist by Ravi Welch
NLP Trainer and Master Practitioner by Robert Dilts
NLP Master Practitioner by Richard Bandler
Certified Coach by CoachU
Group Mastery by Michel Grinder
Generative Change by Stephen Gilligan

OTHER MERITS

Certified in LDF, MBTI, Firo-B, IDI, HAS, Ravens & LAB Profile
Group leader of minor field hospital and only soldier ever to graduate
with perfect score 10:10:10 from military medical school at A4/I5
McKinsey Colleague of the year 2000:
“for his enormous devotion to make new and old feel welcome”

ENCOURAGE



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