Leader as Coach:
Testimonials from Past Participants

Augusto Muench
President Boehringer Ingelheim South America
I seriously recommend Leader as Coach because it allows you to explore individual growth from a different perspective. I have taken many leadership and coaching programs before and this program goes much deeper than what I had learned so far. It gives you tools to support your own and your team’s growth focusing on root causes of human performance. If you want to learn how to really coach yourself and others to reach your next level of excellence, this course is for you.

Alun Webber
Chief Product Officer, Sky plc.
I would recommend this course to leaders who are looking to unlock potential and growth in themselves and others. I came into the course eager for discovery and was not disappointed. I exit the course moving in a direction so profoundly different from how I have led before, I wonder if I ever really led at all.

Juan Guillermo Zunino
Sr. Exploration Geoscience, Saudi Aramco
Leader as Coach far exceeded my expectations. I recommend this course highly, first of all, because it is very well planned and structured, going from Coaching Self, to Coaching Others On-on-One to Coaching Others One-to-Many. Second, the best thing was how fast you start applying all the concepts and tools you are learning in your job. For example, when we were learning about fear and crocodiles, I found it very helpful to reframe my mindset going into a coaching conversation, from having to do it perfectly, driven by a fear of failure, to really being present and trusting the process. It sounds so simple and yet it is so powerful. Already after having gone through the first few modules, I started feeling much more at ease in coaching others. I also really liked the work in study groups and working with my buddy doing peer coaching. It really helped to boost my confidence as a coach!

I recommend this course highly to anyone who is interested in coaching, as part of their current role, or as something they want to pursue full-time as a career. It’s a great course to uncover both your strong coaching behaviors and the ones that need development. I love the content of the course. Also, the timing works well – it really gives you a chance to practice and integrate the learnings.

And it provides you with a coaching language that you will keep using long after you complete this course. I already am starting to use some of the language in my work, for example, I ask myself and others ‘do you believe this is true?’ Also, the “Tree” and the “GROW” models I have already been using multiple times at work.

Robert Budstock, CEO Integrity House
I recommend this course highly. If you’re interested in deep personal growth, learning to increase your self-awareness, learning to coach others and learning how to use your coaching skills to influence the mindset and behaviors of an organization, this is a great immersive experience for that. It’s a deeply enriching experience.

The return on investment in time and money is very high. In the course of the 12 weeks we spend together, I saw that I started to approaching things a lot differently leading my organization, as a result of the classes.

We’re deeply immersed in the subject every 2 weeks for 90’ and then you follow-up by applying what you’re learning immediately in your day to day, as you’re learning new ways of leading yourself and others. All of the tools are practical and I had many ah-ha moments. It ended up as an immersion experience where it is not the type of course where I just sit in the background. Here I am in it, interacting live, on screen with the presenter and the other participants. There is a lot of learning in that.

It’s been an experience that I am going to take with me – and use it over the next year and probably for the rest of my life - how to work better with people, in my community, in my organization and outside of my organization. It has been a great experience!

Gioji Okuhara
Board Member Consumer Goods Companies, Brazil
I recommend this course because it helped me grow to become a better leader and it provided tools and references that I can share and apply coaching others. In particular, I appreciated the focus on self-development as a foundation for coaching others and the work in study groups. Also, the online format was impactful and I found the real live examples the instructor (Hylke) gave from his own experience and sharing examples of great leaders such as FDR and Mandela very helpful. This course surpassed my expectations!

Sebastien Arrivault
Strategy Director, AKQA Portland
Leader as coach is an eye opener for anyone who feels ready for a change.
More than management skills, this course provides a great sense of awareness.
The modules helped me question myself, learn from others and how I could better contribute to their development.
A humble and curious mindset can have such a positive impact on the people around you.

- Overall, I’m very satisfied with Leader as Coach. Even though I was very busy at work, I managed to free some space for coaching every day. Specifically, what worked well:
  - Hylke (the course leader) transmits his passion for coaching. Hylke and Holly (the course facilitator) are very engaged and proactive.
  - The course helps to discover the fundamentals but also different coaching techniques.
  - Concrete examples and references make the theory more tangible. The personal anecdotes are great too.
  - The reading and movie material suggested was tremendously helpful. It helped to embed the learning within me.
  - The live coaching sessions and the live interactions during the webinar were very helpful.
  - Peer coaching is great as it gives you a great learning experience.
  - The recaps that are shared by email after each module are very useful.
  - The timing for the modules worked well.
  - The presentations were visuals and dynamic.

Reda Bouraoui
CEO Al Maha, Iraq
I loved this course, it was life changing. It triggered many coaching skills that were dormant in me. I particularly liked the staged approach, going from Coaching self, Coaching Others to Coaching a System. I found it amazing to learn a practical way to coach from the hearth. It has taught me a new language in the way I work with people. It truly helped me elevate my leadership; much more fulfillment, much less stress while keeping focused on the most important things. The magic of the course is that we learn in a deep way that when our coachee is growing, we are also growing!

Jennifer Finn
Executive Director, Concerts In Motion

I especially recommend this course to people who are going through change in themselves and/or their organization. This course helps you look at your own self and your own part in how to make change happen constructively and understand and work with your own feelings in the process. I also recommend this course to people who are thinking about which way they wish to go in their career – this course also provides you with important change management skills.

I loved the set up with peer coaching – we really bonded and met consistently…we changed each other’s life. Also having the study group was very important – it helped me to learn from very different perspectives about how to lead and coach effectively.

Also, that we looked at other amazing human beings who have coached many others, helped to set a bar we can all go far. That was very inspiring. I especially loved the coaching question “who do you want to be in this situation?” That helps the reactive patterns in me chill out, when I think about the higher purpose of how I want to be in the situation.

I am really grateful for this course because it saved me a lot of time. It helps me to work much more effectively with others. Also, I really loved the idea instead of seeing something as wrong, seeing it as ‘chocolate cake’ for our own development, always. That has proven to be a very powerful mindset change as I coach myself and others.

The benefits for my day to day leadership impact have been great. For example, in a call that started with someone complaining to me, at the end, they thanked me for my listening to them. That happened as I applied a coaching mindset I have been learning in Leader as Coach. In the past I would have probably bent over and given into their perspective. Now I was able to maintain a balanced view in the conversation, while staying connected with them at the same time.

I will be looking back through the learnings from this course many times over the years to come as I apply the insights to whatever ‘chocolate cake’ challenge I get to work with!
Ron Bergamini  
CEO Action Environmental Group  

This the deepest I have gone into coaching. Loved this course. Its combination of focusing on coaching ourselves first really helped me understand how to coach effectively, both one-on-one and one-to many. Also very much enjoyed the live webinars, study groups and fieldwork and I found the movies we got to watch surprisingly effective in helping to anchor our learnings...I recommend this course strongly to anyone who wishes to learn how to really develop themselves and their teams to their next level of excellence.