



STRENGTHS-BASED LEADERSHIP COACHING

For Professionals and Teams in Positions of Public Trust

Who's winning the struggle between the professional **you are** and the one **you want to become**?

Why Leadership Coaching?

Because you have potential that's ready to be turned into results. As responsibilities and opportunities rise, it's common to discover that the demands of life and career exceed our current capabilities.

What Makes a Great Coach?

The most effective coaches are those who help to create the mental and emotional conditions in which clients can optimize their professional fitness - clearing pathways to higher levels of productivity, enhanced professional relationships, and more strategically mindful leadership methods - all resulting in measurable gains in team effectiveness and organizational stability.

Past-Client Industries and Occupations

- Accounting
- Airport Management
- Banking
- Criminal Justice
- Forensic Science
- Health Care
- Law Enforcement
- Law Practice
- Military/Defense
- National Security
- Professional Sports
- Sales and Marketing



GALLUP CERTIFIED
Strengths Coach



Society for
Human Resource
Management

Senior Certified Professional

JOHN M. COLLINS MA, SHRM-SCP

John Collins is an executive coach specializing in working with leaders and professionals in positions of high public trust - clients who have a mission of public consequence and therefore affect our quality of life. He started his private practice in 2013 after retiring his award-winning, 20-year career in forensic science, having served as the director of forensic science for the state of Michigan and authoring three pioneering books on forensic science leadership, public policy, and professionalism. As a facilitator, John's range of experience is unmatched, having facilitated corporate strategic planning sessions as well as highly sensitive domestic and international meetings on behalf of the United States Government. John is a Gallup Certified Strengths Coach and has a Master's Degree in Organizational Management. He is also certified as a Senior HR Professional by the Society for Human Resource Management.



- 1 EMBRACE YOUR UNIQUE PATTERNS OF TALENT AND STRENGTH**
There is no one like you. Experience the confidence that comes from appreciating all that you are.
- 2 NATURALIZE YOUR APPROACH TO LEADERSHIP**
Research shows that only 10% of the population have natural leadership abilities. This can be you.
- 3 LEAN ON A TRUSTED THOUGHT-PARTNER WHO'S BEEN THERE**
Accelerating leadership growth requires an experienced and supportive facilitator of self-discovery.
- 4 FROM EXPANDED SELF-AWARENESS COME NEW AND EXCITING PRIORITIES**
By creating new versions of themselves, leaders spark opportunities for themselves and their teams.

CliftonStrengths® Assessment Report



Common Areas of Client Growth

- Trustworthiness
- Leadership effectiveness
- Strategic positioning and execution
- Time management
- Self-confidence
- Patience and compassion
- Communication clarity and effectiveness
- Ability to motivate and inspire
- Awareness of emerging opportunities
- Leadership discipline
- Personal organization and productivity
- Job and work satisfaction

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Learn if Coaching is Right for **YOU!**

Take our online **Self Evaluation**

<https://www.emailreform.com/builder/emf/criticalvictories/suitability>

Dear Prospective Client:

I often describe professional coaching as **continuing education on steroids**, because the client is the teacher, the student, *and* the subject of study. In fact, as an executive coach, I am also a student, learning about your experience, your goals, and your hopes for the future. Working with a professional coach with whom you have good conversational chemistry can be one of the most rewarding and impactful experiences of your life.

My goal is to help you produce the results you want - to allow your intentions to overpower your circumstances - and to help you build professional strength in ways that change the trajectory of your career!

John M. Collins MA, SHRM-SCP
Executive PublicTrust Coach



Professional & Executive Coaching Program Options and Information

Professionalism | Leadership | Focus | Motivation | Productivity

John M. Collins MA, SHRM-SCP
Executive PublicTrust Coach

“Coaching accelerates the transition from who we are to who we can become.”

PERFORMANCE UNDER PRESSURE

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Who exactly seeks out a coach? Winners who want even more out of life.

*Chicago Tribune
December 17, 2000*



John M. Collins MA, SHRM-SCP
Executive Public Trust Coach | Facilitator | Author

John M. Collins spent over 20 years as a scientist and organizational leader in the high-stakes profession of forensic science, having worked in federal, state, and local crime laboratories. Over the years, he observed and studied how people function within high-pressure environments, what enables them to succeed, and how they cope with adversity. Formally trained by the College of Executive Coaching in 2012, John listens carefully to the goals, experiences, and perspectives of his clients before leading them on a journey toward increased self-awareness, elevated confidence, and a more focused attention on the personal and professional changes that are needed to enjoy a more enriching career.

Clients describe John as energetic, engaging, and thought-provoking. But most of all, John helps clients create new opportunities for themselves. John is a Gallup Certified Strengths Coach, holds a masters degree in Organizational Management, and is certified by the Society for Human Resource Management.

During his career in forensic science, John earned a national reputation as a thought-leader in the areas of personnel development, organizational leadership, and human resource management. In partnership with the Western Crime Laboratory Directors, John initiated a one-year coaching study in 2016 during which he coached multiple clients while assessing the impact of coaching and its ability to accelerate the development of talent in forensic science laboratories. The outcomes were impressive. Each client noted significant improvements in both personal and professional effectiveness leading to more success, greater opportunities for career advancement, and enriched interpersonal relationships both at work and at home. Coaching clients therefore enjoy a sense of rising confidence with increased self-awareness while working with John.

John explains coaching like this: “If I’d taken just 20% of the money I spent on sending employees to seminars, professional conferences, and workshops and, instead, spent it on quality coaching, it would have transformed our organizational culture and improved how people live, work, and interact with each other on a daily basis.”

Areas of Improvement in Coaching

As you might expect, clients have a wide variety of reasons for wanting to improve themselves and how they work. Generally speaking, clients benefit most from coaching when confronted by one of the following:

- New responsibilities
- New challenges or problems
- Personal or professional stagnation
- A desire to grow or to develop new skills

In our experience, coaching clients seek to make significant gains in certain areas of their personal and professional lives, which include those that are listed to the right:

- Executive leadership
- First-time leadership
- Interpersonal socialization
- Professionalism
- Negotiation and conflict management
- Persuasiveness
- Team motivation and engagement
- Career development and transitioning
- Personal betterment
- Time and office management
- Self-awareness
- Emotional intelligence
- Recovery from catastrophe
- Performance improvement
- Coping with difficult people
- Coping with a difficult boss
- Being more patient



Program Options & Pricing Updated 2022

Please review your options below. Approximately every hour of direct coaching requires an additional 30 minutes of preparatory and/or concluding work on the part of the coach. We also use assessments and other assistive solutions to increase the value of the coaching experience. Our coaching is programmatic, meaning that we work strategically and continuously to serve and support each and every client.

Strength Coaching Entry

Most of our clients enter our practice by participating in our strengths coaching entry program. This is a four session program that follows the schedule below:

- Start Up:** Registration and Preliminary Evaluation
- Session 1:** Client History and Goals (90 minutes)
- Assessment:** Gallup CliftonStrengths® Assessment
- Session 2:** Strengths Report Debrief
- Session 3:** New Opportunities (Starts and Stops)
- Session 4:** Priorities Forward
- P3 Report:** Personal Priorities Profile



Program Duration: 1-2 Months
Program Investment: \$2,550

Program Extensions

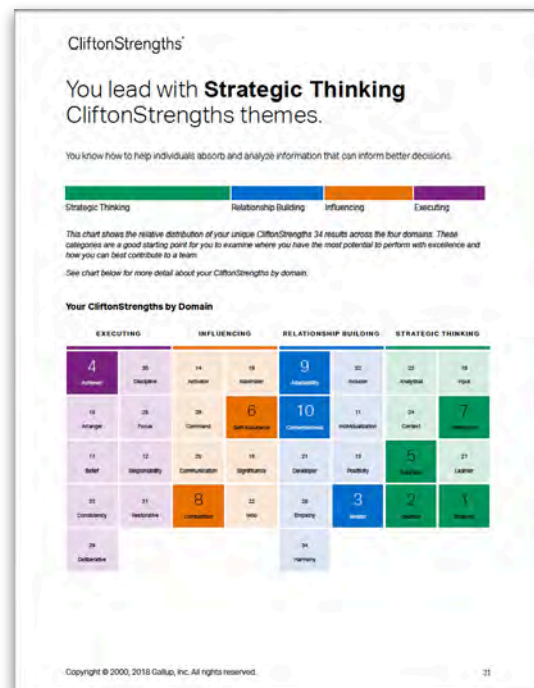
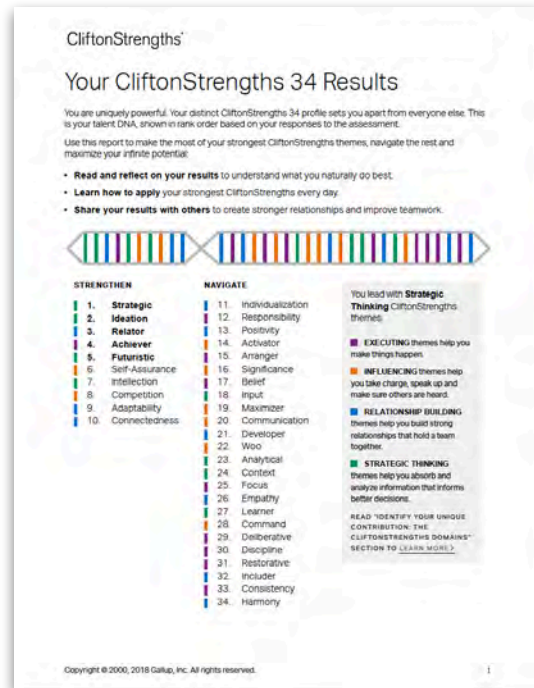
Upon completing the entry program, clients have the opportunity to extend their coaching experience by selecting one of the options below at the discounted rate:

	Regular	Discounted
12 sessions	\$4,950	\$4,450
10 sessions	\$4,450	\$3,850
8 sessions	\$3,850	\$3,250
6 sessions	\$3,250	\$2,850
4 sessions	\$2,850	\$2,650
3 sessions	\$2,650	\$2,450



Extension Duration: One year or less
Session Duration: Up to 60 minutes

Some clients may opt or need to participate in one of our extension programs without participating in the Strength Coaching Entry. The Coaching extensions do not include the full CliftonStrengths® and debrief, but they do include special learning exercises, evaluations, and other augmentative supports that make our programs so valuable.



Sample pages from the Gallup CliftonStrengths® Full 34 Strengths Report. We use your data to provide you with a world-class learning experience you'll never forget.

What is Gallup CliftonStrengths®

It is a coaching and psychology framework developed by Dr. Don Clifton who was a positive psychology researcher and clinician at the University of Nebraska. He sold his stake in what became a treasure trove of data to Gallup who helped Clifton refine and scale his program. Since 1999, nearly 27 million people have taken the assessment. It is arguably the most scientifically robust system for helping people and teams understand and improve themselves.

How rare or unique is a personal strength profile?

There is approximately a 1 in 33 million chance of randomly finding another person having the same sequence of talent themes in her or his top five. CliftonStrengths® is *trait* assessment, not a *type* assessment.

Is coaching a form of therapy?

No, it is not. Therapy is a method for helping people who are coping with dysfunction to achieve a state of normalcy in their lives. Coaching, on the other hand, is a method for helping functional people reach higher levels of achievement much faster than they could without it. Coaching can have therapeutic effects, but it should not be mistaken for therapy.

Is coaching worth the cost?

It most certainly is. According to research on coaching, the average return on investment is over 700%, usually as the result of job promotions, increased professional responsibility, or increased productivity/efficiency for organizations. And because coaching is so personalized, the benefits far exceed what can be gained by attending normal training workshops or conferences. Coaching has no travel costs, but the journey is exciting.

Who pays for my sessions, me or my employer?

Coaching sessions can be paid for by clients or their employers. If the session is paid for by the employer, the client agrees to allow her/his coach to update the employer on the progress being made and whether or not the client is participating at a satisfactory level. No confidential information can ever be shared outside of the coach/client relationship unless the coach is compelled to do so by law or ethical obligation.

When do I pay for my sessions?

Fees are paid prior to the Coaching Entry Program. Monthly invoicing is available for the program extensions.

Is there a such thing as a *bad* client?

Not really, but there are clients who seem to have no real motivation to set or accomplish goals that are worthwhile.

Can a coach terminate an engagement if he or she doesn't like the client?

Although unusual, a coach may choose to terminate a coaching relationship if the client is unwilling to be coached or is not participating fully in the coaching sessions and learning assignments. Coaches may also terminate an engagement if it seems that the client may require therapy or should consider therapy instead of coaching.

Where do you coach clients for in-person sessions?

John meets with local clients in Southfield, Michigan, but usually by Zoom or telephone.

What kinds of learning assignments do you give clients between sessions?

Learning assignments vary depending on clients and their schedules. The most common types of assignments include watching online instructional videos, reading articles, completing thought-exercises, or keeping a personal progress log.

Is it possible to coach multiple people at the same time?

Yes, it is. Group coaching or team coaching is a form of facilitated discussion intended to produce enhanced team awareness and effectiveness. It is less personal than individual coaching but still capable of helping people accelerate the development of their professional skills. If you are interested in learning more about group coaching or facilitated team retreats, please give us a call at (517) 803-4063 or email us at office@criticalvictories.com.