



Efficacy career coaching

An efficacy reinforcement tool.

Efficacy is the power to produce an effect. In business, it applies to the power an individual has to achieve their career goals, recognizing that each milestone presents its own unique challenges. This is a very important concept for anyone, at any level, and Korn Ferry can help you apply the principles of efficacy through the support of an efficacy career coach.

Overview

Efficacy career coaching provides coachees the guidance, counsel, and feedback that support them in achieving their career objectives. As a stand-alone service or as a follow-up to the efficacy seminar, coaching creates a sustainable and measurable difference, including increased levels of engagement and productivity.

Efficacy career coaching is typically offered in a unique combination of one-on-one phone meetings plus monthly group sessions. This approach provides both individual attention to one's unique challenges and shared effort around common development needs. It builds relationships that support development beyond the coaching engagement.

Korn Ferry coaches work directly with individual contributors or teams to address common themes introduced in the classroom program or through the book, *The Power of Choice*. Coaching builds on the concepts as the coachees integrate efficacy tools through the consistent application of effective effort. Efficacy coaches hail from a wide variety of backgrounds, experiences, and industries and bring a wealth of real-world coaching experience and technical expertise to every coaching engagement.

AT A GLANCE:

- Combination of one-on-one and group coaching.
- Six-month duration.
- Link with efficacy seminars or *The Power of Choice* book study.

BENEFITS:

- Accelerate development through a structured process of goal-setting and assessment.
- Enhance the relationship and influence skills required for expanded leadership within the organization.
- Increase engagement and retention of top talent.
- Maximize the organization's investment through efficiency of group format.

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Efficacy career coaching participants:

“I found our coaching sessions to be inspiring, insightful, impactful, and just plain common sense. I was challenged to think and look differently at certain situations and came away with new approaches for addressing my issues.”

“I have gained new skills, abilities, confidence, relationships, and so much more that will allow me to soar and experience life more fully.”

“Working with my coach was a game-changing experience for me. Working with a coach reinforces the discipline of deliberate thought. I would recommend the coaching experience to anyone wanting to make the most of their chosen field of endeavor.”

“My coach actively listens and provides insightful counsel to help me think strategically about my career, establish smart goals, improve my leadership ability, manage staff efficiently, deliver honest and constructive feedback, and identify my true value and authentic self. I am very grateful for this priceless connection.”

EFFICACY CAREER COACHING

Who should attend?

Individual contributors and managers who want to leverage the efficacy concepts to accelerate their professional development.

Format.

We recommend a six-month blend of one-on-one and group coaching, which includes coaching cohorts of four to six participants and monthly group calls followed by one-on-one sessions with the efficacy coach.

Learning methodologies.

Face-to-face, telephone, and group coaching options based on client need. Coaching sessions utilize efficacy program instruments including:

- Confidence indicator.
- Influence strategies assessment.
- Risk-taking assessment.
- Personal values questionnaire.
- Network analysis.
- Strategic plan.

Language.

English. Translation services available on request.

Pre-requisite.

Completion of an efficacy program or *The Power of Choice: Embracing Efficacy to Drive Your Career* book.

About Korn Ferry

Korn Ferry is a global organizational consulting firm. We help companies design their organization – the structure, the roles and responsibilities, as well as how they compensate, develop and motivate their people. As importantly, we help organizations select and hire the talent they need to execute their strategy. Our approximately 7,000 colleagues serve clients in more than 50 countries.