

## TESTIMONIALS

I attended People Biz, Inc. "Coaching Clinic" this month and it was worth the trip from Florida to Austin! Every manager who has direct reports should consider taking this workshop to improve their listening skills, increase employee retention, and gain the tools to be a better manager by becoming a better coach. I highly recommend this course and I encourage you to find 2 days because in that short time you can actually learn how to improve your business and inspire your team.

**Lynnette Leathers, Owner, Mindspot**

The thoughts, structure and information shared in this class will have a profound impact on my business, my employees and in my personal life.

**Maureen Borzacchiello, Owner, Creative Display Solutions, New York**

I attended a Coaching Clinic that Alicia Marie presented and was amazed at the knowledge that I gained! I originally signed up for just the PHR credit, but left with a whole new awareness of myself, those that I work with and am surrounded by. On a conference call with my supervisor and a few Execs', we were discussing another employee and it hit me what type of personality each member of the call was! With this newfound knowledge I was able to guide the conversation so everyone was on the same page and I left feeling I now knew exactly how to relate to those that I support daily. I would recommend Alicia's Coaching Clinic to anyone. I promise you, you will come out of this clinic with a new perspective in everything you deal with!

**Michelle Lopez, HR Director, Capstone Management Company**

People Biz, Inc held one of the most engaging sessions I've ever attended. The Coaching Clinic addressed a ton of real-world situations and I am having good success with a number of their techniques. I have recommended this Clinic for all of my managers.

**Nicole Marconi, Marketing Director, Datasphere Technologies**



**Alicia Marie Fruin**  
Professional Coach - Expert Trainer

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## THE COACHING CLINIC

### Coaching Skills for Managers

Coaching is the quickest and most effective method for developing your employees.

Coaching leads to initiative and motivation. Coaching develops a solutions oriented attitude rather than problems and avoidance.

A fun, highly participative and practical course designed to provide you and your managers with the tools and skills needed to become an outstanding coach.

Participants will go away with a thorough understanding of the principles of coaching.

## WHO SHOULD ATTEND

Managers and leaders who want to develop their ability to communicate and engage their employees

## WHEN AND WHERE

March 29th and 30th 2012  
9am to 5pm Thursday and 9am to 4pm Friday

Hilton Garden Inn: 516-683-8200  
Westbury, NY 11590

A block of rooms reserved at special price.  
Mention People Biz, Inc.

## TUITION

\$495 and includes a coaching session with a People Biz coach, as well as a Thomas DISC assessment. First ten people registered get \$50 off tuition.

Count Me In Awardees pay \$450 tuition (CMI awardees can also take advantage of early bird pricing). As always, current individual coaching clients are free. A maximum of 30 people can attend.

## COURSE OVERVIEW

- Learn an entirely new perspective on communication and what works.
- Learn powerful and effective techniques that help you seize daily coaching situations.
- What coaching is about, why it is effective and how to implement it in the workplace.
- Learn how to make the traditional switch from "Command and Control" style management to collaborative and supportive engagement of employee.
- The use of behavior assessments and how they apply when coaching.
- Identify goals and create action plans with employees.
- Promote learning and discovery in your business.
- Accountability - what it takes and how to infuse your company culture with it.
- Personal Foundation - modeling leadership and "Real Power" in the workplace.



Alicia Marie is the owner of People Biz, Inc. and a Professionally Certified Coach, Alicia has designed over 100 training programs and led custom training programs for business owners and organizations in a variety of industries across the country. She has an uncanny ability to deliver high content courses in a transformational setting leaving the participants inspired to take action and practice what they have learned.

Led by Alicia Marie Fruin- PCC



# Achieve Measurable Transformation