

High-flyers Leadership Coaching
(HFLC)
for
Mid-level Managers, Emerging Leaders and HIPOs
A New Offering from MindSpan
October, 2017

1. What Is HFLC?

Since our discovery of and focus on executive coaching in 2008, we have built the most-recognized brand in Executive Coaching in Greater China, and validated one belief, that in developing leaders and inspiring their performance, coaching IS simply the most effective methodology.

Our belief in untapped human potential is best summed up by a quote by Bob Nardelli, former CEO of Home Depot: "*I absolutely believe that people, unless coached, never reach their maximum capabilities.*"

The benefits of coaching have been well-recognized by organizations throughout the world. Coaching works because it helps real communication and real relationships happen, it enables deeper self-awareness and lasting behavior change, and it empowers trust, teamwork and breakout performance.

Countless research findings have proven the incredible power of coaching. One Harvard Business Review article declares that "many of the world's most admired corporations, from GE to Goldman Sachs, invest in coaching. Annual spending on coaching in the US is estimated at roughly \$2 billion dollars." A Fortune magazine article highlights that "in a recent study, training alone improved leadership skills by 22%. When combined with Executive Coaching, improvement jumps to 77%."

However, though the value of coaching is appreciated by most organizations worldwide, many companies are intimidated by the high cost of 1:1 coaching, which is among the highest in the world in China due to weak supply of high-quality coaches. Most of them limit 1:1 coaching to only a small number of executives. The power of coaching therefore is inaccessible to the majority of high-level leaders, let alone mid-level managers, emerging leaders and HIPOs.

In order to close the gap, MindSpan, Greater China's quality and market leader in executive coaching, is now launching HFLC as a brand-new offering to companies who are keen to develop talent and build bench strength faster and more effective for aspirational success. After having tested the HFLC model in leading MNCs such as Ford, GE, Microsoft, Deloitte, Saint-Gobain and ABB, which has reported back with a stunning 94% participant satisfaction rate, we now offer the HFLC to client companies as:

- 1) A stand-alone coaching program for mid-level managers, emerging leaders and HIPOs
- 2) A key component in an existing leadership/management development program for significantly-enhanced effectiveness and participant impact

By leveraging our huge pool of 700 certified or well-trained leadership coaches, we can make coaching affordable to most people-centric and leadership-driven organizations, and help them make quality of leadership their unrivaled competitive edge.

2. What's Unique about the HFLC?

The HFLC is unique because of 2 reasons: 1) for companies who are experienced with coaching, they can source high-quality coaches for their leaders of tomorrow at very low cost, which is generally a fraction of the going

rate of executive coaching and therefore allow the expanded use; and 2) for companies who are new to coaching, they can experiment coaching with minimal risk.

Flexibility is another client benefit. We can not only provide 1:1 coaching to individual leaders, but group coaching to a team of leaders, depending on the context and client needs.

3. Quality of HFLC Coaches

Most HFLC coaches are gifted and passionate people developers, certified/trained leadership coaches and former corporate executives or senior managers from leading companies with a wealth of business and coaching experience. They can also be executives who have graduated from leading coaching certification programs. To give you an idea of who these coaches are, below is a list of HFLC coaches who have provided service to clients:

- Former Asia Pacific President of Ingersoll Rand
- Former Greater China President and Asia Pacific SVP of German companies
- Former China HR VP of J&J Medical
- Former Asia Pacific business VP of Ingersoll Rand
- Former HR VP/HRD of Citibank and Huahong-NEC and top leadership coach in China
- Former VP of Xiaoyi Robotics and Sales Director of AltiGem
- Former BU Head of DuPont and Division Manager of Sony
- Former HR leader in Apple, Logitech and Ikea
- Former Director of Huawei and 3M
- ICF PCC and former BayerHealthcare leader
- Former Asia Pacific Managing Director of an American logistic company
- Former China Talent Director in Dentsu Aegis and HR Head in DKSH
- IBM China Executive

Over time, we will recruit more highly-motivated coaches with solid corporate experience, we will boast a steady supply of high-quality coaches for expanding HFLC needs. A big number of our HFLC coaches are literally bilingual, thanks to their long and successful careers with leading MNCs.

Can MindSpan provide HFLC service outside China? The answer is yes.

Leveraging our coach pools in most Asian markets and beyond, in the last 7 years we have had a fabulous experience providing HFCL to clients in Japan, Korea, Thailand, India, Indonesia, Australia and South Africa.

4. Structure and Process of HFCL

1) Duration, Frequency of Sessions and Total Hours

Most HFCL programs are straightforward in structure: 6 monthly sessions each lasting one hour plus a half-hour Goal Alignment Session with Line Manager AND a half-hour Final Review call with Line Manager. In total there are 7 engagement hours.

Though it is not recommended, we understand this scenario maybe real. In some cases when the number of participants is big, and the client company wants to offer fewer sessions, the minimal number of sessions is 4. A coaching program with less than 4 sessions may yield a much less desirable outcome.

2) Format of Coaching

Due to its low-cost nature, all sessions are conducted over phone or video EXCEPT the FIRST session if both the coach and coachee are based in the same city.

3) Coach Selection

All HFCL participants will have choices of coaches. We suggest they talk with potential coaches for chemistry check and make their choice accordingly.

4) Coaching Evaluation

MindSpan will conduct assist client in collecting feedback upon completion of the HFCL program.

5. Offerings and Investment

We offer the following 4 basic HFCL offerings based on the level of

participants:

1) For Director-level leaders

- **Package A: 6-Month 1:1 coaching program in 6 sessions (total engagement hours: 7)**
- **Investment: RMB14,000** (or US\$2,121) per participant inclusive of 6% VAT
- **Package B: 6-Month Group Coaching program in 4 sessions each lasting 3 hours (6-8 participants per cohort, total engagement hours: 16 including preparation)**
- **Investment: RMB32,000** (or US\$4,848) per cohort inclusive of 6% VAT

2) For Manager-level leaders

- **Package C: 6-Month 1:1 coaching program in 6 sessions (total engagement hours: 7)**
- **Investment: RMB10,500** (or US\$1,590) per participant inclusive of 6% VAT
- **Package D: 6-Month Group Coaching program in 4 sessions each lasting 3 hours (6-8 participants per cohort, total engagement hours: 16 including preparation)**
- **Investment: RMB24,000** (or US\$3,636) per cohort inclusive of 6% VAT

6. Why MindSpan?

- With more than 600 coaches, MindSpan is the biggest executive coaching service provider in China serving 400 global/Chinese clients including 108 Fortune 600 companies in GrChina, Japan, Korea, India, Thailand, Australia and Indonesia.
- Many MindSpan clients are among the biggest and most-demanding coaching clients: IBM, GE, Ford, Microsoft, J&J, Deloitte, Texas Instruments, Roche, Mars, Coach, Delphi, Continental, L'Oreal, BCG,

- Jaguar Land Rover, McKinsey, Alibaba, JD.com and Huawei.
- MindSpan stands for focus, quality and impact. Many MindSpan coaches are among the best-known and most respected coaches in the industry.
- A regional Thought Leader well-respected by peers and clients, MindSpan organizes China Leadership and Executive Coaching Conference once every 2 years. The 5th CLEC will be organized in 2019.

7. Inquiries

Any questions about HFCLC or other MindSpan offerings or feedback, please contact your MindSpan Consultant for inquiries. If you don't know who to contact, please contact April Wang at (21) 5059 8969 or by email, april.wang@mindspan.cn.

You can also contact your MindSpan consultant or April Wang for MindSpan client success stories.

To learn more about us, please visit our website: www.mindspan.cn.

Thank you!