

## PRACTICE OVERVIEW



# BTS Coach

From our thought leader partner **BTS**

## *Scalable and consistent coaching that turns strategy into action*

### High-Impact Questions

- What are you doing to enable middle managers to drive culture change?
- Who in your organization do you offer coaching to? What possibilities would open up if you could make it accessible to more?
- How many coaching providers do you have? Would it appeal to be able to increase quality & consistency & impact while radically decreasing cost?
- How comfortable do you feel that coaching in your organization genuinely drives your strategic agenda?
- How do you measure the impact of your coaching? How happy are you that it is driving big results?

### Summary of Practice

BTS invented global scalable coaching and is the world leader in size, service and science. This year, they are coaching more than 10,000 leaders from 40 countries for companies including BP, Coca-Cola, Kellogg, Uber, HSBC, and Salesforce. More than 15 years of innovation means BTS is unique in offering coaching services to help you turn strategy into action. We have a global coaching team, consistent high quality, and scalability at all levels of the organization. And a customer team makes it easy to manage across the organization.

### Key Differentiators

1. **Aligned to your business strategy & context.** Most competitor coaching is 100% around the individual's agenda. Because of our use of pre-work, and our aligned coaching content, we can target coaching to drive the client's business agenda, and return actionable data back to the organization
2. **A global coach team** – and one amazing standard. We don't have a loose "network" but a dedicated team who are not only highly qualified and experienced but also engage in 160 hours of certification to reach our unique standards (257 coaches, 37 countries, 33 languages, 97% NPS).

# BTS Coach

From our thought leader partner **BTS**

*Because of our use of pre-work, and our aligned coaching content, we can target coaching to drive the client's business agenda, and return actionable data back to the organization*

- 3. **The world's foremost mindset research.** We believe great coaching doesn't just focus on behavior but on the mindset behind it. Tapping into a unique database of 100,000+ coaching conversations our research hones in on those mindsets that make the biggest difference – and on the coaching tools most likely to change them.
- 4. **A scalable solution.** Because of our digital platform and coaching methodology we can offer coaching that is affordable and accessible to all leaders in a business. This means it is no longer only affordable for a few executives but a scalable lever for change.

**Core offerings:**

The offering	What it is	What it looks like
<b>Team coaching</b>	A coaching journey for intact teams.	Usually involves a diagnostic, team event, one to one coaching and peer coaching
<b>Leader as a coach</b>	A curriculum to build coaching capability at every level	Deliverable face to face or virtual, individually or enterprise wide.
<b>Coaching provider of choice</b>	The ability to offer coaching from top to bottom of an organisation on demand	From exec coaching at the top end, to on-demand needs based coaching that is available to the many
<b>Learning journeys</b>	Leveraging coaching to personalise and change mindset within any BTS journey	Customized to complement and enhance various BTS solutions within a learning journey

Our Point of View

**We hear customers say ...**

Our competitors say it takes a year to change a habit.

We believe it can be done in **4-5 months** because we make every minute count, we work on mindset, and we use coaching within the strategic context. If you need to change behavior don't focus on the behavior – change the underlying mindset.

How can coaching turn strategy into action for my organization?

**We believe coaching:**

- Is the most effective way to impact mindset. Mindset is core to behavioral change – and is key to most strategic changes. Our methodology is the only coaching approach that can genuinely drive organizational mindset change.
- Can be consistently scalable and affordable for the many, not just senior leaders.
- Is the best tool to make strategy personal.
- Creates the most powerful data you can get to see and measure impact.

**For additional information** about the *BTS Coach* practice, visit [Advantage Performance Group](#), call us at (415) 925-6832 or email [contact@advantageperformance.com](mailto:contact@advantageperformance.com).

Explore our complimentary resources at [apg1.us/free](http://apg1.us/free).