GCG

Global Coach Group
Lead for Good

The Triple Win Leadership Coaching Journey



www.globalcoachgroup.com

Triple Win.
Real Results.

Triple Win Leadership Coaching delivers a consistent 95% success rate in coworker satisfaction—improving leadership skills, team effectiveness, and performance results.

It's a proven, impactful, simple, and step-by-step approach designed to deliver measurable outcomes at three levels: the leader, their coworkers, and the organization. Built for clarity, customization, accountability, and scale, this journey transforms coaching into a structured, bespoke, repeatable process that delivers measurable results and clear ROI.

1 Smart Start

Assess → Align → Commit

As the coaching begins, we align expectations and ensure commitment from all key stakeholders: the leader, their manager, and HR.

- **We clarify the "why" behind the journey.**
- **We assess coachability using three factors: Right Focus, Cocreation, and Resilience.**
- **We confirm commitment using readiness conversations.**

Why it matters

Early alignment prevents future surprises and creates shared commitment to the coaching goals.



2 Sharpen Focus

Select → Narrow → Clarify

The leader selects **two high-impact growth areas**, guided by feedback from coworkers and aligned with their own aspirations.

- **These growth areas are not just "interesting" —they're important to the leader's success and meaningful to coworkers.**
- **The leader builds a personal business case for change that benefits the leader, their team and their performance.**

Why it matters

Too many goals dilute impact. Focusing on two high priorities creates clarity and traction, and the business case illustrates the cascading value to change deeper into the organization.

3 Cocreate Change

Invite → Involve → Engage

Change becomes meaningful and sustainable when it's cocreated.

- **Leaders invite coworkers to share suggestions through structured, time-efficient tools.**
- **Coworkers become contributors, not just observers.**

Why it matters

Engagement rises when people feel included in the change process. It builds trust and accelerates progress.



4 Agile Improvement

Plan → Act → Review → Adjust

Change is managed through a structured yet flexible rhythm of reflection, action, and feedback.

- **Monthly or quarterly reviews, powered by GCG Coaching Tools, keep growth on track.**
- **Momentum is maintained without overwhelming the leader or their team.**

Why it matters

Structure builds reliability. It helps leaders follow through and allows coaches to guide with precision.

5 Make Growth Visible

Follow Up → Validate → Celebrate

Leadership growth isn't reality unless others acknowledge it and feel its impact.

- **Coworkers are invited to give brief, structured feedback via quarterly pulse reviews.**
- **Visible wins are tracked, acknowledged, and celebrated.**

Why it matters

When perception changes, performance follows. Measurement validates the Triple Win.



Why Clients Love This Journey

- **For Leaders**
  Personalized coaching with focused growth, actionable plans, visible results, and recognition of success.
- **For Coworkers**
  Contributors in coreating change, stronger engagement, tangible impact, and shared success.
- **For Organizations**
  Improved leadership effectiveness, better team engagement, increased performance with a clear ROI.

This worksheet is based on concepts and tools introduced in **Triple Win Leadership Coaching, the Coaching Guide to More Impact, More Coaching, More Clients** by Will Linssen (© 2024, Global Coach Group).

For more information and resources on the Triple Win Coaching approach —including frameworks, models, and case studies—refer to the full book and the accompanying elearning at globalcoachgroup.com/triplewinbook

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For Clients

We Deliver a Triple Win



Better Leaders, Better Teams, and Better Results — boasting a 95% success rate confirmed by coworkers, based on more than 100,000+ leaders coached.

Global Coach Group delivers the best results-based coaching worldwide through our network of over 4,000 world-class certified coaches, powered by our proven Triple Win Leadership Coaching approach and proprietary digital tools.

Triple Win Leadership Coaching, captured in Everybody Wins by Will Linssen — Amazon #1 International Bestselling Author.

Author

Will Linssen



Will Linssen has been ranked World's #1 Leadership Coach by Global Gurus (USA) and World's #1 Coach Trainer by Thinkers50 (UK), serves as advisor to the Harvard Business Review, and is recognized as a LinkedIn Top Executive Coaching Voice. He is an Amazon #1 International Bestselling Author. With more than 30 years of experience in executive leadership across Europe, North America, and Asia, Will holds the International Coaching Federation's highest accreditation: Master Certified Coach.

He is the founder and CEO of Global Coach Group, the world's #1 international leadership coaching network, with over 4,000 coaches worldwide serving Fortune 500 companies and leading multinational corporations.