

# TRIPLE WIN LEADERSHIP COACHING

The Coach's Guide to More  
Impact, More Coaching,  
and More Clients

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PASSIONPRENEUR®  
P U B L I S H I N G 

Triple Win Leadership Coaching  
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## WHAT OTHERS ARE SAYING

I am excited to share the positive impact our approach has had on coaches and leaders around the world. Over 4,000 coaches and more than 100,000 leaders have experienced the transformational benefits of using this methodology firsthand in their leadership coaching journeys. With hundreds of testimonials on my LinkedIn profile, I selected several testimonials to showcase the powerful impact our approach has had, providing real-life examples of growth and success for coaches, leaders, and organizations. We hope the insights offered by these diverse voices inspire and encourage you to embark on your leadership coaching journey.

### What Organizational Leaders are Saying

Having led organizations on three continents with very diverse leadership teams, it has become ever so clear that leadership is a personal and customized service that we provide to the people we work with in our organization. Working with Will helped me to cut through the complexity of diversity and accelerate my leadership effectiveness as I moved into a new leadership role. The overall experience has produced great insights and value for our business. Using the Triple Win Coaching approach from Global Coach Group

provided me with specific suggestions from my team and other coworkers that we needed in our dynamic business environment to adapt to the rapidly changing requirements.

Will's expertise in leadership change and insights into our organizational culture helped me to swiftly and effectively pinpoint my leadership focus, and drive team engagement and empowerment at the same time. And as an added bonus, the transparent coaching process and measurable results made it all even more simple and enjoyable to create the change we needed for our leadership team. I have embedded this coaching approach in my leadership style moving forward.

**Thomas Klein, Vice-President Mercedes-Benz**

The challenges of leadership are exacerbated by the fast-paced, high-performance culture in our industry, which makes navigating all the people and leadership challenges more strenuous. GCG's coaching approach, where the involvement of coworkers is an integral part of the leadership change journey, was challenging at first but turned out to be the key to success. Taking the lead in change comes naturally to me, and the close involvement of my team and peers created a natural momentum that institutionalized the team and culture change when we needed it the most. This coaching journey has been a great win for me and my team, and has guided the business simultaneously. The return on investment has been amazing.

**Simon Keeton, President ON Semiconductor**

As a long-time CEO, I had the privilege of being coached by some of the best coaches in the world. Working with Will Linssen was transformational for me and my executive team, and it is clear why he ranks as the #1 global leadership coach. The last time I worked with Will was a really tough case. An entirely new management team, a difficult turnaround in a chaotic market, and a truly toxic culture. Will was super-quick to understand the details of the uphill battle we faced externally and internally. The agile GCG coaching process provided tangible guardrails for us to plan and make incremental improvements. It made it easy to commit to change and take one step at a time. Will also provided a wealth of frameworks and best practices for specific tactical and strategic projects we had been struggling with. All our leaders in the executive team got measurably better, and even our Employee NPS and pulse surveys improved significantly as a result. A great return on investment indeed. I won't hesitate a minute to work with Will again!

**Silvan Cloud Rath, CEO Twinner**

The coaching and leadership development program with Global Coach Group has helped me tremendously in becoming a more effective leader, which greatly benefits my team. Will brought a wealth of experience from different cultures, industries, and challenging situations. Throughout the coaching journey, he tapped very quickly into the issues that needed to be addressed and connected my specific challenges of a fast-paced, project-driven, high-tech industry with suggestions from my team and combined this with his experience into solutions that custom-fit my environment. Partnering with Global

Coach Group and my coach has been a great, enjoyable, valuable, and effective journey.

**Dr. Eric Shero, Vice-President ASM**

### **What Leadership Coaches are Saying**

As a Harvard Leadership Development expert, I've witnessed the transformative effects of Global Coach Group's Triple Win Coaching methodology. This approach surpasses high standards and significantly enhances leaders' behavioral and strategic capacities. It fundamentally transforms coaching, ensuring personal growth, stronger teams, and improved organizational results.

**Rajeev Mandloi, Harvard Business School Publishing**

As an experienced coach and facilitator myself, I can honestly say that Will's expert-level knowledge of executive coaching, the application of that knowledge within a well-defined and structured coaching program, and the ability to support a cohort of distributed learning participants was nothing short of 'Master' level. During the GCG certification program, Will and the GCG team managed the online interaction with each of us, bringing his knowledge, supporting us in transferring that knowledge, and bringing energy, enthusiasm, and humor—it was a great experience. Will brought so much to the program that made the experience a fantastic one.

**Adam Detwiler, USA**



Unlock the true potential of professional executive coaching with time-saving strategies that set the stage for focused sessions. By streamlining the essential elements, leaders can dive straight into the heart of the matter, allowing for maximum impact and real results.

**Cristian Hofmann, Switzerland**

The Triple Win Coaching process provides a robust and clear methodology for coaches to utilize with so much 'done for you' in terms of client resources, templates, etc. For us, it formalized what we do as leadership and team development coaches, but importantly, it gave us a clear return on investment proposition to take to organizations, turning our coaching proposal from a 'nice to have' into a 'must have'. The combination of self-paced learning with plenty of practice offers coaches the opportunity to learn in their own time but also benefit from peer-to-peer work. Direct access to Will in the workshops was a huge plus as it gave us the opportunity to benefit from his vast experience and insight regarding the practical application of the GCG methodology. Highly recommended.

**Helen Holan, Australia**

Firstly, the program's philosophy of including coworkers in the leadership coaching engagement to improve their performance is a powerful tool to deliver behavioral change, and it has statistical evidence to back it up. Next, the coaching content was very strong and highly structured, giving the coach in training a step-by-step system to implement the various stages of the coaching approach.

Finally, the training itself was delivered by Will Linssen. Will is highly credible, engaging, challenging, thoughtful, and humorous, and he got the measure of the attendees and pace of the delivery just right. I would heartily recommend the program's training and Will Linssen himself to any executive coach serious about delivering value to their clients.

**Jonathan Webb, UK**

The Triple Win Coaching approach offers guidance and flexibility to provide a bespoke coaching journey for the leaders and optimally guide and support them in their leadership growth. It really helped me support leaders so that, in turn, they can achieve magnificent results for themselves and their teams. Working with the GCG's online coaching tools and resources in such depth has increased my capability and effectiveness to help leaders in their quest for growth and, at the same time, created a deeply ingrained connection with the GCG philosophy involving coworkers. Furthermore, the GCG process, system, and support allowed me to work on my passion for helping leaders achieve measurably improved effectiveness in a well-organized professional setting.

**Marja Zandstra, Netherlands**

## ACKNOWLEDGMENTS

This book is the result of encouragement from many people. First and foremost, I want to thank the thousands of coaches I have trained and certified over the years. Your dedication, enthusiasm, and commitment to excellence in coaching have been a constant source of inspiration and motivation for me and my colleagues at Global Coach Group. Without your commitment, community, and passion, this book would not have seen the light of day. I am particularly grateful to those who contributed to the creation of this book and the development of the Triple Win Leadership Coaching approach.

A big thank you to the leaders around the world who have entrusted me with their leadership coaching journeys. Thank you for your courage, openness, and willingness to embrace change. Your success stories have been the driving force behind the Triple Win methodology, and I am honored to have played a part in your leadership development and the success you cocreated with your teams.

I also extend my sincere appreciation to my colleagues and business partners at Global Coach Group who have supported me throughout this journey. Your insights, feedback, and collaboration

have been invaluable in refining our approach and expanding our impact around the world.

A special thank you to the Passionpreneur publishing team involved in this book's production. Your professionalism, creativity, and attention to detail have brought this project to life, and I am incredibly grateful for your hard work and dedication.

Last but not least, thank you to my family for your unwavering support, encouragement, and understanding. Your belief in me has been my anchor through the ups and downs of this journey, and I am forever grateful for your love and patience.

This book is a testament to the power of collaboration, dedication, and the relentless pursuit of excellence. Thank you all for being a part of this incredible journey. Together, we are making a lasting impact on the world of leadership coaching.

## INTRODUCTION

Welcome to *Triple Win Leadership Coaching: The Coach's Guide to More Impact, More Coaching, and More Clients*. This book is your essential companion on the journey to becoming a more effective, impactful, and successful leadership coach. In these pages, you'll find the answers to your challenges as a coach and the tools to help you achieve remarkable results.

The purpose of this book is to equip you with the knowledge and tools to achieve the Triple Win: Better Leaders, Better Teams, and Better Results, with a 95% success rate confirmed by coworkers. This approach is grounded in the proven results from coaching over 100,000 leaders and their teams.

When I started my journey in leadership and executive coaching, I faced countless roadblocks and challenges that I wish I had known how to circumvent. This book is designed to illuminate those obstacles and share the hard-earned insights from my 30+ years of experience. I understand firsthand the complexities and triumphs of this field.

The promise of this book is simple: It contains the practical strategies and proven methods you need to navigate the intricacies of coaching

and achieve transformative, measurable results for your clients time and time again.

The Triple Win approach is based on the foundation that ‘Leading is Cocreating Change with Coworkers.’ This philosophy underpins every chapter, offering you a structured yet bespoke approach to coaching that not only enhances individual leadership skills but also drives team engagement and organizational performance. By applying the Triple Win methodology, you will be able to deliver coaching interventions that are not only impactful but also measurable, bringing tangible benefits to the leaders you coach, their teams, and the broader organization.

In these pages, you’ll discover proven techniques for creating smart beginnings to your coaching engagements, for maintaining momentum, and for achieving sustainable success. You’ll learn how to measure the impact of your coaching, engage coworkers in the change process, and overcome common pitfalls that can derail progress. Whether you’re a seasoned coach or just starting, this book offers valuable tools and insights to help you achieve better impact, better coaching, and more clients.

Prepare to embark on a journey whose every strategy, tip, and tool has been road-tested and refined to ensure exceptional coaching outcomes. Your path to becoming a more impactful and successful coach starts now.

## A NOTE ON TERMINOLOGY

**Leader:** *The person being coached in a leadership coaching engagement. Some methodologies refer to them as a 'coachee' or 'client'. I do not use the word 'coachee', finding it awkward and slightly demeaning to a person in a leadership position.*

**Client:** *The entity or person who pays for the coaching. Most of the time, that would be the leader's manager or the organization they work for. Sometimes, it is the leaders themselves.*

CHAPTER 1

# **ACCELERATE YOUR SUCCESS IN COACHING**

The most valuable tips and tools  
for coaching success



TRIPLE WIN LEADERSHIP COACHING



It seems like just yesterday that I started out as a coach. I vividly remember the insecurity, doubts, and stress I experienced during my first coaching engagement. It had come after many long working days gathering the resources needed to coach the leader, understanding their environment and listing questions and answers that might come up. I had thought my transition into leadership development and coaching was going to be much easier, having already had the privilege of doing quite a bit of formal and informal coaching in my corporate leadership career. This experience had fueled my passion for helping people leaders improve, but when I finally stepped out into the professional coaching world, I felt the jitters of being a solo entrepreneur and the pressure to perform in my clients' corporate setting.

## DON'T YOU LOVE IT WHEN YOU THINK YOU ARE LAUNCH-READY, ONLY TO REALIZE YOU ARE NOT?

I thought my business experience and my MBA, recently completed at a world-leading business school, would suffice to get me started, but I was in for a rude awakening. Within weeks of starting my new career path, I was invited to be a main speaker at a conference on business and leadership, and as luck would have it, my first main coaching engagement came as a result of that presentation. The CEO of a large Fast-Moving Consumer Goods (FMCG) company hired me to coach him and his executive team. It was a mixed blessing. It was the sort of engagement any budding coach would wish for, offering high-level executive coaching at great fees—with the potential for fantastic references to secure more clients down the

road. It also provided a great way to position myself as a coach within that organization.

The coaching engagement began in the span of a week, as the CEO was eager to get started with change in the organization. What I had hoped to be straightforward quickly became challenging. I had little experience in the intricacies of their FMCG business, and I was coaching a CEO I did not know well. I didn't know his team either, or the intricacies of this business environment.

I was reminded of something my manager and CEO had told me a few years back: Oftentimes doctors use a medicine they know something about, against a medical issue they know little about, for a patient they know nothing about. That's exactly how I felt, and I did not want to be that kind of service provider to my clients.

With little time to waste, I jumped into full gear. When you're coaching someone in a situation with so many unknowns, the biggest challenge is to determine which coaching resources to use. How could I add value to their environment? That was a tough question.

## BATTLING IMPOSTER SYNDROME WITH BETTER INSIGHT

For the first time in my professional career, I encountered challenges like Imposter Syndrome and questioned whether I was the right partner for this leader and his team. Failure was not an option, and I really wanted to deliver great value for my first client. So, for days, I worked tirelessly behind my desk to gather relevant resources and read up

on developments in the client's particular industry and environment. I wanted to become a valuable and relevant discussion partner for the CEO. Armed with some of that information and a bunch of questions, I dove headfirst into the coaching engagement and vowed to sort things out along the way.

I dipped into my network of connections in the United States (USA), United Kingdom (UK), and India and conducted a rapid-fire round of interviews with experienced coaches and consultants to get their views on how they would approach this. I started combining my experience with their advice on different assessment tools, which proved to be a blessing. These tools provided insights into the leader's effectiveness, at least as seen by their coworkers, and this 360-degree method helped me establish a structure for my approach. I also gathered valuable information and examples by interviewing the leader and their executive team; I asked questions about their strengths, areas for development, and organizational challenges from a cultural and leadership perspective.

That approach relieved my performance anxiety and resolved the initial challenges I saw in front of me.

## DEVELOPING A BESPOKE SERVICE OFFERING

With the first big challenges sorted out, I had a few weeks to determine the appropriate bespoke service offering to help the leader make progress. Little did I know that this seemingly straightforward task would pose a whole new set of challenges.

Every day felt like a race against time. The leader needed to feel and see their improvement quickly, and I needed to facilitate this success and make it visible to them. The stress was palpable, and I felt the weight of their expectations pressing down on me—and my one chance to achieve success.

With just enough time before diving into the weeds of coaching implementation, I traveled to the USA and the UK to become certified in various coaching tools and approaches. I was committed to fortifying my coaching service, fearing that I might not be enough. While these certifications provided useful ideas and resources, they also opened the door to another set of problems. How would I combine these tools to create a logically structured coaching service and create the impact that my first client was looking for?

It was not the ideal start I had envisioned, and with no grace period, I resorted to many late nights working on the coaching program design. I remember putting my children to bed and then burning the midnight oil using the computer in their room to print coaching session materials while refining coaching techniques at my desk in another room. Every day, I repeated to myself that I only needed to stay two steps ahead of my very smart client and work through the rest along the way. But the bouts of panic and doubt that crept back week after week were relentless.

Each day felt like a marathon of blood, sweat, and tears. Yet, despite the exhaustion and the constant fear of failure, the first engagement went well and yielded great results. This success led to more engagements within the same company. However, I quickly realized that this 'improve as you move' approach was neither sustainable nor

scalable. Psychologically and physically taxing, it threatened to drain the fun and passion from my newfound career path.

I needed a more structured, scalable approach to coaching to make it sustainable. The initial success was a testament to my determination, but the journey was fraught with anxiety and sleepless nights. This experience underscored the importance of having a robust and well-thought-out coaching framework to prevent burnout and ensure long-term success.

## USING A MODULAR APPROACH THAT PRODUCES MEASURABLE RESULTS

During my first five engagements, completed in the first 18 months of my new career, my process engineering and business background helped me articulate and address the three main challenges to making my coaching practice a success.

- First, lacking clarity and repeatability, I created a defined service proposition, developed modular coaching tools and resources, and focused on the measurability of results. Essentially, I combined two famous adages: You can only manage what you can measure, and What gets rewarded gets repeated.
- Second, having determined to use modular resources, I thought that more coaching training certifications would provide ready-to-go resources for use with clients. That was not the case, and frankly, this was quite disappointing. Many years later, I have completed more than 15 different certifications in various assessment tools and

coaching techniques. Each of these certifications has contributed to my development as a coach, but I have always needed to do a lot of work to adapt the materials for use with clients. I found it odd and frustrating that after all that costly learning, I needed to spend my valuable time creating resources to work with clients. Investment in coaching certifications should translate into saving time in preparation.

I vowed to myself that when I started training coaches myself someday, they would get what they needed to coach. It should be like, 'Get certified today and use your ready-made resources to start coaching your first client tomorrow!' I wanted people who worked with me to get:

- All the training and practice needed to be comfortable starting their first paid engagement with a client (and start capitalizing on their investment in the certification).
- All the necessary resources that coaches can use immediately with their clients, thus saving the coach valuable time and resources.
- Commercial insights into running their coaching practice, including sales, agreements, and fee structures they can use with clients.

As my coaching business grew and coaches became interested in my approach, I developed my coach training business in parallel. Over the years, it evolved into the largest leadership coaching network in the world, currently known as Global Coach

Group. What we have implemented in our coaching certification programs is what some coaches refer to as ‘a coaching business in a box’—everything you need to be successful as a leadership coach.

- Third, I needed data, so I began to measure results that matter. Clients understandably compare coaching to other professional services they use, like consulting or legal services, and results become a part of the conversation. Questions arise about the benefits coaching provides to the leader, their team, and their performance. Obviously, they want to assess the return on investment, which is a usual part of their business. Even though it was difficult to answer such questions, I felt a moral responsibility to address them, having been on the other side of that discussion for many years.

When it comes to this third challenge, many in the coaching industry cite confidentiality and the difficulty in measuring results to direct conversations with clients away from results. I never considered this to be acceptable. In my early days working in IT systems development for supply chain management in the early nineties, similar issues were raised about implementing these systems in organizations. Back then, we used a combination of quantitative results and qualitative benefits to justify the investment.

Armed with that concept, I explored the issue, coming across the work of people like Dr. Rensis Likert, Dr. Robert Cooke, and Dr. Daniel Goleman, who made tremendous efforts in measuring the effectiveness of behavior and connecting these behaviors to quantitative and qualitative outcomes for the organization. Separately, Marshall



Goldsmith applied a focused mini-survey measuring coworkers' perceptions of behavior change.

Their work inspired me to adopt a similar approach. I integrated their methodology into our coaching practice, which led to the creation of our pulse survey. At first, it only measured the improvement of the leader, but over time we included the improvement of the team's effectiveness and organizational performance, all as observed by coworkers. While applying this approach seemed risky, I believed it was necessary for me as a coach to put my money where my mouth was and demonstrate the value of coaching through measurable outcomes as observed by coworkers.

We have continuously refined our coaching approach and now boast a 95% success rate of coworkers acknowledging improvements in the leader, the team, and overall performance results. I am very grateful for the inspiration from the great minds mentioned earlier, who often personally encouraged me to apply their approaches to my coaching.

## WHEN LEADERS AND THEIR MANAGERS UNDERMINE THE COACHING

After three years and two dozen or so engagements, I had a good process figured out—a clearly defined service proposition with modular coaching tools and related resources focused on measurable results that I could even guarantee.

With the coaching service flow and resources figured out, I thought everything would come off without a hitch. What else could stand in the way? I certainly couldn't imagine leaders or their managers being the problem. During my professional career, I had always worked with leaders eager to learn and become better managers. Now, as a coach, I naturally assumed leaders would enjoy being coached and getting better for themselves and the people in their team.

I had another rude awakening: Coachability could be a big stumbling block. I tripped over it during an early coaching engagement. The company had sponsored the coaching of one of their leaders, but, as I eventually learned, the leader did not really want to be coached. Their lack of progress stumped me at first. Why would someone who agreed to coaching not want to get better? Because that's what coaching is aiming for, right? I started doubting my coaching approach and resources. Were they not good enough, even though they had produced great results with others?

Action plans were not followed through on, despite the leader telling me otherwise. It was not a problem that appeared in one particular coaching session. It was more like clouds gathering over a couple of months: then, all of a sudden, lightning struck the coaching journey and brought all to a screeching halt. After a deeper dialogue with the leader, it became clear that they had more or less been forced into this coaching by their manager. This was not something that I, as a coach, was inherently in a position to solve. What resources could I create? What coaching services could I design? How could I make a leader engage in their own leadership change and ensure they implemented their action plans?

I wanted to help the leader as well as their manager and the broader organization, so I considered diving deeper into the organization and spending more time with the manager and coworkers to help the leader implement their action plans. But I realized that would be just wrong: Taking over leadership activities and responsibilities from the leader is contrary to what the coaching aims for. Additionally, such an option would obviously take a lot of extra time, which had no hope of being compensated.

## WHAT GETS IN THE WAY OF COACHABILITY?

It took me some time to figure out this coachability problem, because a number of variations of it had surfaced over various coaching engagements. As I was getting my head around this issue, I recalled a remark Stephen Covey had made in a program I had attended with him. It had to do with teaching and changing people; he said:

*Though we can help everybody, not everybody wants to be helped. As a teacher we should not focus on the ones who need our help the most, but on the ones who want our help the most. The more we help the people who want our help the most, the more impact we make and the more other people will come around for our help.*

These words kicked off the journey to the solution. The pivotal question is, 'Which leaders are coachable and which leaders are not coachable?'

It turns out that there is much more to that question than meets the eye, because coachability can be impacted by the leader, their manager, or other coworkers. In my coaching journey, I've encountered a number of variations of coachability challenges. I discuss them in Chapter 4 ('Start Smart'), where you will discover the importance of determining coachability through commitment-oriented pre-engagement questions and creating a clear understanding of intentions and the level of commitment from all parties. In that chapter, you can learn about a unique coaching tool designed to solidify leaders' commitment to growth; we'll also explore solutions that generate momentum and forge a more fulfilling coaching experience for everyone involved.

## GETTING LEADERS UNSTUCK

Excitement and momentum are essential in every successful coaching engagement; however, during a 6 to 12-month engagement, leaders can get stuck in their change journey for various reasons. I have analyzed these situations and looked to successful coaching engagements to identify key differences. Common reasons for getting stuck include interferences arising from significant organizational change or challenges in one's personal life; feeling that change requires too much work without fast results; perceiving a lack of collaboration from coworkers; and declaring victory too early for the change to take hold.

At the same time, I noted some common traits of leaders who successfully completed the coaching with glorious results. They tend

to maintain focus on the big picture, crowdsource challenges and solutions, and remain committed to the promises they make. With these insights, I reverse-engineered several tools to help leaders get unstuck, including the Triple Win Business Case, and a commitment to cocreating change with coworkers.

A number of solutions can be used early in the coaching engagement. Coaches can then effectively remind leaders of their own strategies when they face challenges, helping them stay committed and motivated. These are de facto evergreen solutions that remain valid throughout the coaching engagement. You can find out more about these coaching tools to keep the change momentum going and unlock leadership potential in Chapters 5 (Committed Start), 6 (Focus), and 9 (Leveraging Challenges).

The frustration and stress I felt when I started my coaching journey faded over time. The bigger picture began coming together, eureka moments morphing into a coaching methodology and measurable results becoming the bedrock of the coaching approach. This would later evolve into the current Triple Win Leadership coaching approach. But we were not there just yet. With more clients and coaches interested in this results-driven approach to coaching, in 2012, I went all in and heavily invested in training and certifying coaches in this approach.

I wanted to spare new coaches the challenges and frustrations I had felt. Time and energy should be spent on helping leaders get better and not reinventing the proverbial wheel. I set one central objective

for the coaching certification that I wished others had provided for me: Coaches certified today should be able to coach their first client tomorrow!

And so I set about providing all the principles I outlined, that is: all the training and practice a coach needs for their first paid engagement with a client; all the resources they need to get started; and the commercial insights they'd need to run their coaching practice. I added people to my team and we got to work developing resources and technology. Pioneering with eLearning and online coaching tools was one of the challenges we took on in 2013.

Reflecting upon my twenty-five-year coaching journey, I can say that it's much easier to connect the dots in retrospect than it was to attempt to connect them while looking ahead. But this is what I have learned on my journey:

- More structure using a defined service proposition creates more freedom to use a modular approach and customize the coaching engagement along the way.
- Involving coworkers in the coaching journey makes coaching more relevant for the leader and more hands-on for the coach.
- It also makes measuring and guaranteeing results a lot more reliable.
- It is not about the coach but about the leader and their coworkers.

## ROAD-TESTED AROUND THE WORLD

What I'm going to share with you in this book has been road-tested with over a million leaders and their coworkers. We have data on more than 100,000 leaders using this coaching approach. Considering the important leadership metric of leaders improving their effectiveness in the eyes of their coworkers, our coaching has shown a 95% success rate. With 98% of leaders being satisfied with their coaching journey, we can guarantee they will achieve results. So, if you aim to be a coach who hits the bullseye 95% of the time, has 98% of leaders incredibly grateful for guiding them on their journey, and is confident in guaranteeing that leaders will obtain the results they're seeking, you will enjoy reading this book. On the other hand, if your approach to coaching primarily involves supporting leaders by only raising their awareness and creating an initial action plan while downplaying the leaders' coworker interaction and getting measurable results, be prepared for a paradigm shift as you delve into this book.

With more than 30 years of experience in organizational leadership and coaching in North and South America, Europe, Asia, Australia, and Africa and with more than 20,000 coaching hours on the clock, I can say with confidence that everything in this book works with leaders at any level, in any organization, in any country and culture, and in any industry—provided these leaders really care about themselves, their teams, and their organizational performance.

This approach has been used with more than a million leaders around the world. As we all know, ego is not something that helps a coach in their business, yet it is satisfactory to see that all this work has been

worth it. I have been recognized as the LinkedIn Executive Coaching Top Voice, the #1 leadership coach in the world by Global Gurus (USA), and the #1 coach trainer by Thinkers50 (UK). I am an advisor to the *Harvard Business Review* and have been accredited at the highest level by the International Coaching Federation as a Master Certified Coach.

This book is for ambitious coaches who want to help results-driven leaders achieve a Triple Win: to improve themselves, make a positive difference in engaging their team, and enhance their business performance. The Triple Win for the client delivers better leaders, better teams, and better results, and it helps you as a coach to have more impact, more coaching, and more clients. This reinforcing cycle will accelerate your success even more.

## ELEARNING RESOURCES

Chapter resources and demos are available in your eLearning account. Sign up and access it here: [www.globalcoachgroup.com/triplewinbook](http://www.globalcoachgroup.com/triplewinbook) or email [coach@globalcoachgroup.com](mailto:coach@globalcoachgroup.com)