

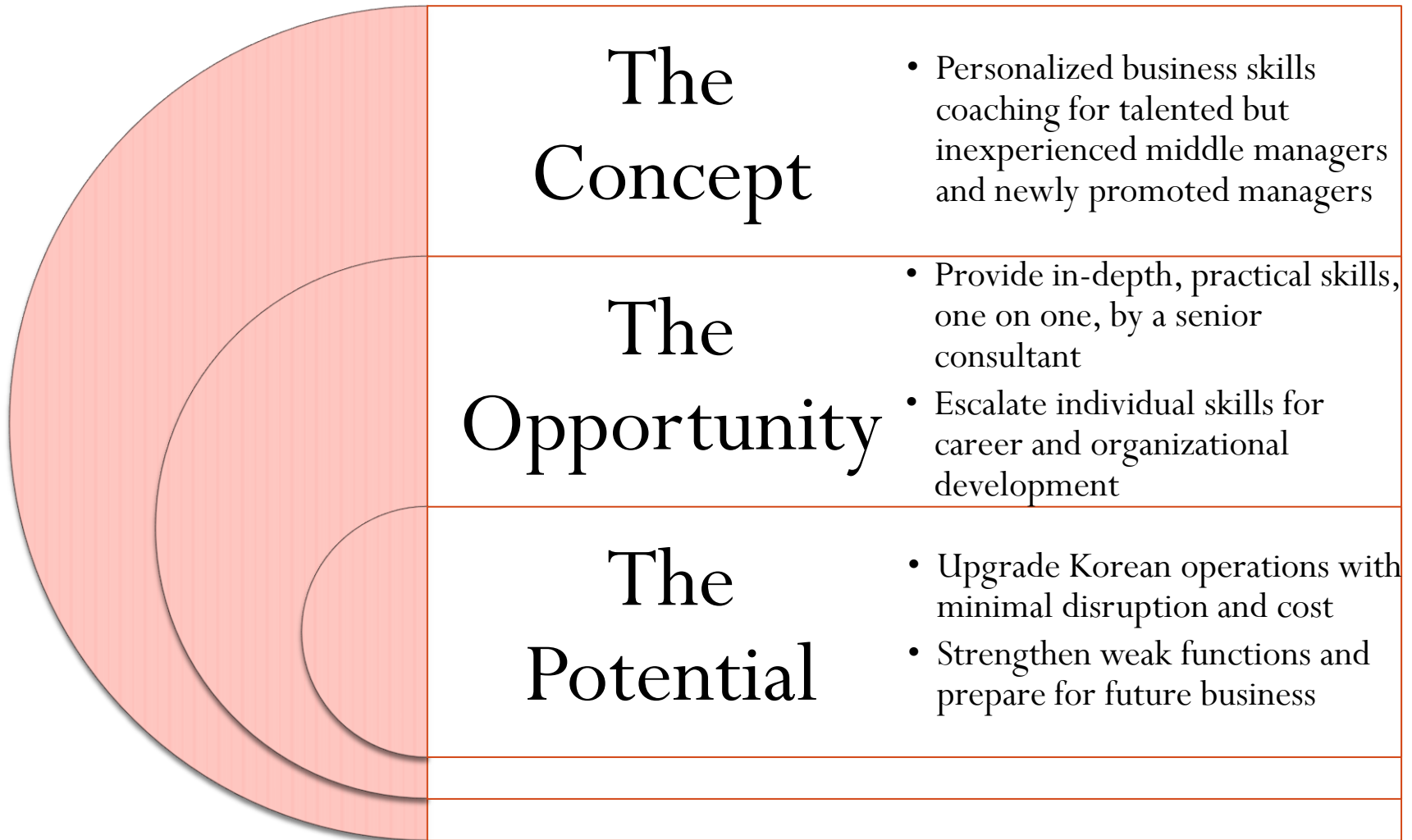
Rising Star Coaching

Tailored Skills Improvement for Junior Management

Soft Landing Consulting

October 2010

Executive Summary



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Coaching

The need:

- Often small- and medium-sized multinational operations lack adequate skills and knowledge depth in strategic areas to meet current and expected business opportunities.
- “One size fits all” training may not meet the manager-specific requirements in his/her unique, current and future role within the Korean operations.
- Rising star middle managers sometimes lack proper mentorship or organizational politics prevent grooming of inexperienced but talented personnel to assume future strategic responsibilities.

Coaching

Coaching is

- Assigning an experienced and highly skilled coach to individually train someone who aspires to quickly improve their performance
- Showing people how to do a task
- Observing and providing feedback to help the person do their job to the best of their ability
- Introducing to other professionals for extended mentoring

Coaching

Our staff are

- Experienced with a minimum of 10 years directly related work
 - Many have 25 or more years relevant business experience
- Knowledgeable, having achieved a General Manager level or higher
- Well respected in their disciplines as well as the business community in general
- Known to possess a passion to pass their skills & knowledge on to the next generation

Coaching

Our Coaches' Fundamentals

- Have key professional & ethical values
- Demonstrate essential characteristics of a successful professional
- Attain critical coaching skills – able to review the basics and assist in attainment of advanced skills
- Possess flexible, two-way communication skills allowing for constructive feedback and review
- Capable to offer constructive criticism and to demonstrate how to improve performance
- Able to introduce to other community key players of a given discipline, when appropriate, to allow for future networking and mentoring

Coaching

What We Train Our Coaches to Do

- Provide advise and feedback immediately
- Coach where others can't hear
- Open advice with positives
- Don't use "you," but talk about actions and results
- Adjust coaching style to level of the other's task competency
- Ensure the other person is involved in the discussion
- End each coaching session with 1~2 agreed upon actions
- Follow up within 2 weeks on an agreed task achievement plan

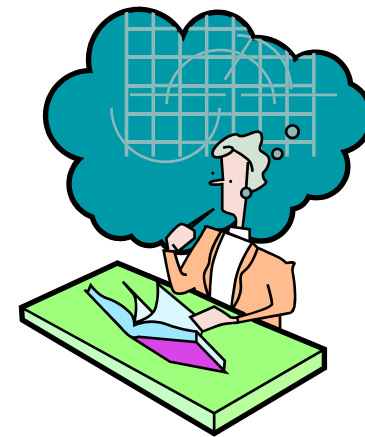
Coaching as a Process

**Define
Sustained
Change**

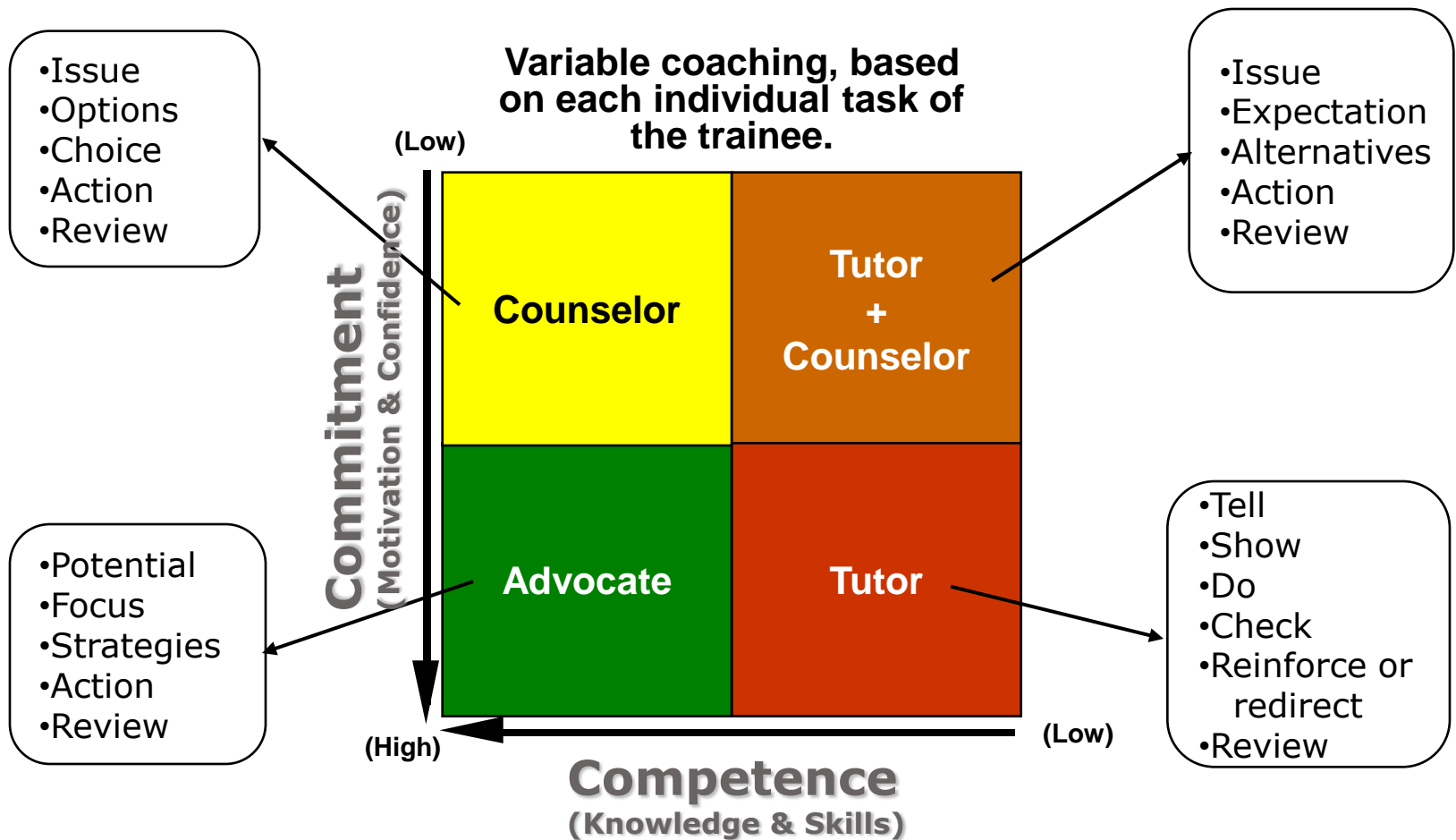
**Set
Activity
Targets**

**Measure
and
Feedback**

Sustained Business Improvement



Coaching Model – Summary



How It Works

Soft Landing Korea
trains coach on
coaching skills and
measurement criteria

Soft Landing Korea
assesses needs and
recommends coach

Management interviews
and approves coach

Soft Landing Korea
introduces coach to
“rising star” manager
and coaching begins

Soft Landing Korea
periodically audits
coaching process

Soft Landing Korea
periodically reports on
coaching process from
all parties’ perspectives

Rising Star Coaching

Service Description

Outside senior managers and executives are assigned to coach middle managers recently promoted or about to be promoted into new, strategic roles on how to be competent in spite of a lack of directly relevant experience or training.

Program Objectives

Upon completion, coached manager will be able to work within an individually created professional framework that provides:

- Basic position skills and experienced-like decision-making
- Knowledge of where to locate advice and information from professional sources outside of the company
- Awareness on how to interact in a truly professional manner with like professionals within and outside of the corporation
- The vocabulary and manner that is effective for internal communications as well as with professional peers outside of the Korean operations

Target Managers

Middle managers, typically in their late 20's to early 40's

Pre-requisites

Designated by senior management for personal development

Program Length

Highly variable, depending on needs, but no less than once a week for three hours over a three-month period

Program Outline

This program covers the following:

- Review of the new role and the individual's prior background
- Consider what form of coaching will be required for how long with the goal to mature the manager away from coaching
- Mutually establish professional goals to be completed within 2 or less months with new goals to follow
- Ongoing review of progress towards the goals with review and discussion on work examples
- Regular audits by Soft Landing Korea of the coaching in terms of professional skills transfer and coaching processes
- Progress reports by Soft Landing Korea on the coaching process to provide mid-term corrections as may be required.

Soft Landing Consulting

For almost five years we have

- Helped both foreign and domestic companies improve their sales skills and performance in Korea and Japan
- Provided market entry assistance with a focus on sales
- Provided leadership training at business schools and in major corporations
- Provide business development services in the English, Korean and Japanese languages

Soft Landing Consulting

To learn more about us

- Visit our web site at www.softlandingkorea.com
- Give us a phone call or send us a message at:
 - Tom Coyner: +82-10-9099-6195 tom@softlandingkorea.com
 - Yeri Choi: +82-11-355-8387 yeri@softlandingkorea.com
 - Office: +82-2-764-8387