

Apricot's Coaching Methodology

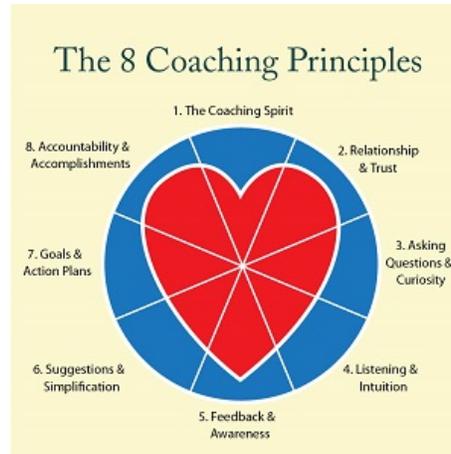
At Apricot Consulting, we believe coaching is an important tool for developing leaders into their full potential. It takes intentionality and focus to engage in a journey of greater self-awareness and discovery. Objectivity, external insight, intuition and experience, we will listen well to help you grow.

Our coaching methodology employs the following:

- ◆ **Relationships**
First and foremost, it's about developing a trusting relationship between coach and participant. If there is no trust, there is no growth.
- ◆ **Continuity of Care**
Personal care for the person, and continuing the care and interest to those in the wider circle is essential to understanding the broader environment and impact that these relationships have on each individual. This continuity of care is intrinsic to developing any one area.
- ◆ **Future-Based Growth**
The focus is on where you want to go, and how to get there, rather than dwelling on simply getting through today. While current context is important, the key is to unlock the momentum for growth.
- ◆ **Independent Thinking**
Our goal is not to tell you what we know (that's mentoring), but instead to encourage you to unlock your own ideas and solutions. We use our objectivity and insight to help you discover.
- ◆ **Regular interaction with follow-through**
Coaching is dependent on both regular intervals of purposeful dialogue and intentional application in your day-to-day context. With regular checkpoints comes accountability, and active experimentation allows for practice of new concepts and behaviors.
- ◆ **Philosophy for manager engagement**
Two items: having specific time with the manager for updates and progress is important. We continually want to affirm what the manager needs from the individual. Secondly, we aim to not be coaching both a manager and team member at the same time. It's just a conflict of interest and erodes trust.
- ◆ **Utilization of tools**
There are many helpful tools that can shape conversation, unlock personal understanding and create mutual awareness. There is not one perfect tool, so we employ the best tool for your situation. Some include:
 - StrengthsFinder
 - Myers Briggs Type Indicator (MBTI)
 - 360 degree reviews
 - ASI assessments
 - Informational articles

We don't adopt a singular model of coaching, but find a heavily relational approach helps move our participants in a positive direction.

When a specific approach is requested, this model by Jack Canfield most closely aligns with our philosophy and practice.



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