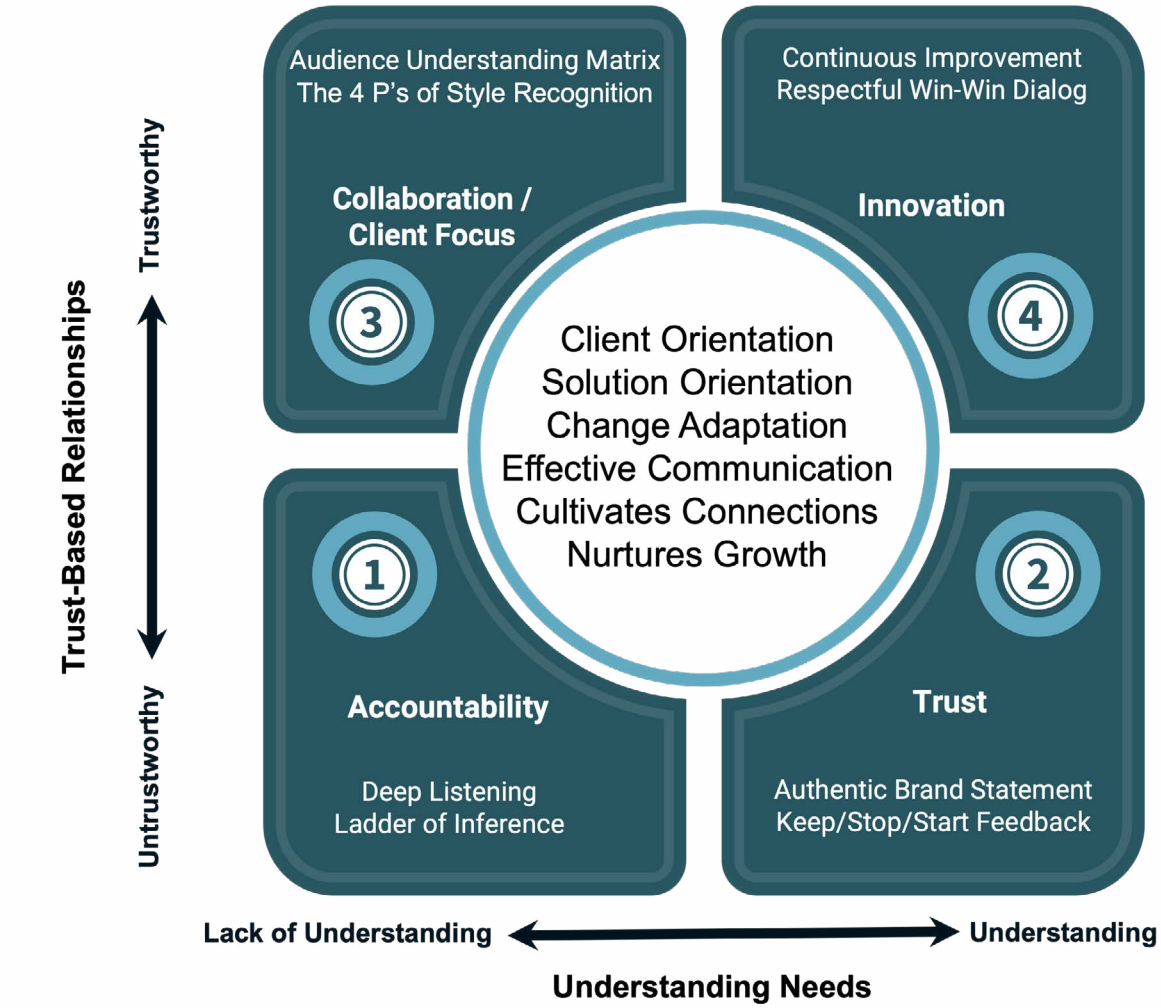
Coaching Culture Workshop

Creating a Coaching Culture Program



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TOOL: AUDIENCE UNDERSTANDING MATRIX ACTIVITY FOR YOUR PRESENTATION

- Think of your presentation you are working on in this program.
- Who is your key audience; within that who is/are your key decision maker(s)?
- Complete the matrix for your presentation before you start writing it.

	1	2	3	4
What is most important to them?				
What hooks them?				
What details do they need?				
What are they willing to compromise?				

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AUDIENCE UNDERSTANDING MATRIX EXAMPLE

CIBC EXAMPLE	
What is most important to them?	• Career growth opportunities (promotions, training, recognition) • Exceeding performance goals and expectations
What hooks them?	• Practical tools that make their growth easier • Success stories from peers or role models
What details to they need?	• Step-by-step answers to their questions • Answers and tools to make their coaching journeys easier to execute • Specific feedback tied to measurable goals
What are they willing to compromise?	• Short-term comfort or familiar routines for long-term growth • Some autonomy in exchange for structured support

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