

Changing Minds through Coaching - Webinar Overview

Program Overview

Over the last 50 years or so, psychologists have developed a much better understanding of how we learn. More recently, researchers have used modern imaging techniques to observe what happens to the brain during the learning process. We now know that our brains actually change as we leave old behaviors behind and embrace new ones. We also know that this process is often challenging, prone to missteps, and requires ongoing discipline and reflection to succeed.



As coaches, we use a disciplined process that encourages our clients to reflect deeply on what might be keeping them from achieving their goals. Through our focused listening and powerful questioning, we prompt clients to identify their values and develop new insights about changes they must make to achieve their vision of success. Then, we support them on that journey by providing the ongoing reflection and adjustments needed to achieve their full potential.

During this 90 minute session, we'll explore the cognitive science that makes coaching more effective than traditional learning programs for developing new insights and achieving lasting behavioral change. We'll also explore why leaders need a more comprehensive approach to help them develop the skills and behaviors to achieve maximum impact.

Intended Audience

This program is intended for certified coaches who would like to:

- Deepen their understanding of the cognitive science supporting coaching.
- Explore opportunities to expand their executive coaching capabilities.

Each Participant Will

- Understand how the coaching process supports the cognitive functions involved in learning.
- Appreciate the importance of additional supports to help leaders understand how to maximize their performance.
- Develop a plan for improving support for a coaching client.
- Have an opportunity to learn more about the TandemCoach™ approach and certification process.

ICF Competencies Addressed

- **Evokes Awareness** – Participants will deepen their understanding how cognitive science supports coaching as a learning process and discuss how to help their clients deepen their insights by tailoring questions to cognitive learning states.
- **Facilitates Learning and Growth** – Participants will deepen their understanding of how cognitive science supports the importance of defining action plans and accountability steps to achieve better outcomes.

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Presenter: Joe McCafferty, Managing Director

Joe co-founded Tandem Solutions in 2002. He is a former practice leader at Accenture, and corporate officer at Fidelity Investments, and several small technology startups. His expertise lies in complex organizational change, human performance systems, and leadership assessment and training.

As a consultant, Joe has led several large organization change efforts in Fortune 100 companies and large government and non-profit agencies, achieving cost savings as high as \$100 Million and tenfold improvements to operational efficiency. His work developing an Information Technology Governance model and risk management approach for the State of California won an award for outstanding thought leadership in IT Management from the National Association of State Information Resource Executives.

As a corporate officer at Fidelity Investments, Joe transformed the company's approach to developing new products by combining resources from 3 departments into a new organization with overall responsibility for the entire new product lifecycle from market analysis through rollout. He has also led 2 successful turnarounds in small high-tech companies as a Vice President and General Manager. In both cases, Joe's teams sustained quarterly revenue growth of over 30%, and led to the successful sale of both companies.

For the past 15 years Joe has developed and refined the Tandem Solutions Longitudinal Learning™ approach that brings together key concepts from adult learning theory, coaching, and cognitive science to help participants develop new insights that lead to lasting behavior change. These efforts have led to the creation of the TandemCoach™ program that certifies coaches to leverage Tandem Solutions tools to help their clients achieve lasting success.

Joe routinely provides Coaching to executive leaders. He has been a featured speaker at both national and international conferences, and has led numerous executive level retreats to build leadership teams. He has served as chairman of the Alzheimer's Association of Massachusetts and New Hampshire, a member of the Alzheimer's Association National Board of Directors and an appointed Director for the Harvard Alumni Association, where he chaired the Continuing Education Committee.

Joe received his Bachelor's Degree in Cognitive Psychology from Harvard College. He is certified to deliver and interpret several assessment instruments, including the Hogan series, Myers Briggs Type Indicator, and DISC. He is an International Coaching Federation Professional Certified Coach.

