

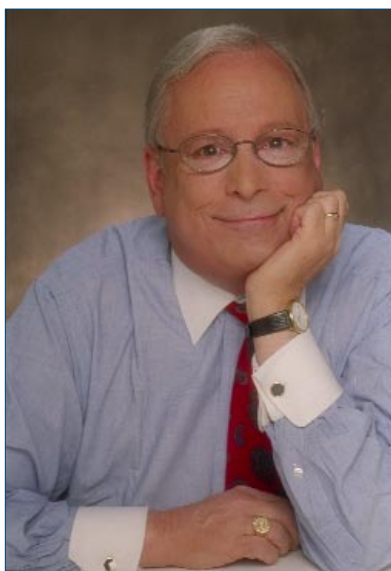
Phil Holberton presents

***The Holberton
Coaching Model***

Learn, Connect, Achieve.

The Holberton Coaching Model

It's All About You



Coaching and mentoring have been part of the human experience for thousands of years. As a highly respected executive and coach, Holberton guides others to levels of success that may be unattainable without expert help.

Today, corporations regularly look to external coaches to help employees and leaders achieve peak performance — for the benefit of all. Individuals seek out coaches to help determine appropriate career paths, ways to grow their businesses, or map a new vision that will have the greatest impact on their life.

The Holberton Coaching Navigator emphasizes four coaching processes: **Guide, Encourage, Develop, Support**.

Trust is the foundation of all four processes — without it, progress cannot begin. Each process is designed to help the client, as employee or individual, find avenues for success.

Before coaching begins, the client's strengths, weaknesses, and aspirations are assessed jointly to understand the unique situation.

The Holberton Navigator

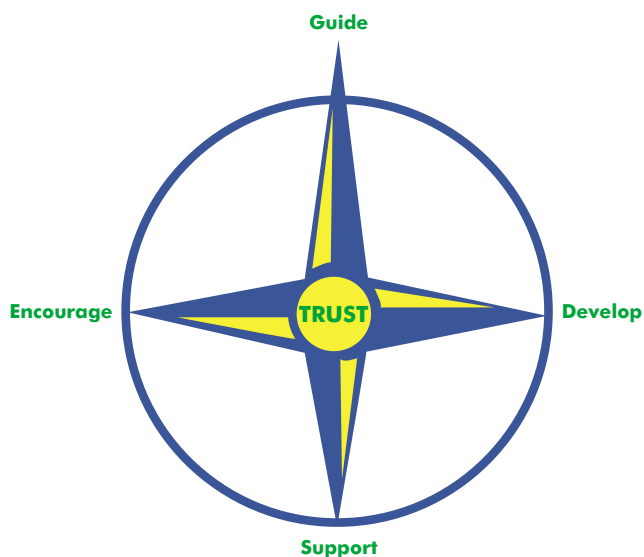
Trust – the foundation...

Can I be honest with my coach and myself?

The foundation of the Holberton Coaching Navigator is mutual trust between the individual and Holberton, the coach. The individual grows to feel comfortable divulging true feelings and aspirations. Simultaneously, the coach offers honest critique and suggestions to fuel progress for the journey.

With trust established, the process of discovering possible avenues for success is facilitated. Trust creates the environment that allows progress if setbacks occur.

The Holberton Navigator Model



"As an aspiring leader, I found Phil to be an invaluable resource in helping me take it to the next level. Both his personal experience in executive leadership and dedication to ongoing improvement of today's leaders was the exact blend I was looking for. His coaching style was objective yet encouraging, helping me make the right and tough decisions."

*Christine E. Lauzon
President, Sales Resource Group*

Guide

Where do I go and how do I get there?

As owners of a small business or employees of a company, many of us face these questions at some point in our careers. Unlike grade school days with a predetermined sequence of events...fourth grade then fifth grade and so on...the path of our careers can be ambiguous and confusing. Discovering how to navigate the path can seem overwhelming.

Listening closely to an individual's objectives, Holberton provides guidance that leads toward roads of probable success. Attributes and general aspirations are considered. Personal values and style, as well as skills and strengths are identified. With such components identified, Holberton and an individual have a platform from which to begin.

Encourage

How do I do that? What if I don't know where to begin?

As an experienced coach, Holberton is encouraging. A gentle challenge or a word of praise can assist a hesitant individual to take the next step toward an identified objective.

After determining that the level of effort and risk is compatible with an individual's objectives, Holberton reinforces the positive results. He encourages and supports a client to stop inertia and restart momentum toward a mutually identified path.

Develop

I'm not sure that will work. I tried that.

Holberton's experience helps blend the client's instinct and intellect to develop a clear path. A mutually agreed upon mission surfaces, leading the individual to professional and personal fulfillment.

This process of development encourages understanding of personal beliefs and objectives that lead to success and happiness.

Like a life "prompt," the developing process simply encourages a client to identify what they already know, and put it into focus and subsequent motion.

Support

Why is it hard to decide? What if I make a mistake?

It is very rare that an individual moves through their career with ease and steady progress. Most question interim decisions. Holberton supports clients by initiating self-evaluations and determining calculated risk based on the evaluations' results.

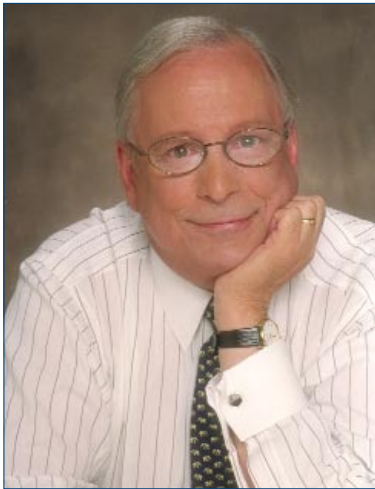
It is at these crossroads that encouragement and support are crucial. Often the backing of family and friends is useful. However, the objective and informed support of a coach can quickly propel an individual past obstacles that have historically impeded success.

With the four processes navigated with Holberton, the client is better positioned to map their way to their ultimate goals. The journey in itself is a growth experience.

"Over the last several years as I have developed my career as a Life Sciences President and CEO, Phil has been instrumental in helping me focus on the necessary leadership skills and the strategies and tactics to be employed and (avoided) in building successful teams..."

*Richard D. Gill
President and CEO, Anvil Informatics*

About Phil Holberton



Phil Holberton has more than two decades of experience in financial management, strategic planning, business development, operations, leadership development, and executive coaching for senior executives. He currently teaches “Leadership for Technical Professionals” as an adjunct professor at Brandeis University’s Masters in Software Engineering Program.

Phil’s background includes executive positions with Cambridge NeuroScience, General Cinema Theatres, Genome Therapeutics, and Becton Dickinson & Company.

He has also served as an executive coach for senior management teams of various companies. Holberton is a Certified Public Accountant and has completed the advanced management program at Harvard Business School entitled “Managing the Information Services Resources.” He also is a current member of Franklin & Marshall College’s Regional Advisory Council.

In addition to being on the Executive Board of the MIT Enterprise Forum of Cambridge, he is chairman of that Forum’s 10-250 Committee, responsible for bringing monthly case studies to the Forum. He is a past president of the Financial Executives Institute’s Boston Chapter of 1,000 financial officers. Holberton is a member of The National Speakers Association, serving on the board of its New England Chapter.

When not coaching, speaking, or consulting, Phil enjoys playing squash and in the spring of 2001 earned his black belt in karate after four years of training. He lives in Lincoln, Massachusetts with his wife and son.

Contact Information

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To receive Phil's free e-zine based on leadership issues and published biweekly, please visit www.holberton.com/speaking_of_leadership.html.

We look forward to working with you.