

LEADER AS COACH MASTERY PROGRAM (LACMP)



"Finally, a training that really makes a lasting difference, both personally and professionally." - LACMP Graduate

Create a culture of accountability, engagement, ownership and well-being

NOW ICF CERTIFIED!

37 Continuing Coach Education (CCE) credits

Deliver Results & Inspire People

According to research, **the single most important managerial competency that separates highly effective managers from average ones is coaching** (HBR "You Can't Be a Great Manager if You're Not a Good Coach" 2013).

After a successful first virtual run in 2024, our signature program, Leader as Coach Mastery Program (LACMP), is being offered virtually again in 2025—two days a month for three months.

The **Leader as Coach Mastery Program (LACMP)** offered by Way To Go! Inc. (WTG) is a **proven approach to build leaders' ability to create a culture of accountability, engagement, ownership and well-being** while growing the capacity of the team to handle their own problems so that leaders can focus more on the bigger picture.

This comprehensive program is grounded in neuroscience, systems thinking, emotional intelligence, and the latest evidence-based research. And we ground what you learn in real life scenarios, where you get coached by a certified professional coach on your coaching in live learning labs that are built into the training.

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92% of respondents in an ROI study agreed that the insight, knowledge and skills gained as a result of **LACMP** played an **integral role in their organization's ability to meet mission goals.**

In our program, you gain fresh eyes to look at your challenges differently. You also hone the skills to address these challenges through demos, mini-presentations, hands-on learning lab, and on-the-spot coaching.

Recent research suggests that virtual learning can be significantly more effective than in-person (NIH National Library of Medicine, Effective Learning in Virtual Conferences: The Application of Five Principles of Learning, 2022). **Virtual learning was over 50% more effective than in-person** learning at driving real behavioral change (Fast Company, This Strategy Can Impact an Entire Organization, Fast, 2022).

OUTCOME = Inspired High Performing Workforce

- **Increase Accountability**
 - Confidently and effectively address poor performance and dysfunctional dynamics.
 - Skillfully give and receive feedback and support.
 - Use delegation as a developmental tool while achieving the results you want.
- **Increased Engagement**
 - Create a positive, supportive and result-oriented culture.
 - Learn how skillful listening, questions and advice enhance communication.
 - Navigate emotionally charged conversations productively.
- **Increased Ownership**
 - Keep the monkey off your back while building workforce capacity.
 - Create a culture of learning rather than blaming.
 - Balance firefighting and deadlines with strategic perspective.
- **Increased Well-Being**
 - Focus on the business of leadership and refrain from the temptation to do it yourself.
 - By focusing on the solution vs the problem, everyone feels less stressed and more inspired.
 - By empowering your team, they experience more job satisfaction.
 - By increasing positive communication, it improves the overall morale of the team.

ABOUT OUR TEAM



Cynthia Way, MCC

*Way To Go! Inc. Owner & CEO
& Co-creator of LACMP*

- Master Certified Coach (MCC)
- 34 years of coaching and leadership experience
- Award-winning company initiatives for coaching programs and resiliency efforts
- Former faculty at the NeuroLeadership Institute
- 13 year career with the CIA

LACMP DETAILS

Kick Off: September 22, 2025 | 9:30-11am EDT

Month 1: Leader as Coach & Neuroscience Basics	Month 2: A Framework for Powerful Conversations	Month 3: Strategies for Driving Accountability
Oct 1-2, 2025 9am - 4pm EDT	Nov 5-6, 2025 9am - 4pm EDT	Dec 3-4, 2025 9am - 4pm EST
<ul style="list-style-type: none">• Explore the neuroscience behind positive interactions to enhance team performance and relationships.• Learn about different levels of listening and their impact as a way of improving communication and relationships.• Get better at asking powerful questions that foster team capacity and buy-in.• Understand the power of your beliefs to affect results and learn strategies to transform negative cycles into positives.	<ul style="list-style-type: none">• Learn a straightforward coaching conversation sequence designed to enhance leaders' abilities in asking impactful questions, fostering accountability, and guiding individuals towards identifying their own solutions and learning.• Discover the significance of crafting purpose statements to clarify intentions in sensitive conversations, enabling successful outcomes.• Learn techniques to shift from a culture of blaming to one of continuous improvement.	<ul style="list-style-type: none">• Master the techniques to increase accountability and elevate delegation practices.• Learn to delegate effectively, ensuring tasks are understood and completed while developing their team's capabilities.• Offers brain-friendly protocols for conducting difficult conversations to strengthen relationships and resolve issues effectively.• Leverage systems thinking tools to shift from reactive to strategic thinking.• Intensive learning labs, allowing you to practice and integrate your skills.

Registration Fee: \$6,000.00

(Please check our website)

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For credit card payment

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For other payment method

Please check our website for ongoing promotions

www.waytogoconsulting.com/leader-as-coach

For more information:

Contact Way To Go! Inc. at **703-626-9228** or **cynthia@waytogoconsulting.com**

