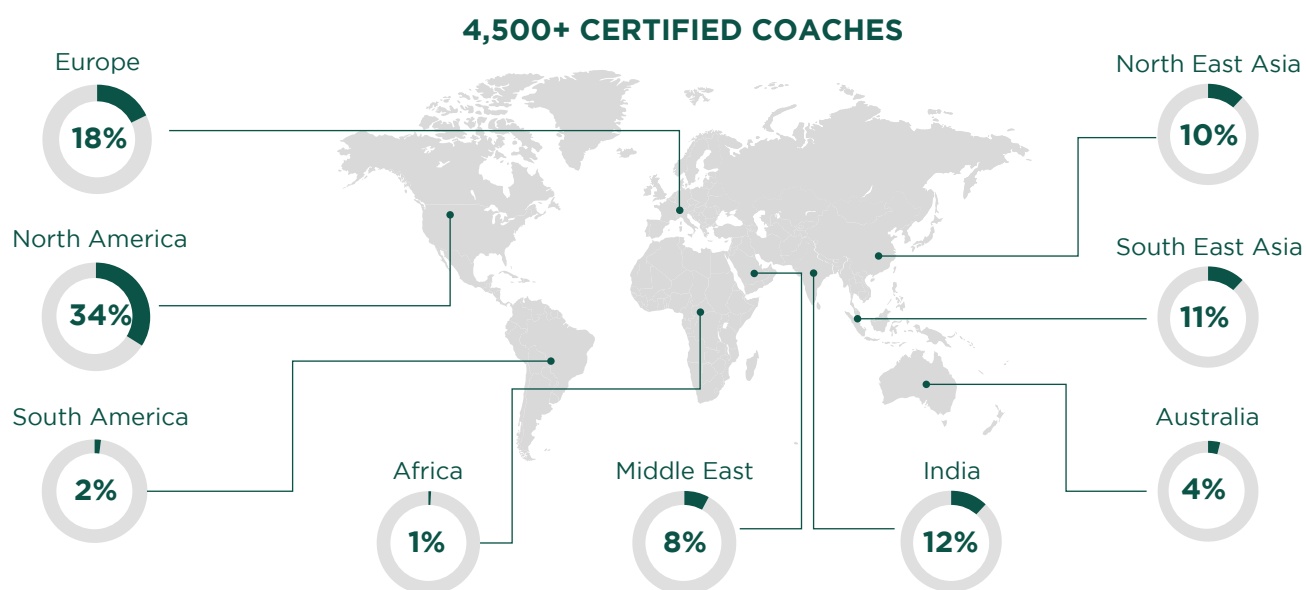


# Marshall Goldsmith Stakeholder Centered Coaching® Certification Program



Measurably Improving Leadership  
Around the World

# OVERVIEW



Over the past 20+ years, we've built the coaching industry with our unique approach to leadership development and quantifiable results in coaching.

Now, we're here to empower both beginners and veteran coaches alike with our easy-to-grasp, powerful, and result-oriented Marshall Goldsmith Stakeholder Centered Coaching® certification.

Our client list includes one-in-three Fortune 500 CxOs, top executives at the world's most innovative and cutting-edge organizations, and even non-profit/NGOs such as the World Bank and UNICEF.

We boast the world's largest executive coach network with over 4,500 coaches certified around the globe. Each coach's success story is rooted in how they leverage our field-proven methodology that Marshall himself uses to improve leadership effectiveness for his client's organizations.

Whether you're looking to level up your coaching skills, develop your leadership effectiveness, or be recognized as an authority figure in your field — you can do so by using

our proprietary SCC® methodology and with the guidance of our expert Master Coaches.

**Now the question is, are you ready to achieve your true potential and become a world-class executive coach?**

The key takeaways from this program are:

- Learn the world-famous SCC® methodology
- Get a lifetime coaching certification\*
- Join the largest executive coaching community in the world

\*subject to adherence to our Guiding Principles:  
[www.mgsc.net/guiding-principles](http://www.mgsc.net/guiding-principles)

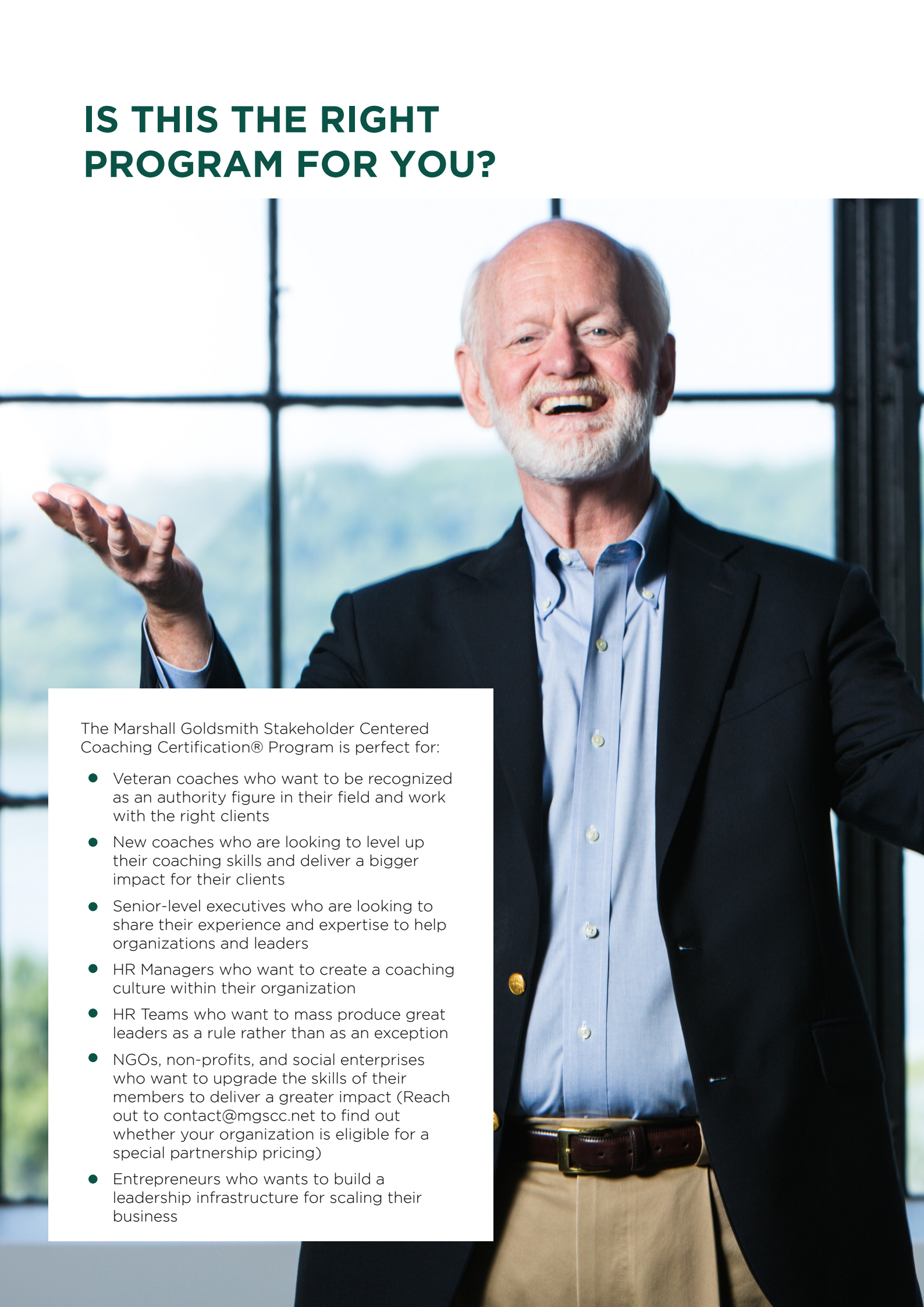
**Duration:** 6-12 months  
Average Duration: 7 Months

**Format:** A combination of synchronous (live mentorship, facilitator-led programs) and asynchronous (self-paced eLearning, field practice) learning.

**Fee:** USD 4,000  
Payment plans available upon request



# IS THIS THE RIGHT PROGRAM FOR YOU?



The Marshall Goldsmith Stakeholder Centered Coaching Certification® Program is perfect for:

- Veteran coaches who want to be recognized as an authority figure in their field and work with the right clients
- New coaches who are looking to level up their coaching skills and deliver a bigger impact for their clients
- Senior-level executives who are looking to share their experience and expertise to help organizations and leaders
- HR Managers who want to create a coaching culture within their organization
- HR Teams who want to mass produce great leaders as a rule rather than as an exception
- NGOs, non-profits, and social enterprises who want to upgrade the skills of their members to deliver a greater impact (Reach out to [contact@mgscc.net](mailto:contact@mgscc.net) to find out whether your organization is eligible for a special partnership pricing)
- Entrepreneurs who want to build a leadership infrastructure for scaling their business

# IS THIS THE RIGHT PROGRAM FOR YOU?

Marshall Goldsmith Stakeholder Centered Coaching® is perfect for professionals with the following roles and titles:

- Executive Coach
- Leadership Coach
- Behavioral Coach
- Corporate Coach
- Life Coach
- Career Coach
- Retiring executives (CEO, CFO, CxO)
- VP of Finance
- CHRO
- VP of HR
- VP of Leadership Development
- VP of Learning & Development
- Global Director of Talent
- HRD Professionals
- Managing Director
- General Manager
- Chief People Officer
- Head of Coaching & Leadership
- VP of Coaching and Development
- Head Trainer
- Head Coach
- Director of Coaching Operations
- Senior Training Specialist
- Human Resources Manager
- Head of Marketing
- Entrepreneurs
- Venture Capitalists

Our network becomes coaches because they want to:



Help others be better at their professional careers



Provide emotional support for their coachees



Advance in their career by demonstrating measurable leadership growth



Improve their team management and leadership skills



Share their expertise and experience in the industry





# PROGRAM EXPERIENCE

As the world's #1 Executive Coach Training Program, our proven Stakeholder Centered Coaching® can help both beginners and veteran coaches alike to reach their full potential.



**All-in-one Coach  
Portal/Dashboard (Accessible  
from any device)**



**Self-Paced Interactive  
Video Courses**



**Checkpoint Quizzes &  
Short-Response  
Submissions**



**Peer-to-Peer Learning  
Groups**



**"7 Skill Practice"  
Sessions**



**Monthly Advanced  
Mentoring with  
Founders Q&A**



**Session Recording for  
Skill Refinement**



**Real-life Coaching Projects**



**Case Studies Leveraging  
the Mini-Survey™**



**Community Support  
Group**

# BENEFIT FOR COACHES



## Intellectual Capital

Win ideal clients and gain a competitive advantage over self-acclaimed coaches with our proven methodology.

- Proven methodology (Field-tested with over 250,000 respondents from Fortune 100 companies) which is free-to-use once you've been certified
- Mentorship Program with world-renowned Master Coaches
- Lifetime certification
- Quantifiable coaching process (Leveraging our award-winning survey: The Leadership GPS™)
- Gain 36 ICF credits for your accreditation journey



## Brand Capital

As the world's #1 most accoladed executive coaching program, your affiliation with MGSCC® alone can boost your profile and visibility

- Certification from Marshall Goldsmith Stakeholder Centered Coaching®
- Coach Profile on the MGSCC® website  
Branded marketing collaterals (Business cards, social profile images, and so much more)
- Client-tested sales and marketing toolkits (Email templates, sales presentations, all in an editable format)
- Free content and marketing materials from Marshall Goldsmith and the Master Coaches free-to-use for your marketing purposes



## Social Capital

As part of the MGSCC® family, you can connect, learn, and collaborate alongside like-minded coaches and leaders to deliver a more powerful impact on leadership effectiveness around the world.

- Network with our global community of coaches and leaders both in your local area and abroad
- Gain VIP access to exclusive events (keynotes with Marshall Goldsmith, Master Coaches) and other industry events.
- Learn best practices and share your experiences with your fellow coaches
- Crowdsource solutions to your most pressing coaching challenges
- Collaborate with fellow coaches to win large MNC clients together



## Career Capital

"Wow" your clients with tangible proof of the impact your coaching offers and coach with confidence with high-impact collaterals provided by MGSCC®

- Provide tangible proof and measure growth with our Mini Survey™ tool
- Research-based, high-impact coaching exercises (In downloadable and editable formats)
- Editable coach, speaker, and facilitator PowerPoint templates
- Get noticed by higher-level executives and MNCs by capitalizing on your affiliation with MGSCC



# YOUR LEARNING JOURNEY

Research suggests that learning is very context-dependent — the closer that learning occurs to the point of usage, the more impactful the learning is. So, when it comes to sustainably developing knowledge, learning-by-doing is more impactful when combined with formal training and mentorship. That is why we adopted the 70/20/10 framework into our learning process.



## Learn It

You will start the first stage of your journey by learning all about SCC®'s conceptual framework through a self-paced eLearning program. Built to accommodate your objectives and time requirements, you can start and finish the module anytime you want. There will roughly be 12 hours worth of bite-sized videos (4 modules) where you'll learn how to coach leaders like Marshall Goldsmith. The community function is at your disposal whenever you need help and support to keep you accountable with your progress.



## Earn It

After completing your eLearning modules, you will practice your coaching with "7 Skill Practice" sessions. These will be a 90-minute Zoom session where you'll work with other coaches each week for two months. During this stage you'll be invited to a monthly Founders Q&A Zoom session with seasoned SCC coaches and other coaches going through the certification process.



## Live It

At any time after starting the "7 Skill Practice", you must apply your knowledge and skill through a real-life coaching engagement with a leader. This will be a 6-month engagement, where at the end you will measure your coaching impact using our proprietary tool (The Mini Survey™) which provides concrete evidence of your ability to help clients improve their leadership skills & behavior.

# WHAT YOU'LL GET AFTER COMPLETING YOUR JOURNEY



**MGSCC lifetime  
certification**



**36 ICF CCE  
credits**



**Public coach profile  
featured on our website**



**Access to Coach's Portal,  
valuable coaching resources,  
and templates**



**Special pricing for  
the Mini-Survey™**



**Additional sales  
training**



**Monthly community  
check-ins**



# SYLLABUS

## Foundations, Philosophies, and Framework

Explore the core tenants of the Stakeholder Centered Coaching® methodology and its philosophical underpinnings. With a firm grasp of the foundations & philosophies, learn the end-to-end coaching system that delivers measurable results. These are the lessons that will be covered:

- When executive coaching will NOT work
- 3 components of a 'qualified' executive coaching
- Belief sets of successful people
- 'In spite of' vs. 'because of' behaviors
- What makes SCC® unique
- SCC® as a 5-step approach
- The prerequisites for SCC®
- 3 founding principles of SCC®
- The Do's and Don'ts of involving stakeholders
- How successful people get even better
- Roadmap for effective coaching
- 7 Skill practice sessions

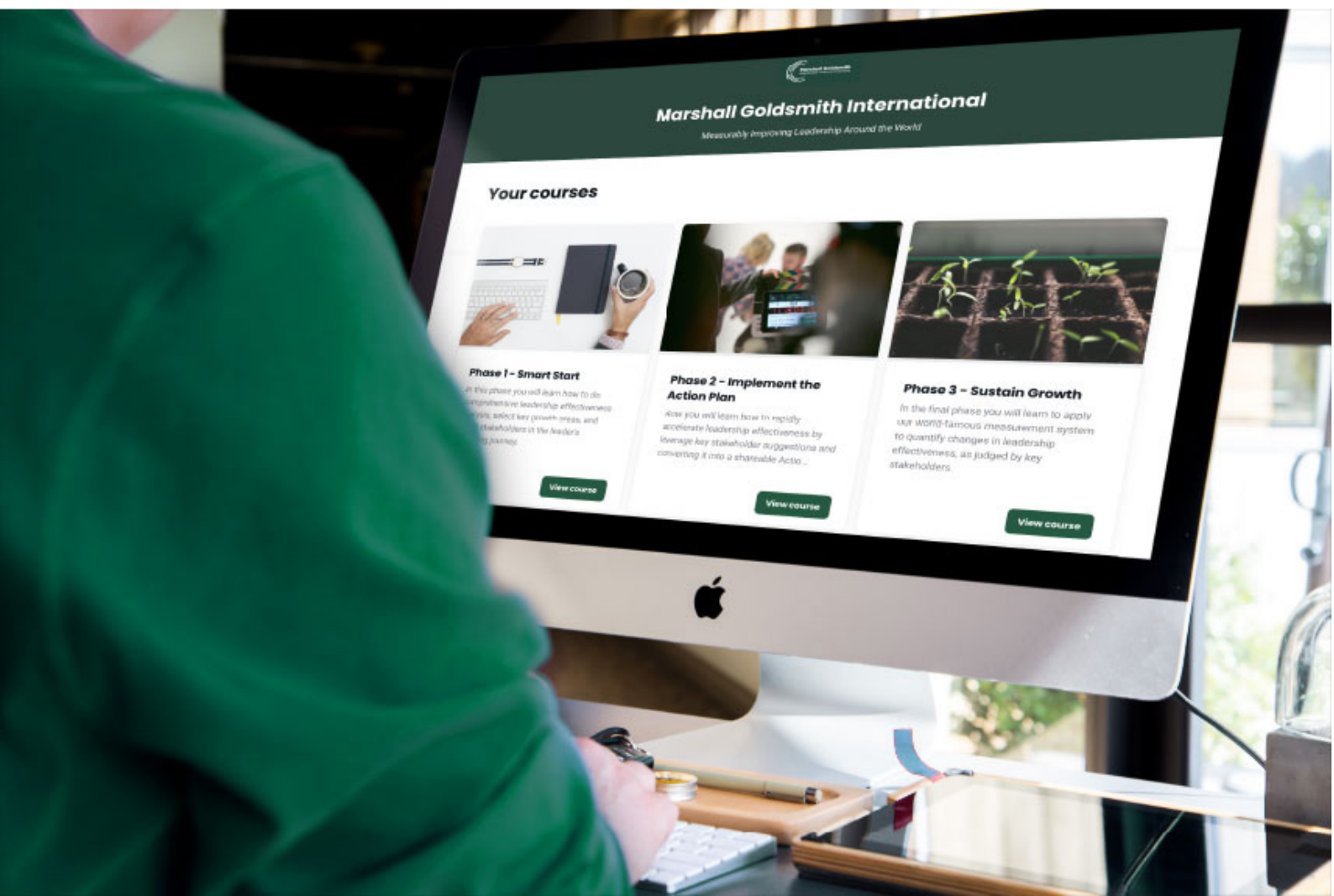
| Start Smart                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Sustainable Strategies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Scalable Success                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| <p>Learn how to set the stage for a successful engagement. Your learning begins with Contracting for Coaching, then continues with 360 feedback and selecting growth areas. Finally, you'll learn how to pick the right stakeholders and enroll them in the growth journey.</p> <p>You'll also get trained in the following coaching skills:</p> <ul style="list-style-type: none"> <li>✓ Setting ground rules and R&amp;R for the engagement</li> <li>✓ Setting appropriate expectations through the coaching contract</li> <li>✓ Establishing behavioral goals for maximum achievement</li> <li>✓ Enrolling stakeholders in the leadership growth journey (online and onsite)</li> <li>✓ Identifying the right stakeholders to involve</li> <li>✓ 5 questions for impactful behavioral interviews</li> </ul> | <p>After enrolling stakeholders, you and your client are ready to start the change process. Here, you'll learn the 7-step cycle for involving stakeholders as well as numerous coaching skills to keep motivation and momentum high throughout the journey.</p> <p>You'll receive training on the following coaching skills:</p> <ul style="list-style-type: none"> <li>✓ 7 steps for involving stakeholders</li> <li>✓ 12 storytelling techniques</li> <li>✓ Rehearsing optimal performance in target behaviors</li> <li>✓ How to make stakeholder check-in's efficient</li> <li>✓ How to maintain momentum throughout the engagement</li> <li>✓ Converting stakeholder suggestions into measurable action items</li> <li>✓ 7 critical skills for behavioral coaches</li> <li>✓ What to do about an undecided leader</li> <li>✓ Helping the client when they 'run out of steam'</li> <li>✓ Role modeling the 7-step change process</li> <li>✓ How to harness the enduring power of FeedForward</li> </ul> | <p>Change is happening – now it's time to measure! Learn to use one of the most legendary tools in the business – the Mini-Survey™ (also called the LGPR). Use the visually stunning report to build confidence and reinforce the positive changes.</p> <p>You'll also receive training in the following skills:</p> <ul style="list-style-type: none"> <li>✓ Measuring improvements in leadership effectiveness</li> <li>✓ Building in the necessary variety to your coaching</li> <li>✓ Building client confidence in the face of slow growth</li> <li>✓ Reinforcing behavioral change to sustain results</li> <li>✓ Quantifying and measuring leadership growth</li> <li>✓ Conducting effective retrospective after-action assessments</li> <li>✓ Session by session checklists for continuous improvement</li> </ul> |

# SYLLABUS

## Support System

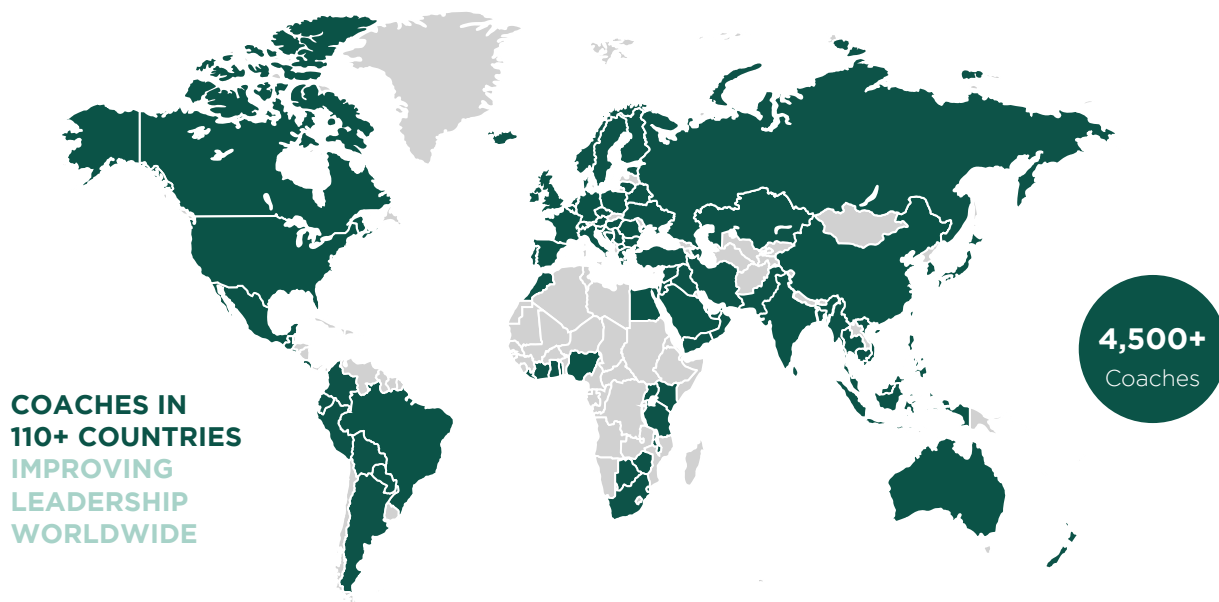
The following content is designed to support our coaches in selling and return an exponentially high return on their investment. The 'How to Sell SCC®' course is available for a limited time only.

- How to identify a 'Coachable Leader'
- Assessing readiness for leadership change
- Defining the value of growth for the leader & stakeholders
- How to coach reluctance into resilience
- Conducting a powerful chemistry session
- Fulfilling the 4 prerequisites to selling more coaching
- Coaching the 20 most improved leadership skills
- Quickly establishing expertise in the first meeting
- How to connect aspiration to achievement
- Learn a structured process for selling your coaching
- The opportunity (and hindrances) posed by the C-suite
- The anatomy of a successful introductory email (+ free template)
- How to create a meaningful Business Case for Change
- The answer to the famous question: "Is it worth it?"
- How to best pitch your coaching methodology (+ a demonstration by Marshall Goldsmith)
- The results organizations expect of their leaders (and their coaches)
- Why clarity > agreement (and why not to 'seal the deal' in your first meeting)



# COMPANIES WHO TRUST THE MGSCC METHOD

Do you want to be a trusted coach to these companies?



Our process is trusted by one-in-three Fortune500 Company



THE WORLD BANK





# CERTIFICATE

Upon successful completion of the program, you will receive a certificate of participation from Marshall Goldsmith Stakeholder Centered Coaching®. You will also receive 36 CCEs (part of the ICF) to support your accreditation journey.

**This certification will help boost your credibility, build your brand, and enhance your coaching skills — allowing you to become our partner in improving the leadership quality around the world.**



# PROGRAM FACULTY



## Frank Wagner

Frank Wagner co-developed the proprietary SCC® methodology that has revolutionized leadership coaching around the world. He has worked together alongside Marshall Goldsmith for more than 4 decades, and now he acts as the co-founder and Master Coach at MGSCC® who specializes in a common sense approach when it comes to leadership coaching.

The way Frank works with Leaders is different than most of his fellow Stakeholder Centered coaches in the degree to which he stays in the background. He minimizes contact with Stakeholders as he wants the

key interactions to be between the Leader and the Stakeholders. By requiring Leaders to take responsibility and accountability for such tasks as recruiting their own Stakeholders, he feels this strengthens the relationships for the Leader at work and increases the recognition and credit for success.

Another differentiator in Frank's coaching is his requirement that Leaders choose only one leadership goal and one action plan. Experience has shown this concentration of effort impacts far more than the selected area of leader improvement. It changes the relationship. Frank's goal is for the Leader and the Stakeholders to get ALL the credit for the improvement in leadership. Frank himself finds fulfillment in simply contributing to the success of others and helping them realize their true potential.



## Brandon James Mergard

As the CEO and Advanced Coach of Marshall Goldsmith Stakeholder Centered Coaching®, Brandon Mergard helps leaders of Fortune500 companies and SMEs improve their leadership skills using their proprietary SCC® methodology.

Being brought on as the youngest Senior Executive at MGSCC®, Brandon successfully revolutionized the entire company — achieving a 12x growth within 5 years. He prides himself in having a global mindset - having done his Undergraduate degree in the US, Graduate degree in the UK coupled with a decade-long professional experience around APAC, before settling down in the US.

Brandon aims to work with those who have the greatest potential for change, allowing them to believe in themselves more than ever before. He enjoys helping people see things from a different perspective, so they can solve problems they never thought possible, and help them achieve success in ways they have never thought about. The combination of his entrepreneurial and professional journeys allows him to do just that.

# START YOUR COACHING JOURNEY WITH MGSCC® TODAY

Our dedicated Program Advisors are ready to answer any questions you have and help determine the best course of action for you.

[Schedule an Advisory Call](#)

Got any questions? Reach out to us today.

Email: [contact@mgsc.net](mailto:contact@mgsc.net)

