



## 3-D Coaching Model: Dream. Discover. Design.

### For Companies

Design You Coaching uses a **3-D Coaching Model: Dream. Discover. Design** to activate the process of translating strategic goals and data insights to identify, create, and curate leadership development and organizational change.

The **3-D Coaching Model: Dream. Discover. Design**, delivers a customized approach to design leadership and organizational development programs underpinned by a company's mission, values, and strategic goals.

Personal, communication, and organizational assessment tools include the MBTI, CPI-260, LIFO, DiSC, and Design Thinking tools to build awareness, more precise engagement, and commitment to action for leaders and their teams.

### Example process using the 3-D Coaching Model: Dream. Discover. Design

**Dream:** As an organizational leader, your coaching engagement begins with identifying ambitious, measurable, and scalable dreams for themselves and their teams. This work goes beyond writing SMART goals and focuses on individual and collective embodiment and integration with business processes.

**Discover:** Once you name the dream(s) you and your team want to achieve both short and long-term, we use selective instruments to identify your team SWOT or how your team can SOAR, which will summarize leader and team strengths, opportunities, skills, personality, or work styles. This data provides a deeper understanding of business alignment or incongruence with your dreams.

**Design:** The Discover process gives us real data to begin reinventing key areas of your life and career as a leader, giving attention to how you reinvest in yourself. The change you seek begins with you! The executive or individual leader's coaching engagement often extends to core skills and team development for their team, building personal and organizational accountability.

Coaching clients gain tools to strengthen communication and performance.