



KEYNOTE

3x4 Coaching.

Learning coaching skills is the best way to dramatically increase your people's commitment level and performance. This keynote starts your powerful coaching journey.

Combining first-hand examples from both the sport and corporate worlds with an innovative coaching framework, 3x4 Coaching provides a provocative taste and exploration of the possibilities of coaching. Audience members will become intrigued and stimulated by the potential impact of coaching in both their business and personal lives.



ABOUT THE PRESENTER

Dane Jensen is the CEO of Third Factor and an expert on strategy, leadership, and resilience under pressure.

Dane oversees Third Factor's delivery of leadership development programs to leading firms across North America. He teaches in the Full-Time and Executive MBAs at the Smith School of Business at Queen's University and is Affiliate Faculty with UNC Executive Development at the Kenan-Flagler Business School in Chapel Hill. In addition to his corporate work, Dane works extensively with athletes, coaches, leaders and Boards across Canada's Olympic and Paralympic sport system to enhance National competitiveness.

Dane's first book, *The Power of Pressure*, will be published by Harper Collins in 2021.



3x4 Coaching is at the heart of a program that we have delivered to over 1,000 leaders at one of the world's largest banks . . . It is one of the best programs I have seen.

*– Dave Roberts, President,
UNC Executive Development*



COACHING IS A MINDSET, NOT A TO-DO

This has been a year of extraordinary disruption. A time when agility has become more important than ever and the ability to adapt became a matter of survival for many companies as the year progressed.

For organizations to thrive in the months ahead, leaders must help their people re-skill: to coach them up the learning curves of new skills, to help them progress towards mastery, to tap into a growth mindset, and to get them excited about unlocking new potential and abilities.

Featuring a wealth of experience from 30+ years of working with the world's top coaches, the presentation explores how coaching is powerfully different from other management styles – rooted in a mindset that we call a 'developmental bias.'

This presentation busts the myth that coaching is just about asking good questions, and introduces participants to the 3 core 'plays' a coach is constantly executing to drive performance, and the 4 skills they need to master in order to succeed.

PARTICIPANTS WILL DISCOVER:

- How to embrace the 'developmental bias' of a world-class coach.
- The 3 core plays great coaches execute on consistently: clarity, competence and recognition
- The 4 key skills great coaches deploy: questioning, listening, feedback and confronting