

The Hayes Group International Coaching Process: What makes Hayes Unique

Approach

The Hayes Group approach is to address issues directly with the individual while maintaining a “tough on the problem, gentle with the person” perspective. We often utilize The Belief System™ construct to diagnose problems. Unique to Hayes, the Belief System™ addresses whether individuals believe their effort will lead to performance (Can I do it?); their performance will lead to outcomes (Will I get an outcome?); and will the outcomes lead to satisfaction (Do I want the outcome?).

Focus

The Hayes Group has provided executive coaching to more than 2,000 leaders in major international companies. Our focus is primarily on teamwork, communication, operational vs. strategic balance and managing relationships. We focus on individual behavioral change.

Assessment

Hayes uses individual patterned interviews as well as standardized and customized instruments to assess individuals. The instruments include standard assessments such as DISC, MBTI, Thomas-Kilmann Conflict Modes, and the Kaplan-Devries Versatility Index for strategic and operational fit as well as *customized* Hayes 360° Surveys.

Our proprietary instruments include the Job Relations Inventory – a validated on-line instrument that measures what employees work for and the managerial strategies used to coach employees and the Belief System™ Motivation Profile that measures the beliefs of employees regarding their ability to do the job, the outcomes of doing the job, and individual worker satisfaction.

Video-taped Skill Development Practice

Hayes is unique in its use of videotaped feedback to show leaders how they can improve in communication, relationships, and emotional intelligence. We have used the Tell-Show-Do format in over 1,200 organizations worldwide and over 160,000 people have been part of our videotaped feedback process – both in individual coaching situations and in classroom environments. Using real-world role plays, individuals can “see” first hand how they react and how they communicate.

Sustainability

All Hayes processes utilize specific sustainability techniques to reinforce positive behaviors and help the individual change negative behaviors. These techniques include the individual being transparent, finding managers and peers to give feedback, and “broadcasting the change,” which helps the individual to change peer and manager perceptions. Hayes uses integral follow-up points to reinforce the behavioral change.