

BuCo®

B u s i n e s s
C o a c h i n g
A k a d e m i

STEWART
LEADERSHIP

LEAD
NOW!

Turkey Representative and Solution Partner

LEAD NOW! INTERNATIONAL LEADERSHIP CERTIFICATION PROGRAM



This certification program is built on the four pillars that today's business leaders are asked to succeed and produce results. These;

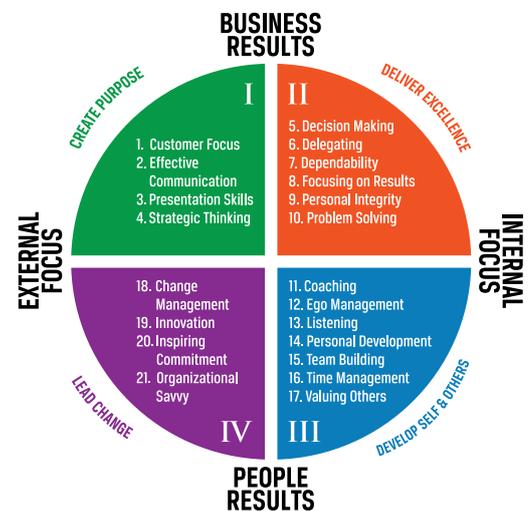
1. Outcomes directed to Human
2. Business Outcomes
3. Results for Market Share (External)
4. Organizational Outcomes (Internal)

We can summarize these four areas with the four quadrants on the right. Depending on the depth of program flow and organizational need, each of these four quadrants is supported by 4-7 extensible dimensions and provides the basis for in-depth leadership action planning.

Leadership will be effective not only at the top management but also to the extent that it is exhibited at every level of the institution. To serve this purpose, Lead Now! aims to equip your organization's executives with internationally recognized leadership abilities and behaviors.

All participants who complete our American National Excellence Award-winning program will be awarded a certificate of achievement by the Stewart Leadership and Business Coaching Akademi.

WHAT DOES YOUR MANAGERS GET GLOBAL LEADERSHIP CERTIFICATION TO YOUR ORGANIZATION?



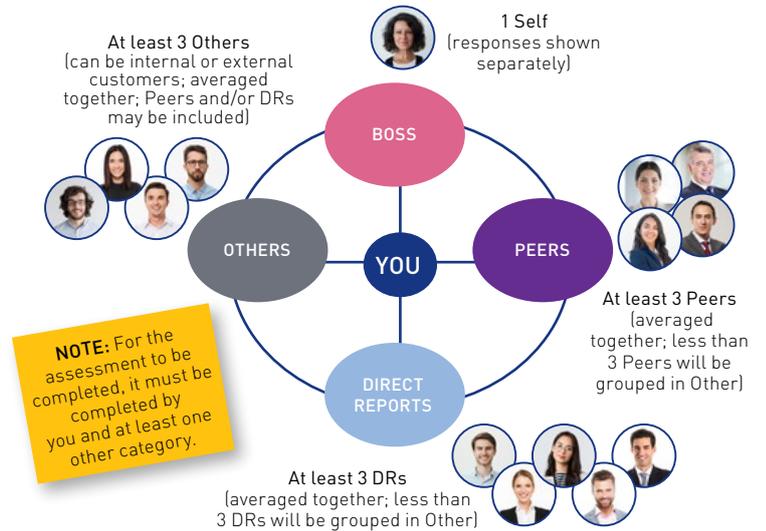
LEAD NOW! 360° EVALUATION

Lead Now 360° Evaluation Report allows your managers to see how their leadership behavior is perceived by senior management, colleagues, customers, and subordinates.

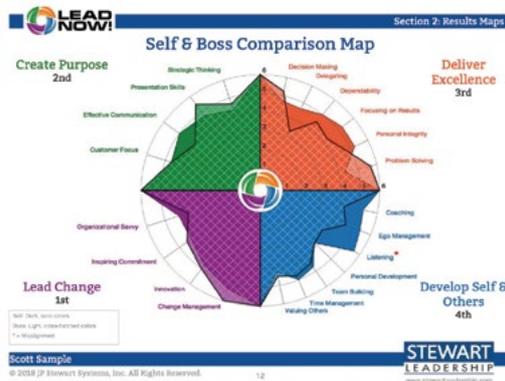
Content of the Lead Now 360° Evaluation Program;

- Behaviors of the evaluated manager.
- Requires an average of 40 minutes of concentration.
- Format: Contains 80 questions and 4 short open-ended questions.
- Results are evaluated at three levels: 4 Quarter Circles; 21 Leadership Measures; 80 Behavior Patterns
- At the end of the evaluation, a 60-page personalized report is given and a personalized action plan is requested.
- Includes 75 minute Executive Coaching Session.

ASSESSMENT SELECTION



SAMPLE MAPS FROM THE RESULT REPORT



LEAD NOW! SELF ASSESSMENT

Lead Now Self-Evaluation report is designed to measure areas of improvement between what leadership behavior your managers demonstrate and to what extent.

The content of the Lead Now Self-Assessment Program;

- Evaluated is the situation between the manager's indications and their preferences.
- Requires an average of 30 minutes of concentration.
- Format: Contains 45 questions and 4 short open-ended questions.
- Results at three levels, application and preference evaluated by its dimensions: 4 Quarter Circles; 21 Leadership Measures; 45 Behavior Patterns
- At the end of the evaluation, a 30-page personalized report is given and a personalized action plan is requested.
- Includes 75 minute Executive Coaching Session.

SAMPLE MAPS FROM THE RESULT REPORT



BUSINESS COACHING PROGRAM FOR HIGH PERFORMANCE



PROGRAM VISION AND GOALS

The purpose of our ICF International Coaching Federation approved and certified Business Coaching Program for High Performance Program is to provide business people with knowledge and experience where they can discover their potential, increase their performance, and make a difference by providing high added value to themselves and their institutions.

Professional Coaching contributes to the strategic transformation of companies. The program was made by the Business Coaching Akademi with this vision.

WE AIM TO USE THE COACHING APPROACH MORE BY MANAGERS AND LEADERS IN THE BUSINESS WORLD.

We see that the coaching approach is a powerful tool to reveal the potential and increase performance in the companies of the future. We designed our program to become a Coach Leader, which provides the necessary internal motivation for employees to show the necessary performance and progress. Those who participate in the Business Coaching program have realized that there are many different dynamics in their lives and they start to know themselves better, and as a result of this program, their coaching efforts serve a great transformation for both themselves and their teams.

YOU CAN CONTRIBUTE TO THE STRATEGIC TRANSFORMATION OF YOUR COMPANY WITH THE ADVANTAGES OF YOUR COACHING SKILLS.

With the Business Coaching for High-Performance Program, we offer the participants a natural and enjoyable learning platform that makes a difference by providing unique trainings, group studies, assessment tools, assignments, practices, workshops, feedback meetings, consultancy, and mentoring that will carry them forward in terms of knowledge and experience.

PROGRAM MODULES

- Module-1** : Fundamentals of Coaching and Awareness (19 Hours)
- Module-2** : Change and Will (18 Hours)
- Module-3** : Strengths and Motivation (18 hours)
- Module-4** : Action and Mastery (18 hours)

Coaching Sessions and Feedback (9 hours)

The program is 82 hours in total.

WHO CAN ATTEND THE PROGRAM?

Every business person who aims to reveal their potential at the highest level and turn them into performance, who wants to partner with their clients on a creative journey, and who wants to learn how to do this can participate in this program. In particular, managers, human resources professionals, entrepreneurs, consultants, mentors are among the participants. To participate in the business coaching program, there is a requirement of at least 5 years of work experience in the business world, and those who want to participate in the program are interviewed beforehand.

COACHING PROGRAM FOR HIGH PERFORMANCE IN BUSINESS LIFE PARTICIPANT EXPERIENCES



"The program was stimulating, challenging, and very enjoyable in every aspect. The best part of the program was that it gave plenty of coaching opportunities. We had many coaching, client, and observer experiences within the group, and we grew up with the participants. I sincerely recommend BuCo Akademi's program to anyone who sees coaching as a career path, aims to be a leader with a coaching perspective, and wants to take the first step with their feet firmly on the ground."

Cansu Karatay / Senior Project Manager

"Meeting BuCo Akademi was a very important turning point for me. We spent 8 days full of knowledge, practice, and sharing. It was a training where I never got bored, I never hesitated, I did not understand how time flies, and even at the last closing I said 'oh I wish it didn't end'. And after today, I see myself at the beginning of a long road with my backpack with everything I need on my back with a stirring excitement inside me."

Simge Erkoçak / Head of People & Culture

"Dear BuCo Akademi family, I would like to thank you for your sincere approach during the training. I think that your interactive education system, which always keeps us at the moment during our long training days, is very useful for me. The added value that you have conveyed your valuable information and provided us from the first moment will enable us to look at our lives from the perspective of Coaching."

Gökhan Erdoğan / National Operations Manager

"From the first day to the last day of the program, they not only provided us with the most efficient and effective training to become a professional coach as a team but also gave us the competence and vision to carry out this process in the best way for the future. During my coaching sessions, I learned to apply the most appropriate techniques in challenging and changing situations. The willingness and openness of Mr. Uğur and Mr. Tuna to share their knowledge, experience, techniques and strategies both helped me to improve my coaching skills and positively affected my professional development."

Tolga Temtek / Human Resources Manager

"I started this training without knowing the full definition of coaching, and I am grateful for BuCo Akademi team for making me feel that every word that comes out of my mouth has a diamond value from the very first moment, enabling me to maximize my potential without putting any obstacles in my way, and making me realize what I can do when I see myself as limitless. I completed the day with my goal in my pocket with the questions and applications from the first day. This was a missing part of me, every step I took now made sense."

Gülce Erpınar / Administrative Assistant

"I would like to say that you made the "Coaching" process, very enjoyable and instructive with your meticulous and sincere preparations, and I learned many new things as a participant. I was happy to spend 8 days with lots of participants and high energy, where both the concept of coaching and the management, behavior, and leadership styles in business life are blended. I will continue to apply the topics we talk about in my business and private life and enjoy life as a Coach."

Ersan Geyik / Director of Talent Management

"Dear BuCo Akademi family, I would like to thank you very much for your increased energy, effort, motivation and most importantly, for the unique information you taught and will support my development throughout my life. As I said on the last day of the training, I still feel the same way that it was the right decision to start with you first on this path where I intend to enter a new field. The experiences I gained with the wonderful guidance of my dear Tuna and Uğur, techniques that I can always apply in all areas of my life, first to myself and to myself. The right questions to touch my clients later on. I think such a start was not possible at any other address."

Again, I would like to express my gratitude for all your efforts and say see you soon..."

Esra Kalmaz / Administrative Assistant



**HOW DOES IT AFFECT
YOUR BUSINESS IF YOUR TEAMS ACHIEVE
THEIR POTENTIAL?**

**WHAT IS YOUR COMMON DREAM YOU WOULD LIKE TO
ACHIEVE AS A TEAM?**

**TEAM COACHING HELPS YOU TO REACH THIS DREAM
AND SUCCESSFULLY SUCCEED YOUR TEAM.**

WHAT ARE THE PRINCIPLES OF TEAM COACHING?

- Team Coaching defines the “relationship system” between the members of the team through various techniques.
- Relationship in its own nature contains intelligence and creativity.
- Coaching is done to the whole relationship system instead of the members that make up the team.
- Indicates change management and the need for change.
- Individual differences arise from their strength.
- It helps to create an internalized and consciously designed team vision.
- Different levels of reality are detected among the team members.

Being a team means getting results higher than the sum of what its members can do individually.



Executive coaching, also known as one-on-one coaching or performance coaching, is one of the most powerful approaches to leadership development for leaders.

By working one-on-one with a professional coach on their goals and challenges, leaders can transform their performance.

Executive coaching helps you find the resources within yourself.

WHO IS EXECUTIVE COACHING FOR?

From senior managers to team leaders, all leaders who want to discover their high potential can benefit from individual coaching.

Executive coaching is meaningful and effective for both you and your organization.

WHEN IS EXECUTIVE COACHING USED?

One-on-one executive coaching can be particularly effective for leaders in a variety of situations. Some of those:

- Prepare for a future role or career changes.
- Stress, change, conflict or crisis management.
- Taking on a new or different role.
- Accelerate personal development.

As BuCo Akademi, we provide transformational coaching to leaders with our one-to-one executive coaching service.

Our coaching sessions are designed to leverage personal strengths and develop a strong executive presence through specific insights and training.

We offer you our programs specially configured for executives with 3 months, 6 months, and 12 months options.



Tuna Aktuna

PCC – Executive Certified Coach



Uğur Emiroğlu

ORSC – Executive Certified Coach

Business Coaching Akademi was founded by two professionals with the title of ICF members, **Tuna Aktuna** and **Uğur Emiroğlu**, who provide professional coaching in the business world, to help people in the business world reveal their high potential, to convey the coaching culture, which is among today's modern management systems, to more companies and to strengthen it with professional coaching services. was established for the purpose.

Business Coaching Akademi provides executive coaching and team coaching services to companies with its program designs created with its coaching infrastructure. It designs and implements coaching, mentoring, and consultancy programs for the needs of organizations.