

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



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;

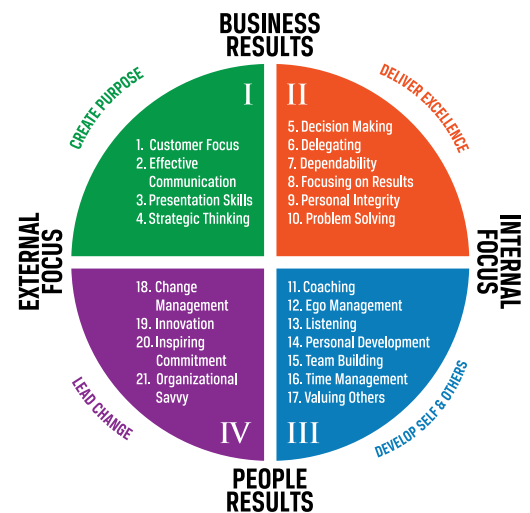
1. Outcomes directed to Human
2. Business Outcomes
3. Results for Market Share (External)
4. Organizational Outcomes (Internal)

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?



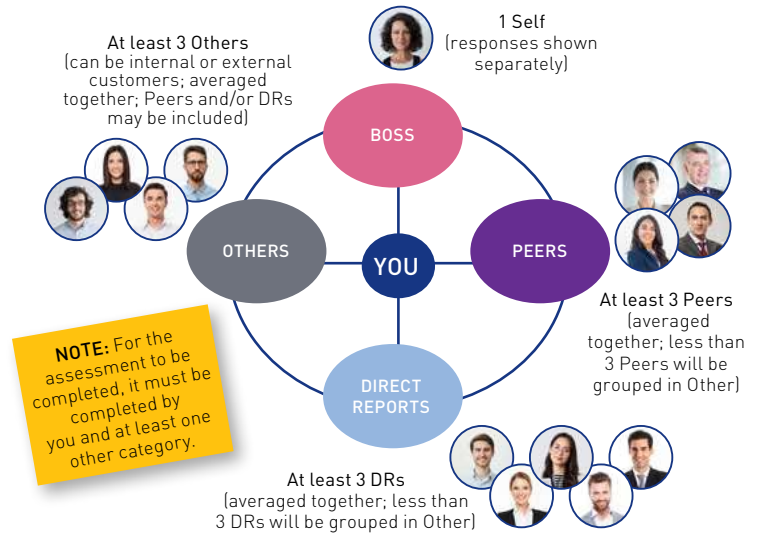
LEAD NOW! 360° EVALUATION

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



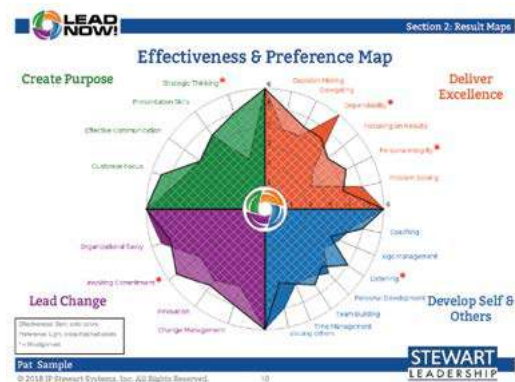
LEAD NOW! SELF ASSESSMENT

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



"It was a comprehensive education that resulted in a 100% transformation in a short period. The place where I started and where I finished is definitely not the same. I was inspired to pursue coaching as a profession. I learned everything about human beings in a very compact way. In the coaching profession, I felt that I would always have BuCo's support by increasing my self-confidence in such a short time. It became a transformation story with amazing instructors who are in their own reality and free from egos."

**Senem Susuzlu / CHRO - HR Consulting
Organizational Transformation**

"The program was enlightening, challenging, and immensely enjoyable in every aspect. The best part of the program was its ample opportunities for coaching practice. Within the group, we experienced numerous coaching, client, and observer roles, and we grew together with the participants. I wholeheartedly recommend BuCo Akademi's program to anyone who sees coaching as a career path, aims to become a leader with a coaching perspective, and wants to take the first step with a solid foundation."

Cansu Karatay / Senior Project Manager

"First and foremost, it's a program that enables individuals to get to know themselves better, exercise self-discipline, recognize their strengths, and identify areas for improvement. It's highly aligned with the philosophy of induction. The individual first explores themselves, defines and completes a process related to themselves, and then, with coaching expertise, shares this awareness with the individuals they communicate with."

Uygur Serkan Berghan / Human Resources Manager

"The ANLA method - the naturally fitting framework and the personalized fitting questions. I'm leaving this training with the tools that will suffice for us for now, which we can use to open up topics. The program has been prepared very compactly and in detail. In a very short time, it has elevated us to a very different dimension as Coaches in 4 modules."

Selin Ersoy / Human Resources Director

"It's not about focusing on the topic at hand; it's about focusing on the individual, bringing out the knowledge, experience, and expertise within the person. A coach who does this with good questions not only helps the person solve their problem but also makes the person feel good about themselves. I recommend it to individuals who want to make a difference by becoming aware and creating an impact."

Tarık Sönmez / Founder of Marketing Partners

"If I were to liken the 8-week training process to a train journey with 8 stops, I can say that I had a delightful, instructive, and eye-opening journey with my fellow coach candidates and trainers in the same compartment, accompanied by breathtaking scenery. Now, it's time to get off at the 4th stop and embark on a new journey. I extend my heartfelt thanks to the BuCo Akademi family, who has inspired me for these journeys"

Sami Yücel /Deputy General Manager

"The belief in the process along with personal awareness was very influential. Thanks to this program which helped me to give myself the motivation to advance in my journey to becoming a professional coach. The program is a knowledge-intensive one that enhances professionals in terms of personal awareness and gives them a new skill"

Emre Uçan /COO

"The program design was packed with the purpose of coaching, its tools, being highly practical, and reinforcing it with assignments. What does coaching serve, and how can we become our own coach? What are the coaching tools? How are they used? And most importantly, the awareness that comes with looking at events from a coaching perspective was the most significant learning at the end of this training. It was a very exciting and instructive journey. I recommend this educational journey with BuCo to anyone who wants to take a step into professional coaching and wants to unleash their own and their surroundings' potential."

**Merve Yıldız / Human Resources
Training and Development Manager**



**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.

“52 LEADERSHIP TREASURES” DIGITAL LEARNING



In the business world, managers are expected to deliver results in two fundamental areas: Business Results and People Results.

Our Global Solution Partner, Stewart Leadership’s Lead Now! series book, “52 Leadership Treasures,” provides practical insights into what it takes to achieve people-focused results.

As BuCo Akademi, we have transformed the “52 Leadership Treasures” book into an e-learning format suitable for companies’ online platforms.

It is a completely animated program that also includes personal development applications.

BuCo Akademi, in collaboration with Stewart Leadership and LfD Learning Technologies, presents “52 Leadership Treasures” as a new digital learning package filled with crucial leadership tips for leaders and managers.

PROGRAM OBJECTIVE;

Emerging talents are looking for a managerial and working environment where they can share their ideas, where their added value is recognized, and where they are open to feedback, based on trust, and guided like a coach or mentor to contribute to their professional and personal development.

With this exact aim, this program offers John Parker Stewart’s “52 Leadership Treasures” book as a comprehensive guide on online platforms for organizations, packed with leadership insights crucial for leaders and managers at every level.





TEAM MANAGEMENT WITH A COACHING PERSPECTIVE

MODULE TITLES:

- Self-awareness and awareness of others
- Trust comes first.
- DELEGATION: Manager's Confidence.
- Forward-Looking FEEDBACK
- Behavior Preferences with Colors
- Being a TEAM
- PERFORMANCE COMMUNICATION with the A.N.L.A. Model
- What Stays in Mind with Group Coaching

CONFLICT MANAGEMENT

MODULE TITLES:

- Recognizing conflict biases.
- Knowing conflict management styles.
- Listening to understand.
- Identifying triggers.
- Empathetic negotiation.

EXPERIENCING TEAM COACHING TOOLS

MODULE TITLES:

- Starting - Tools for Situation Assessment
- Formation Tools
- Communication Strengthening Tools
- Tools for Building Flexibility
- Learning from Development Tools

STORYTELLING AND PRESENTATION

MODULE TITLES:

- Why is storytelling necessary?
- How to write a story?
- Using Metaphors and Similes
- Presentation and Body Language Usage
- Experiences

OBJECTIVES;

- To ensure that presentations, meeting management, and conveying a topic are attention- grabbing and memorable.
- To be able to deliver a speech that appeals to the audience's imagination.
- To impart skills such as storytelling, simile, and metaphor usage.

At the end of the training, the goal is for participants to use the "Storytelling" technique for effective and memorable public speaking."

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Tuna Aktuna

PCC - Executive Certified Coach



Uğur Emiroğlu

PCC, ORSC - Executive Certified Coach

BuCo A.S.- Business Coaching Akademi was established by two ICF members, **Tuna Aktuna** and **Ugur Emiroglu**, who are professional coaches, to help people in the business world reveal their high potential. Our goal is to bring the coaching culture, which is among today's modern management systems, to more companies and to strengthen them with professional coaching services.

Business Coaching Akademi offers executive coaching and team coaching programs which created with its coaching infrastructure. With the support of Stewart Leadership's global experience, it designs and implements coaching, mentoring and leadership programs for the needs of the organizations.

Our References

