



IRON
COACHING

We help leaders
empower their teams,
exceed their goals
and maximize their
influence.

Since our founding in 2009, we've helped PWC, Lennar, Chick-fil-A and 100's of others deliver 22% revenue growth, employee engagement metrics 12% higher than best-in-class benchmarks and earn "Best Places to Work" honors.

We are confident we can help you achieve similar results with our proven processes for building a healthy organization that is the glue that ensures your strategy, culture and operations function effectively.



OUR PROCESS

Organizational Health

DEVELOP THE 4 DISCIPLINES

BUILD A COHESIVE LEADERSHIP TEAM

- Build Trust
- Master Conflict
- Achieve Commitment
- Embrace Accountability
- Focus on Results

SYSTEMATIZE THE PLAYBOOK

- Recruiting & Hiring
- Onboarding
- Performance Management
- Compensation & Rewards
- Firing



CREATE A CLEAR PLAYBOOK

- Why do we exist?
- How do we behave?
- What do we do?
- How will we succeed?
- What's the most important, right now?
- Who must do what?

COMMUNICATE THE PLAYBOOK

- Leaders Responsible for Clarity
- Be Consistent
- Be Timely
- Do it Live

Key Concepts from The Advantage and 5 Dysfunctions of a Team by Patrick Lencioni



Healthy organizations enjoy high morale and productivity, while unhealthy ones are plagued with politics, confusion and turnover.

OUR PROCESS

Cohesive and Engaged Teams

RELATING FOR RESULTS
CUSTOMIZED TEAM EXPERIENCES

Build Relationship IQ



Empathy

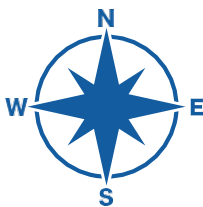


Resiliency

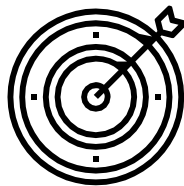


Conflict
Management

Fuel and Energize Outcomes



Accountability



Focus



Creativity

OUR PROCESS

Executive and Leadership Coaching

MAXIMIZE YOUR INFLUENCE

We use a 6-phase process to create a safe environment for clients to explore their current mental models, challenge their assumptions and find the motivation and determination to grow.



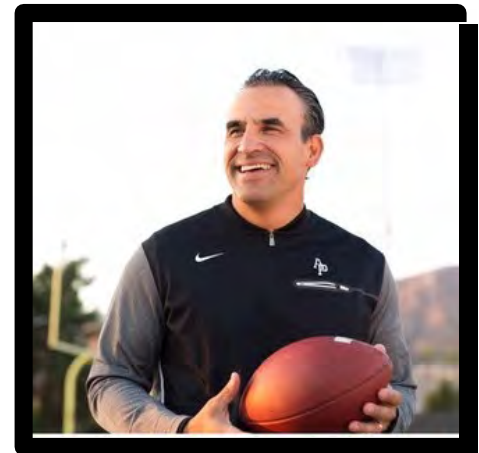
Our goal is for clients to achieve sustainable behavioral change.
Minimum engagement length is 6 months.

COACHES



Pat has been coaching senior leaders for 20 years and in 2009 launched Iron Coaching with the mission to “sharpen the critical skills needed by individuals to reach their full potential while living intentional, well-balanced lives.” He is passionate about helping clients transform how they lead and make a positive impact within their organization.

Building champions while pursuing championships defines Victor Santa Cruz’s style. Before joining Iron Coaching to share his leadership expertise and passion for helping others achieve their goals, he had a successful career in collegiate football. He earned the “Coach of the Year” honor five times.





CLEAR AGREEMENTS

Your Coaches Commitment to You

- I will be 100% honest with you at all times.
- I will ask questions that facilitate self-discovery and learning.
- I will hold you accountable for your commitments to yourself and others.
- I will provide an environment that facilitates new thinking and creative problem-solving.
- I will draw out the required actions that move you forward towards your desired outcomes.

Your Commitments to Yourself and Your Coach

- I will be truthful with you in all aspects of our relationship.
- I will stay focused on my stated desired objectives.
- I will prepare for my coaching session.
- I will be entirely focused during our coaching sessions.
- I will call promptly at my scheduled coaching time.

DISCUSSIONS ARE CONFIDENTIAL AT ALL TIMES.