



## W E L C O M E T O I N C R E D I B L E A W A R E N E S S !

**Awareness drives change...**

**Incredible Awareness inspires meaningful change!**

**Incredible Awareness** is dedicated to helping individuals, groups, business, organisations and government agencies achieve their personal, professional and strategic objectives by providing a wide range of coaching/education services. Our specialty is to custom-design with you the ideal solutions to your unique development needs.

All of our initiatives and programmes are designed using our successful performance model:

- **Raise Incredible Awareness**
- **Made Decisions / Commitments**
- **Modify Behaviour / Take Action**

**When you change the way you think, either individually or as a group, you can change the way you behave and therefore the outcomes you achieve!**

Incredible Awareness means identifying and achieving individual potential through the deeper exploration of our patterns of thinking, feeling and action; including our strengths and areas for development; in very practical and relevant terms. We do this through a combination of sophisticated training and designing supportive environments which inspire growth.

### **Our Services at a Glance**

**Instructional Design and Facilitation of Training** – We custom-design all programmes in a collaborative process with you. We do NOT sell pre-packaged programmes. Every need is unique so our learning programmes are also unique. We are committed to evidence-based initiatives, starting with conducting a thorough scope of work to measure the “current situation” in order to properly design the “desired situation” and be able to measure the effectiveness and achievements.

All of our solutions are based on the **seventy20ten™** model of adult learning, where 10% of the learning comes from the actual learning event itself, 20% comes from the sharing of experiences and wisdom in a real-time setting and 70% of the learning comes from the combination of reflective and active learning projects within the workplace and/or other environments. Our policy is never to sell training alone. Training must be combined with coaching and/or other ongoing learning opportunities to ensure greater effectiveness.

Incredible Awareness Pty Ltd

[www.IncredibleAwareness.com](http://www.IncredibleAwareness.com)

Director / Master Coach – Noel Posus

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Training alone will only help 10% of people at best and therefore we're quite firm on our policy requirements on this point. You can read more about this model, including case studies, [here](#).

- **Coaching Skills** – We train you and your team on the simplest and most effective coaching models to enhance your leadership impact. We follow-up all learning events with individual coaching, mentoring and supervision to ensure the skills are effectively translating to the practical workplace environment and achieving agreed strategic outcomes. The application of coaching as a discipline can be applied to any workplace objective and strategy. We also provide professional development courses for new and veteran coaching professionals.
- **Conflict Dynamics Skills** – Conflict is inevitable – everyone and every organisation experiences conflict at some time! But it doesn't have to be destructive. We help you and your organisation develop the necessary skills for constructive responses to conflict situations. Our method includes conducting 360° evaluations and debrief sessions related to conflict attitudes and behaviours, facilitating group learning events to develop/enhance constructive conflict behaviours, and following up with individual and/or group coaching sessions to work through practical applications and improving the culture of cooperation, communication and consideration.
- **Leadership Skills (Self and Others)** – Whatever your leadership skills needs are, we will work with you to establish the specific competency-behaviours you wish to leverage, develop, enhance and/or evolve. Then we work together to co-create the ideal learning strategy for all your stakeholders to ensure best practice methodologies are delivering outstanding and sustainable results. All programmes are focused on the combination of thinking (knowledge, attitude and beliefs) and behaviours (skills, habits and actions) and we measure everything possible along the way to ensure we can both answer the critical Return on Investment questions which need to be considered.
- **Designing Programmes for Coaches (Internal/External)** – If you are a coach, whether working for yourself (coaching business owner) or as an internal coach within an organisation (employee who coaches), we can work with you to design training/coaching programmes to use with your clients/stakeholders. We work with coaches all over the world in every industry sector, and provide both the materials and the training on how to use them effectively. This is a specialty service area of ours and is available to life, workplace and executive coaches. We are very grateful for the hugely positive reputation we continue to earn for the quality and thoroughness of the programmes we develop and the ongoing support we provide to our industry colleagues.

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**Coaching – Workplace/Executive** – Coaching is a solution-focused relationship where the coach facilitates a process for the “coachee” to increase their awareness about their goals, obstacles, strengths, opportunities, choices, actions and consequences. From this level of awareness the coachee is then able to make choices which are smart/wise for them and from there develop and implement appropriate and relevant action plans to achieve their objectives. All coaching engagements focus on the combination of thinking (knowledge, attitude and beliefs) and behaviours (skills, habits and actions) to achieve meaningful, practical, relevant, effective, powerful and measurable outcomes.

**On-Call Coaching – “Laser Coaching”** – You may find that you need access to Your Coach at any time for immediate assistance. We offer an on call service where we provide “Laser Coaching” which is very direct, efficient and focused on establishing measurable outcomes in as short as fifteen minutes. This service works equally well as a follow-up to any training/coaching programme to sustain and nurture the ongoing objectives of the original programme in a cost-effective, practical and supportive way.

**Assessment Tools** – Evidence-based coaching means that we continually look for appropriate measurement tools to establish the “current situation” and to be able to measure growth, understanding, practical application and to what extent the “desired situation” was achieved and what further strategies may be necessary. Although we have access to many different types of assessment tools where we partner with other providers), the three we have expertise in ourselves and use the most are:

- **360° Feedback Evaluations** – We will custom build to meet whatever objectives you have. This is available for life, workplace and executive coaches as well, where we design and administer the evaluations for you to use with your clients.
- **NBI Whole Brain Thinking** – This tool helps you better understand how you think, learn, communicate, behave toward others, solve problems, make decisions, run your business and even how content or well suited you are for certain careers. – Contact us for a separate brochure on this service.
- **Conflict Dynamics Profile®** – This tool is explicitly based on behavioural orientation – How you choose to behave on real or perceived conflict situations and what more effective behaviour choices are available to you. It comes with the most robust, practical and useful self-discovery, goal setting and resource manual that we have ever come across for any assessment tool of any time anywhere in the world. Yes, that’s a big claim and it is deserved! – Contact us for a separate brochure on this service.

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- **Life Styles Inventory (LSI I/II), Group Styles Inventory (GSI) and Organisational Culture Inventory (OCI)** – We are proud to be accredited to use the Human Synergetics' Integrated Development System, which is a multi-level system for human performance measurement and development. The system enables organisations to initiate change programmes at the individual, group and organisational levels either simultaneously or sequentially. The distinctive Circumplex forms the foundation of the system and is a quantitative measurement instrument providing a common simple language and theme to link these multilevel development efforts.
- **Organisation Climate Surveys** – We partner with OrgPsych to provide a wide range of survey tools to measure employee satisfaction, organisation climate and more, in order to support organisations with large-scale change strategies.
- **Team Management Systems** - We are also accredited to deliver a wide range of profiling and assessment tools via Team Management Systems all focused on developing high performing teams by focusing on the strengths of each individual and the group.

**Resource Library – Written Materials** – Do you need written resource documents to enhance your company Intranet or e-learning activities? Are you a coach (External/Internal) looking for tools and resources to use with your clients? We have an established Resource Library of nearly 1000 coaching tools and supporting documents which can be accessed from our Coaching Tools and Resources website or we can re-brand for your use. We also custom write tools and resources to match your specific objectives.

**Resource Library – Multi-Media Materials** – You can have an even greater impact on your customers, team or coaching clients by having multi-media resources available, including e-learning modules, presentation DVDs and website promotional messages. If you want the benefits of using well crafted video to carry your message further, with more impact, then let's start the conversation. We partner with Film Stretch, using the latest digital video equipment, coupled with our diverse skills, drive and creativity.

To view some sample videos, please visit [www.askacoach.com](http://www.askacoach.com) > For Organisations.

**Mentoring / Supervision for Coaches** – All coaches, whether internal or external, need additional personal and/or professional development and support from time to time. Incredible Awareness is headed up by Noel Posus, Master Coach with over 20 years experience and achievement as an educator/coach and has mentored hundreds of coaches around the world. Noel was awarded the prestigious Coach of the Year Award in 2008 and 2009 by the Australian and New Zealand Institute of Coaching and is a global leader in the industry. Whatever your needs as a coach are, partnering with Noel can prove to be a critical component to your continued success.



**Inspirational Public Speaking / Master of Ceremonies** – Do you need an inspirational speaker and/or workshop facilitator, or possibly even a Master of Ceremonies for your event? Noel Posus has an international reputation as an outstanding keynote speaker, facilitator and MC. We also have a huge network of professional high-quality, highly-credentialed coaches and speakers allowing you access to inspiring, practical and behaviour/action-focused talks to change thinking and drive better outcomes.

### **International Network of Coaches / Highest Credentials / Leadership**

Incredible Awareness is very fortunate to have access to a global network of brilliant and talented coaches across a wide spectrum of disciplines.

Our team of highly professional, experienced and qualified coaches are recruited because they are also committed to their own professional development and hold as high a standard for themselves as we hold for them.

We set minimum benchmarks in the Mastery areas of Self, Coaching, Business, Coaching Industry Leadership and Global/Societal Leadership.

### **Our Web Presence**

You can explore/connect with us in lots of ways on the web:

[www.IncredibleAwareness.com](http://www.IncredibleAwareness.com)

[www.askacoach.com](http://www.askacoach.com)

[www.AccessingOurWisdom.com](http://www.AccessingOurWisdom.com)

[www.RecreationalWhinge.com](http://www.RecreationalWhinge.com)

[www.NoelPosus.com](http://www.NoelPosus.com)

[www.FilmStretch.com.au](http://www.FilmStretch.com.au)

[www.youtube.com/user/noelposus](http://www.youtube.com/user/noelposus)

[www.CoachingToolsAndResources.com](http://www.CoachingToolsAndResources.com)

[www.TheWheelsOfLife.com](http://www.TheWheelsOfLife.com)

[www.High-Ideals.com](http://www.High-Ideals.com)

[www.ThePersonalBalancedScorecard.com](http://www.ThePersonalBalancedScorecard.com)

[www.ClaireStretch.com](http://www.ClaireStretch.com)

[www.twitter.com/noelposus](http://www.twitter.com/noelposus)

[www.au.linkedin.com/in/noelposus](http://www.au.linkedin.com/in/noelposus)

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## History – Clients and Achievements

We are incredibly grateful to have achieved great outcomes via education/coaching service delivery in every industry sector and in many countries around the world. Some of our clients include:

Air Canada	Allianz	American Airlines
Askacoach.com	AT&T	Australian Tax Office
Cadbury Schweppes	CGU Insurance	Citibank
CompuServe	Continental Airlines	Credit Corp Group
Ericsson	Ford Australia	HBF Insurance
Hewlett-Packard	JC Penney Insurance	Kiwi Air
Macquarie Bank	MBF Insurance	Microsoft
Motorola	New Zealand Telecom	Raytheon
Reno Air	Reuters	Ryan Air
Singapore Airlines	Singapore Telecom	Telecom XTRA
Telstra	Telstra Bigpond	United Nations
Vodafone	Westpac	And many others!

Coaching services have been provided in the following countries, including in multiple languages:

Australia	Brazil	Canada
China	Chile	Czech Republic
Denmark	Egypt	Finland
France	Germany	Greece
Hong Kong	Iceland	Israel
India	Indonesia	Italy
Japan	Kenya	Malaysia
Mexico	Netherlands	New Zealand
Norway	Nigeria	Pakistan
Philippines	Russia	Singapore
South Africa	Sweden	Switzerland
Thailand	United Kingdom	United States



## Investment at a Glance

We are always happy to negotiate the commercial side of the relationship to best meet the budgetary needs and other considerations of all stakeholders. As a guide, here are our standard rates we offer. All rates listed in Australian Dollars and include 10% Australian GST.

Instructional Design	\$220.00/hour
Facilitation – Australia	\$3300.00/day
Facilitation - Internationally	\$5500.00/day
Workplace and Executive Coaching	\$330.00-\$550.00/hr
On-Call “Laser Coaching” for Workplaces	\$85.00 per 15 minutes
360° Assessments – Design, Administration and Reports	Varies on complexity
360° Report Debrief Sessions (2 required)	\$660.00 package
NBI Whole Brain Thinking Assessments and 2 Debrief Sessions	\$770.00-\$990.00 package
Conflict Dynamics Profile – Self-Assessment and 2 Debrief Sessions	\$770.00 package
Conflict Dynamics Profile - 360° Assessment and 2 Debrief Sessions	\$1100.00 package
Conflict Dynamics – <i>Managing Conflict Dynamics: A Practical Approach</i>	\$110.00 per book
LSI I/II Self-Assessment, 360° Assessment and 2 Debrief Sessions	\$970.00 package
Writing documents for Your Resource Library	\$220.00/hr
Creating Multi-Media Content (via <a href="http://www.FilmStretch.com.au">www.FilmStretch.com.au</a> )	Quote after Scoping
Mentoring/Supervision for Coaches	\$220.00/hr
Public Speaking – Keynote	\$5500.00 (negotiable)
Public Speaking – Master of Ceremonies	Quote after Scoping
Public Speaking – Guest Lecturer	Discuss – Often Pro Bono
Travel Expenses	Negotiated as Necessary
Other Services – Sourcing Other Providers/Services	Quote after Scoping

## Getting Started / Corporate Scope of Work Questionnaire

All that’s required to get started is to have a conversation about your needs and where/how you think Incredible Awareness may be able to support you in achieving your objectives.

Simply contact Noel Posus, Director and Master Coach via the contact details in the footer of this document.

We may also ask you to consider completing a Corporate Scope of Work Questionnaire, which we have supplied on the final pages of this document so that you can start preparing for our initial conversation.

We look forward to partnering with you and achieving amazing results together!

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# Corporate Coaching and Training

## Scope of Work Questionnaire

### WELCOME

This questionnaire tool is designed to assist potential new clients of Incredible Awareness to evaluate their strategic coaching and/or training needs.

Every client is different, has different needs and wants to be communicated with in different ways.

Our intention is that these questions will assist us to have a clear and common understanding of what you're trying to achieve and therefore what sort of solutions we can create together.

You can either:

1. Simply review these questions internally and when we can speak to explore your needs, you'll feel more prepared for that conversation, or
2. Use these questions as a guide to help you write a "brief" of the work you're interested in engaging Incredible Awareness to provide.

Whatever questions you may have or assistance you need, please feel invited to contact me personally to discuss.

I look forward to working with you.

Sincerely,

Noel Posus  
Master Coach and Director  
Incredible Awareness  
1/300 Crown Street  
Darlinghurst NSW 2010  
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## Scoping Questions

### Strategic Objectives

- What strategic objective is the organisation trying to achieve by considering a coaching solution?
- What is the current situation and how have you measured it?
- What activities have you already taken to address the situation?
- Are there any specific individual, team or group objectives for the coaching?
- How many people are expected to be put through the coaching?
- What other approaches besides coaching have you considered or are considering?
- What is your budget?
- What time frames are you looking at?
- What risks have you identified if this solution doesn't address your needs?
- What personal and professional objectives do you have if the coaching solution is successful?

### Corporate Culture

- How does the organisation describe its current culture?
- Is this any different from your desired culture?
- How would you like your culture integrated into the coaching approach?
- How do you feel your personnel will respond to coaching? What data, such as employee opinion surveys, 360° feedback and other information support your opinion?
- Has a coaching approach ever been tried before and with what results?
- How will you measure the result of coaching at an organisational level?

### Resource Planning & Management

- How will the coaching program be introduced to the participants?
- Will there be any internal coaches involved?
- Do you foresee the coaching intervention to be a combination of workshops, group coaching and individual coaching?
- How will the participants be supported in freeing up their schedules enough to commit to the coaching?
- What interval of coaching sessions would best match the environment and schedule: weekly, fortnightly, monthly?

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## Performance Management

- Is the coaching intervention “coaching for performance” or “performance management”?
- Does the organisation intend on a coaching report being produced for each session? If so, what information is to be included, and what is to be kept private?
- Who will have access to the coaching reports and what will they be used for?
- Will only records of coaching sessions being conducted, but not the content be required?
- Have the participants volunteered for coaching, or is this a required initiative?
- Will the coaching in any way be used as part of a performance review or appraisal?
- Will the coaching in any way be connected with a pay review?
- What other reporting requirements are there?

## Individual and Group Performance Metrics

- If the coaching is related to performance metrics, which metrics will be looked at and how are those measured?
- Will training around understanding the metrics be expected as part of the coaching?
- Will the entire group be coached on the same metrics?
- What metrics will the coaching be measured by?
- Who will conduct the measurement?

## Learning and Development

- Will the coaching intervention also involve training?
- If so, what topics are to be included, and what are your requirements around competency measurement?
- How will feedback about the coaching programme be collected, measured and reported on?
- How will feedback be shared with the coach and Incredible Awareness?
- What learning and development resources of the organisation will be made available to the coach?
- Do you require assessments, such as NBI Whole Brain Thinking, Conflict Dynamics Profiles, Extended DISC or other profile tools to be used?
- Will the participants’ career plan be addressed by the coaching?
- Who else in the organisation will follow through with the participant on the return on investment measurement as a result of this program? For example, what expectations will the participants manager need addressed?
- Are there any language, cultural or other special needs which need to be addressed?
- Will the program also include training internal personnel to take over the coaching and how do you see this happening, and when?

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