

# Never stop **BECOME**-ing!

**B**EHAVIOR **E**XPERIENCE **C**OLLECTIVE **O**PPORTUNITY **M**OVEMENT **E**VALUATION



“No leader sets out to be a leader. People set out to live their lives, expressing themselves fully.

**When that expression is of value, they become leaders.** So the point is not to become a leader. **The point is to become yourself, to use yourself completely**—all your skills, gifts and energies—in order to make your vision manifest. **You must withhold nothing.** You, must, in sum, become the person you started out to be, and to enjoy the process of becoming.” - **Warren Bennis**



**B**EHAVIOR—Assessment of the coachee’s competencies introducing the story of experience.



**E**XPERIENCE—Coachee’s story as told through their lens without judgment from coach.



**C**OLLECTIVE—Development of the learning relationship with coach and coachee for the purpose of change.



**O**PPORTUNITY—Coachee and coach build the coaching plan.



**M**OVEMENT—Coachee and coach implement the coaching plan.



**E**VALUATION—Coachee and coach evaluate the return on investment of the coaching relationship.