

FEEDBACK/Evaluations
International Coaching Federation - Cleveland Chapter
October 11, 2013

Program:

**Spontaneous Combustion - Discovering the Clients' Pain, Passions and
 Priorities....How to become a Trusted Advisor and Coach**

Presenter: **Kordell Norton**

	Below Expectations	Satis.	Very Good	Exceeded Expectations
1. Value of content activities and experience.		2	2	26
2. Facilitators abilities to engage and connect with the participants			1	29
3. Value related to ICF core competencies		2	4	23
4. Overall effectiveness of the program		2	1	27

Most Valuable Part of the Program?

Format - Template to use

Listening Cues

Visuals

Simple takeaway-Conversation, visual, steps

Graphic agenda; signs that you are listening

Clarifying the specific 4 states of the client interaction

Watching how Kordell uses time so skillfully

Listening Cues

Listening Tips/Focus

The process

The psychology of listening

Have fun

Sales process is really a buying process

Great discussion strategies with clients

Conversational and Relevant Presentation

EPRS

Stop talking and listen

EPRS

Simple template and easy to apply to my work as a coach

Light and Lively with Depth

A plan of attack!

Listening, listening, listening

The "mad, sad, glad" process

Learned new model

Reminder of the steps for a sales call

Solutions piece



Describe a take away that you are likely to apply to your life and/or coaching practice:

Use these steps in a follow up letter I'm writing today.
The new model and how to apply
How to really listen
Practice body language (geography etc.)
How to really listen
Acronym and storm analogy
Tips Re: Active effective listening
The template
The book
Use process for everything
EPRS
Can't think of one
Use visuals
The process of the four selling steps; focus on listening
The listening frame ...when I am listening
The process of pictures--easy to remember and apply to conversations
Listening tips/focus
Stir up more emotion before launching solutions
Focus on listening; take a graphic notes sheet with me to prospecting meetings.
Test the process
Value of visuals
Elicit description of problem to open door to Sale

Misc. Comments

FUN
Loved Kordell's presentation
Come back again!
Pace was perfect. Story-telling.
Great presentation-EXCELLENT discussion process
Very ENGAGING
Always good to see/hear Norton!
Excellent content; great sense of humor and stories
Best ICF program in a long time
Very well done!
Love Kordell's creative inspiration
Lots of takeaways
Great content. Simple. Fun!
Outstanding! Very engaging Speaker & great content
FABULOUS!
Lack of real content for coaches ...more of a jack-of-all-funny guy

Suggestions for Future Programs

The buying process (related to coaching services)
Kordell's pricing presentation
Have Kordell back again
Uncovering opportunities; referrals from Clients
Cross cultural differences in listening skills-eye contact/body movement

**For more on this program for your organization call
(440) 744-4864 or Kordell@KordellNorton.com**

