



ETM

Department of Engineering and Technology Management

Technology Management Seminar Series

Graduate Seminars - Fall 2009



**Dan Cox, Executive Coach
President, TransAlliance LLC.**

As Founder of TransAlliance LLC, an Executive Coaching and Training Company, Dan Cox brings a unique brand of coaching to the executive world that includes a keen understanding of human systems and dynamics. He applies 'tried and true' coaching techniques to a variety of management situations.

For the past 15 years, Dan spent the majority of his time in private practice, working with families, couples and individuals who faced some of the greatest challenges one could ever imagine. His work as an Executive Coach over the past several years has taken him into many key organizational scenarios requiring a thoughtful and methodical delivery of conflict regulation, mediation, coaching, and training. Dan's four-phased approach has resulted in companies taking courageous steps toward company-wide cultural change.

Seminar Topic:

Coaching as a Fundamental Management Tool

Abstract:

People are every organization's most precious resource. We depend on the people in our organizations to produce, sustain, and even expand our reach for greater possibilities. The Executives and Managers of the people resource are even more precious as they carry the tone of the workplace in the styles they use with their people. These leaders have great challenges before them. They often are hired into position because they know something about the trade or the product they sell. But soon we find the majority of managers don't know how to handle the unpredictable nature of the human dynamic. There are two main areas (among others) where managers experience difficulties; one in hiring the right people to fill the "right seats on the bus." Two, when they need their people to step up and improve (optimize). The economy we live in requires top edge performance, which makes the above challenges all the more urgent.

Dan Cox, Executive Coach and Founder of TransAlliance LLC, has focused his mission toward coaching executives and their direct reports, teaching them to become skilled practitioners in the human dynamic. His work includes training and coaching, both in hiring the right people and in optimizing their performance. He believes the ongoing practice of coaching in organizations is the method of choice for anyone managing people in today's culture. Coaching translates into doing, doing translates in to impacting the business, and this impact produces bottom line results. But we can't get there in the traditional ways of managing people. For years, managers have relied on a telling their people what to do and how to act. Our postmodern culture requires an engaged process with our workforce that garners real buy in and commitment.

This one hour seminar will focus on describing what Coaching looks like in organizations. You will learn the benefits, what it takes to become a skilled coaching practitioner as a manager, and you will hear some case studies that highlight why coaching works as the preferred fundamental management tool.

Day: October 8, 2009

Time: Noon – 1 pm

Room: [Unitus Bldg. 203](#)

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