

# TRUE - COLORS Leadership in Life Coaching Program™

## Who We Are:

*Bonnie Falbo* is a Certified Life and Wellness Coach specializing in

She is certified from Corporate Coach U and is a member of the International Coaching Federation.

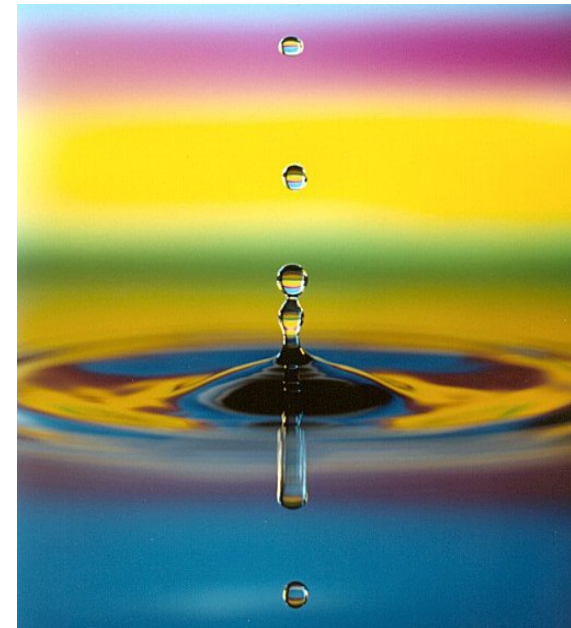
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*Ellen Catalano* is a Certified Professional CoActive Coach and Consultant to executive leaders and managers in the federal government as well as private industry. She is certified by the Coaches Training Institute and is a member of the International Coaching Federation.

For more information about Bonnie and Ellen,  
please consult [True-colorscoaching.com](http://True-colorscoaching.com).

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Growing Inner Intelligence  
for Leadership Excellence

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## “...People leave managers, not companies.”

-Buckingham and Coffman, *First, Break All The Rules*

We live in a world of information overload, but information alone is not enough to get the job done...you need to be able to integrate it! And, the mix of cultures and generations and the variety of values they bring to the workplace mean even greater communication challenges. This is the only time in our history where four generations work together; for the generation X-ers and millennials (under age 28), the average life span on the job is only 18 months, and they move on when they feel like they're not learning on the job. Your job as manager and leader is to keep them learning, growing and challenged. What do you have to do to support a vibrant, engaged workforce?

### The Program:

Through a unique integration of workshops and individual coaching, participants learn about *and* practice:

Skillful Listening as a foundation for great management and leadership  
Shifting Perspective to create new options and opportunities  
Using Powerful Questions to encourage employees to find solutions  
Managing Gremlins (negative self-talk) to boost esteem  
Understanding Gender and Generational Differences  
Maintaining Optimum Energy and Balance  
Refining Values, Strengths, Vision and Goals  
Inspiring Leadership in others  
When to use “Command and Control”; When to use Coaching

Workshops can take place over a six month period, intertwined with individual coaching, to reinforce the learning and action.

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### Program Comments:

“This had a huge impact on my retention – it’s really good to see that our company will invest in people.”

“I haven’t been in another organization that provides the opportunity to look at your personal and professional life – helping you manage your personal life, so you can have a good professional life.”

“I’ve been able to sustain my healthy lifestyle for the first time.”

## What is Coaching?

Coaching is the art and science of communication and change. Based on a partnership between client and coach, it is a powerful process of inquiry that employs skillful listening and questioning, allowing the client to make discoveries, create visions, set goals and design strategies that produce extraordinary results.

A “bicycle riding” analogy is often used to distinguish what a coach does from other “helping” professions. If someone wants to learn to ride a bicycle:

- A **consultant** will help you understand the different types of bicycles and assist you in selecting the right model for your needs.
- A **teacher** will tell you how to ride a bike.
- A **mentor** will help show you how to ride a bike.
- A **therapist** will talk with you about your childhood experiences of riding a bike and how that felt, and help you overcome any fears that still linger, leftover from your past.
- A **coach** will encourage you to get on your bike and ride, will run alongside you, offering encouragement, tips, support and ask you how the wind feels in your hair and where you would like to go, and encourage you to go farther and faster than you might have thought possible.

“Coaching is about challenging and supporting people. It is about giving them the gift of your genuine interest in them. It involves calling forth people’s visions and values as well as helping them reshape their way of being, thinking, and acting. In simple, day-in, day-out terms, coaching involves expanding people’s capacity to take effective action.”

-Robert Hargrove, *Masterful Coaching*

“A coach is someone who tells you what you don’t want to hear and has you see what you don’t want to see so you can be who you’ve always known you could be.”

-Tom Landry, former head coach, Dallas Cowboys

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### Program Comments:

“I see there is a leadership role regardless of where you are in the hierarchy.”

“I learned to set healthy boundaries – that I need to take care of myself first, in order to really lead others.”

“I learned to think about taking action from choice, rather than acting from emotion.”

“I learned what I really stand for as a leader – beyond my ego.”