



CRITICALVICTORIES.COM/COACHING

## PROFESSIONAL COACHING FOR AUTHORITATIVE LEADERS AND EXPERTS

Game-changing insights and strategies for professionals who really matter

**High resolution self-awareness** is the key to bringing your very best to every situation and opportunity. You will be amazed by the **possibilities**.

### Past-Client Industries and Occupations

- Accounting
- Airport Management
- Banking
- Criminal Justice
- Forensic Science
- Health Care
- Law Enforcement
- Law Practice
- Military/Defense
- National Security
- Professional Sports
- Sales and Marketing

### Why Professional Coaching?

Because you have potential that's ready to be turned into results. As responsibilities and opportunities rise, it's common to discover that the demands of life and career exceed one's current capabilities.

### What Makes a Great Coach?

The most effective coaches are those who help to create the mental and emotional conditions in which clients can optimize their professional fitness - clearing pathways to higher levels of productivity, enhanced professional relationships, and more strategically mindful leadership methods - all resulting in measurable gains in team effectiveness and organizational stability.



GALLUP® CERTIFIED  
Strengths Coach



Society for  
Human Resource  
Management

Senior Certified Professional

### JOHN M. COLLINS MA, SHRM-SCP

John Collins is a professional coach specializing in working with leaders and experts in authoritative, high-responsibility occupations. John is also the author of *The New Superior — A Better Way to Be the One in Charge* (2022). He started his private practice in 2013 after retiring his award-winning, 20-year career in forensic science, having served as the director of forensic science for the State of Michigan and authoring three pioneering books on forensic science leadership, public policy, and professionalism. As a facilitator, John's range of experience is unmatched, having facilitated corporate strategic planning sessions as well as highly sensitive domestic and international meetings on behalf of the United States Government. John is a Gallup Certified Strengths Coach and has a Master's Degree in Organizational Management. He is also certified as a Senior HR Professional by the Society for Human Resource Management.

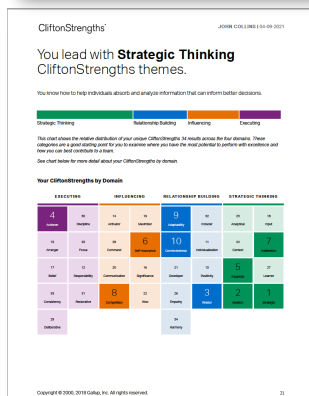
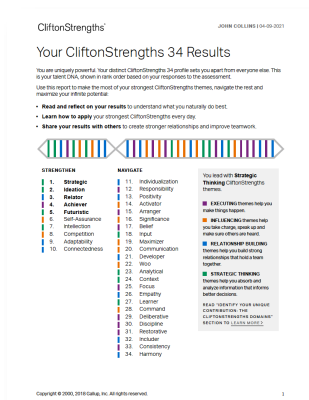






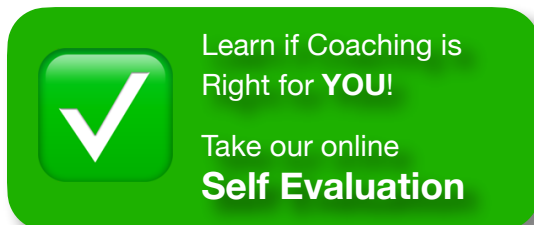
- 1 **IDENTIFY YOUR UNIQUE PATTERNS OF STRENGTH AND PERSONALITY**  
There is no one like you. Experience the confidence that comes from knowing who you *really* are.
- 2 **NATURALIZE YOUR APPROACH TO LEADERSHIP AND INFLUENCE**  
Only 10% of the population have *natural* leadership abilities, so be *intentional* about how you lead.
- 3 **LEAN ON A TRUSTED THOUGHT-PARTNER WHO'S BEEN THERE**  
Accelerating leadership growth requires an experienced and supportive facilitator of self-discovery.
- 4 **FROM EXPANDED SELF-AWARENESS COME NEW AND EXCITING PRIORITIES**  
Through self-mastery, experts and influencers spark opportunities for themselves and their teams.

## CliftonStrengths® Assessment Report



## Common Areas of Client Growth

- Trustworthiness
- Leadership effectiveness
- Strategic positioning and execution
- Time management
- Self-confidence
- Patience and compassion
- Communication clarity and effectiveness
- Ability to motivate and inspire
- Awareness of emerging opportunities
- Leadership discipline
- Personal organization and productivity
- Job and work satisfaction



<https://www.emailreform.com/builder/emf/criticalvictories/suitability>

Dear Future Client:

I often describe professional coaching as **continuing education on steroids**, because the client is the teacher, the student, *and* the subject of study. In fact, as a leadership coach, I am also a student, learning about your experience, your goals, and your hopes for the future. Working with a professional coach with whom you have good conversational chemistry can be one of the most rewarding and impactful experiences of your life.

My goal is to help you produce the results you want - to allow your intentions to overpower your circumstances - and to help you build professional strength in ways that change the trajectory of your career.

John M. Collins MA, SHRM-SCP  
Founder of Critical Victories



# PROGRAM OVERVIEW AND STRUCTURE

It's leadership education where YOU are the subject of study

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Main Program

## STRENGTH AND PERSONALITY ANALYSIS

A two-session, high-impact, coaching initiation based on the results of your *CliftonStrengths* and *Big Five Personality* assessments. Based on your goals, you will develop some key, actionable strategies for your day-to-day life and/or career.

Sessions / Intervals: 2      Duration: 2 to 3 weeks

## HIGH RESOLUTION SELF-AWARENESS

A two-session, multi-modal coaching experience designed to maximize your understanding of who you are, the challenges you face, and the additional strategies you can employ to do things better than you've ever done them before.

Sessions / Intervals: 2      Duration: 2 to 3 weeks

For Executive / Leadership Coaching Only

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FOR EXECUTIVES ONLY

## INSPIRED INTEGRATION

After being mesmerized by what you didn't know about yourself and your environment, this second-wave of four sessions is for our executive clients, and will prioritize the leveraging of your new self-awareness so you can better confront the leadership challenges and opportunities that await you.

Sessions / Intervals: 4      Duration: 2 months

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FOR EXECUTIVES ONLY

## EXPERT APPLICATION

In our final interval, you will laser focus on building and sustaining an impressive mastery of your individual strengths and personality dimensions so you can play a key role in building and facilitating an exciting future for you and your entire team.

Sessions / Intervals: 4      Duration: 3 months

THE BIG FIVE PERSONALITY DIMENSIONS

### The Big Five Personality Test

RESULTS FOR JOHN  
RETEST ON 2022-12-19

#### The Five Factors of Personality

Let's begin by looking at the five factors of personality in detail. For each factor, we'll explain how high and low scores manifest in daily life. You'll see your own scores on each dimension, and how they compare with the average scores for all people who took the test.

##### Openness

Openness describes an individual's tendency to think in complex, abstract ways. People who are high in Openness are abstract thinkers, while people who are low in Openness are concrete thinkers.

YOUR SCORE: 85%  
AVERAGE: 65%

People who are high in Openness are comfortable with abstract ideas. They enjoy talking and thinking about theories and concepts, even if the concepts are complex. They appreciate creative, original, innovative ideas, and enjoy thinking about the future and what it might hold. Because they appreciate ideas in their own right, they usually enjoy the arts and other cultural pursuits. They are interested in having experiences that expand their minds, and encourage them to think about things in a new way.

People who are low in Openness are concrete, straightforward thinkers. They distrust ideas and theories that do not have practical, real-world applications. They prefer traditions and conventional ways over new, untested ideas. They are more realistic than creative and often have difficulty recognizing things that they have not personally experienced. Because of this, they may be contented to try new experiences, preferring instead to stick with what they know.

People high in Openness are:

- Imaginative
- Intellectual
- Unconventional
- Creative
- Adventurous

People low in Openness are:

- Traditional
- Conventional
- Conservative
- Pragmatic

##### The Science of Openness

Although little is known about how Openness might relate to our biology, scientists have theorized that this personality trait has to do with how the brain is wired.

According to the personality theory, people who are low in Openness have brains where habits and concepts are hard to change. One concept is embedded in isolation and does not lead to connections to other concepts. In contrast, people high in Openness have highly interconnected brains. Asking them to think about one concept leads to many other concepts.

#### Your Personality Patterns

Your personality traits interact to create unique patterns of thought and behavior. In this section, you'll learn how your traits create four categories that show the way you think and feel.

To describe your personality patterns, we use a circular graph called a circumplex. The circumplex is used by psychologists to illustrate how two traits interact to create more complex patterns of thought and behavior. Each circumplex has four sections, with each section describing a typical pattern. The area of each section shows how well that pattern describes you. A larger area indicates better fit for that pattern.

Some of your circumplex graphs will show a clear preference for one pattern. Others will show a more even spread over two or even three patterns. When you have nearly equal scores for two or more patterns, you can expect that both patterns may describe you equally well.

##### Care Pattern

This circumplex describes the essential role you take on in approaching the world. This role is a reflection of your core values and motivations, as well as the way you think about things.

###### EMPATHIC IDEALIST

Uses insight and creativity to help others. Focuses on how they would feel in a certain role and how that role would affect them.

###### ANALYTICAL THINKER

Solves logical problems with careful, logical analysis. Focuses on how a situation would be resolved using logical analysis.

###### PRACTICAL CARETAKER

Helps other people in practical, everyday ways. Focuses on how their needs and desires would be met in a certain role and how that role would affect them.

###### LOGICAL MECHANIC

Diagnoses and solves problems in logical, systematic ways. Focuses on how a situation would be resolved using logical analysis.

##### Interpersonal Pattern

This circumplex describes the style you use in relating to others. This style governs how you socialize and develops relationships.

###### FOCUSED AMBITION

Desires many things in life and wants to work hard to get them. Focuses on how they would feel in a certain role and how that role would affect them.

###### STEADY DRIVE

Desires to be in a steady state. Focuses on how they would feel in a certain role and how that role would affect them.

###### DIZZY EXCITEMENT

Enjoys being in the middle of things. Focuses on how they would feel in a certain role and how that role would affect them.

###### LAD BACK

Has little need for excitement or stimulation. Focuses on how they would feel in a certain role and how that role would affect them.

##### Estim Pattern

This circumplex describes your attitude toward yourself and others. Your pattern reflects your esteem for yourself and for other people.

###### OPEN ARMS

Is confident in the goodness of self and others. Focuses on how they would feel in a certain role and how that role would affect them.

###### TAKE CHARGE

Desires to be in a position of authority. Focuses on how they would feel in a certain role and how that role would affect them.

###### ANXIOUS AFFECTION

Relies on others for support and validation. Focuses on how they would feel in a certain role and how that role would affect them.

###### LOVE WOLF

Desires people to be fundamentally good and to be happy. Focuses on how they would feel in a certain role and how that role would affect them.

##### Your Traits in Action

Now we'll look at how your personality traits express themselves in all areas of life, from your daily routine to your relationships and your work life. Each section covers one key area and explains how your individual traits influence your experiences in this aspect of life.

##### Your Inner Life

Your personality governs the most fundamental things about you, including how you think, what you value, and what motivates you. This section explains how your traits drive your inner life.



# STEPS AND DETAILS

## MAIN PROGRAM For all Coaching Clients

### PRE-PROGRAM WORK TASKS

- *Coaching Suitability Evaluation* (optional)
- *You Are Here, Self-Check* Questionnaire
- *Kinetic Index Evaluation*
- Registration and Client History
- Schedule 1st Coaching Session

### STRENGTH AND PERSONALITY ANALYSIS

- Pre-Session Check-In
- **Session #1:** Situational Overview
- Post-Session Experience Summary
- Assessments Request
- CliftonStrengths® Assessment
- Task: Strength Reflection Exercise #1 (*commemoration*)
- Strength Reflection Exercise #2 (*blind spots*)
- Big Five Personality Assessment
- Big Five Personality Reflections Exercise
- Schedule 2nd Coaching Session
- Pre-Session Check-In
- **Session #2:** Strength and Personality Debrief and Analysis
- Post-Session Experience Summary

### HIGH RESOLUTION SELF-AWARENESS

- *Personal and Professional Priorities Inventory*
- Schedule 3rd Session
- Pre-Session Check-In
- **Session #3:** Comprehensive Situational Analysis
- Post-Session Experience Summary
- Schedule 4th Session
- Pre-Session Check-In
- **Session #4:** Personal and Professional Priorities
- Post-Session Experience Summary
- *Authoritative Motivation Statement* (first draft)
- *Authoritative Motivation Statement* (review and finalize)
- **Personal and Professional Priorities (P3) Report**
- *You Are Here, Self-Check* Questionnaire (*retake*)
- Task: *Kinetic Index Evaluation* (*retake*)
- **Client Appreciation Package** (arrives by mail)
- *Executive Coaching Evaluation* (optional)

## FOR EXECUTIVES ONLY

### INSPIRED INTEGRATION

- Pre-Session Check-Ins
- **Sessions #5 - 8** (held over approximately 8-week period)
- Post-Session Experience Summaries
- Invited External Feedback (360) Survey
  - ✓ Identify respondents
  - ✓ Distribute questionnaires
  - ✓ Review results with your coach
- *The New Superior* reading assignments
- CliftonStrengths Resource Guide (arrives by mail)
- Customized assignments based on client needs and goals

### EXPERT APPLICATION

- Pre-Session Check-Ins
- **Sessions #9 - 12** (held over approximately a 3-month period)
- Post-Session Experience Summaries
- Emphasis on the application of learned material and established priorities
- Project: Priorities Implementation Plan
- Project: Executive / Professional Visioning
- Intensive client consultation
- Situational analysis and guidance
- Supplemental assignments and learning content
- Final Client Progress and Learning Evaluation
- **Updated P3 Report and Authoritative Motivations Statement**

## What is Executive Coaching?

Executive coaching is an advanced professional development process for leaders who make decisions on behalf of their organizations. The goal is to enhance decision-making, leadership effectiveness, relationships, and career growth opportunities. Through personalized guidance and the emergence of new strategic insights, executives in a high-quality coaching program can expect to gain more self-awareness, refine their leadership and decision-making skills, and gain more confidence in their abilities to navigate complex challenges.



## Who exactly seeks out a coach? Winners who want even more out of life.

*Chicago Tribune*  
*December 17, 2000*



### **JOHN M. COLLINS MA, SHRM-SCP**

**Authoritative Leadership and Expertise Coach | Author**

John M. Collins spent over 20 years as a scientist and organizational leader in the high-stakes profession of forensic science, having worked in federal, state, and local crime laboratories. Over the years, he observed and studied how people function within high-pressure environments, what enables them to succeed, and how they cope with adversity. Formally trained by the College of Executive Coaching in 2012, John listens carefully to the goals, experiences, and perspectives of his clients before leading them on a journey toward “high resolution self-awareness,” elevated confidence, and a more focused attention on the personal and professional priorities that are most likely to result in a more enjoyable and enriching career.

Clients describe John as engaging, insightful, and thought-provoking. But most of all, John helps clients create new opportunities for themselves. John is a Gallup Certified Strengths Coach, holds a masters degree in Organizational Management, and is certified by the Society for Human Resource Management.

John explains coaching like this: “If I’d taken just 20% of the money I spent on sending employees to seminars, professional conferences, and workshops and, instead, spent it on quality coaching, it would have transformed our organizational culture and improved how people live, work, and interact with each other on a daily basis.”

### **Common Areas of Improvement in Coaching**

As you might expect, clients have a wide variety of reasons for wanting to improve themselves and how they work. Generally speaking, clients benefit most from coaching when confronted by one of the following:

- New responsibilities
- New challenges or problems
- Personal or professional stagnation
- A desire to grow or to develop new skills

Coaching clients, with few exceptions, make significant gains in certain areas of their personal and professional lives, which include those that are listed to the right:

- Executive leadership
- Supervisory management
- Interpersonal socialization
- Professionalism
- Authoritativeness
- Responsible expertise
- Assertiveness
- Conflict management
- Persuasiveness
- Team motivation and engagement
- Career navigation and growth
- Self-awareness
- Professional presence
- Personal growth
- Personal effectiveness
- Time management
- Project management
- Emotional intelligence
- Recovery from catastrophe
- Performance improvement
- Workplace relationships
- Coping with difficult people

### **What is Gallup CliftonStrengths®?**

It is a coaching and psychology framework developed by Dr. Don Clifton who was a positive psychology researcher and clinician at the University of Nebraska. He sold his stake in what became a treasure trove of data to Gallup who helped Clifton refine and scale his program. Since 1999, over 30 million people have taken the assessment. It is arguably the most scientifically robust system for helping people and teams understand their innate individual and collective talents.

### **How rare or unique is a personal strength profile?**

There is approximately a 1 in 33 million chance of randomly finding another person having the same sequence of talent themes in her or his top five. CliftonStrengths® is trait assessment, not a type assessment.

### **What is The Big Five Personality assessment?**

The Big Five - also called the Five Factor Model - is a scientific measure of the five dimensions of personality, which can be remembered with the acronym, OCEAN: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. It is largely considered by clinical psychologists and researchers as the most valid approach to evaluating personality.

### **Is coaching a form of therapy?**

No, it is not. Therapy is a method for helping people who are coping with dysfunction to achieve a state of normalcy in their lives. Coaching, on the other hand, is a method for helping functional people reach higher levels of achievement much faster than they could without it. Coaching can have therapeutic effects, but it should not be mistaken for therapy.

### **What happens in a coaching session?**

In a typical coaching session, we begin by discussing your goals and challenges to gain a clear understanding of the direction you'd like to take. We consider what was discussed in our previous session and what has been learned since. Although we may adhere to the elements of a larger program, we always identify actionable steps and strategies that you can implement to overcome obstacles and reach your objectives in the moment. The session is a safe and confidential space, encouraging open dialogue and providing you with the guidance and tools you need to accelerate your growth and learning.

### **Is coaching worth the cost?**

It most certainly is. According to research on coaching, the average return on investment is over 700%, usually as the result of job promotions, increased professional responsibility, or increased productivity/efficiency for organizations. And because coaching is so personalized, the benefits far exceed what can be gained by attending normal training workshops or conferences. Coaching has no travel costs, but the journey is exciting.

### **Can a coach terminate an engagement if he or she doesn't like the client?**

Although unusual, a coach may choose to terminate a coaching relationship if the client is unwilling to be coached or is not participating fully in the coaching sessions and learning assignments. Coaches may also terminate an engagement if it seems that the client may require therapy or should consider therapy instead of coaching.

### **Where do you coach clients for in-person sessions?**

John meets with clients all over the world. He meets with local clients in Southfield or Brighton, Michigan. Most coaching sessions, however, are conducted via Zoom.

### **What kinds of learning assignments do you give clients between sessions?**

Learning assignments vary depending on clients and their schedules. The most common types of assignments include watching online instructional videos, reading articles, completing thought-exercises, or keeping a personal progress log.

### **Is it possible to coach multiple people at the same time?**

Yes, it is. Group coaching or team coaching is a form of facilitated discussion intended to produce enhanced team awareness and effectiveness. It is less personal than individual coaching but still capable of helping people accelerate the development of their professional skills. If you are interested in learning more about group coaching or facilitated team retreats, please give us a call at (517) 803-4063 or email us at [office@criticalvictories.com](mailto:office@criticalvictories.com).