



THE COACHING SEAT, LLC

LEARNING & DEVELOPMENT SERVICES

WWW.THECOACHINGSEAT.COM

2024 / 2025

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About Me



Toyinda L. Smith, MS, is at the helm of The Coaching Seat, LLC, a corporation dedicated to improving employee experiences and boosting organizational performance. She equips professionals with potent strategies for increasing revenue and supplies educational tools that facilitate their certification in coaching, speaking, and facilitating roles. This paves the way for their strategic entry into the industry, enabling them to help others and secure financial stability. Her coaching skills have been imparted across large educational institutions, major corporations, and statewide agencies, certifying over 75 professionals as coaches and facilitators, and training over 400 individuals to confidently articulate their ideas. With a wealth of experience spanning 25 years in education and business, Toyinda effectively harnesses leadership abilities, individual strengths, and team dynamics to drive profitable outcomes.

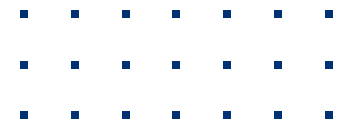


Toyinda L. Smith
Principal

An internationally recognized speaker, Toyinda assists individuals and groups in reshaping their mindset, reigniting their enthusiasm, and realigning their path to success. She has authored three books: *The Handbook to Unleash Your Potential*, *The Handbook to Dominate Your Confidence*, and *The Handbook to Coach Yourself*.

Toyinda holds a bachelor of arts in Psychology and Sociology and an associates of science in Organizational Leadership and Supervision from Purdue University, as well as a master's in Student Affairs and Higher Education from Indiana State University.

Coaching Effectiveness



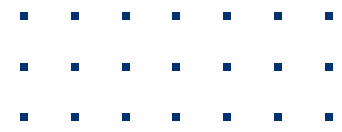
2 Creating a Culture of Coaching 60 Minutes

Individuals who use coaching to communicate bring a level of compassion, empathy, exploration and empowerment to those receiving the messages. Learning to add coaching skills as a communication tool for leaders, professionals, and organizations create a safe and nonjudgmental partnership to enhance the well-being and happiness of those being served so that stability in various environments can be created.

In the **Creating a Culture of Coaching** presentation, participants will:

- Learn to use coaching as a communication style.
- Exam their capacity to operate as a coaching leader.
- Build a model of trust using coaching methods within the organization.

Coaching Effectiveness



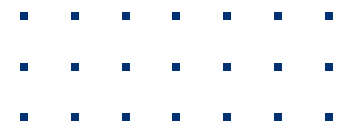
3 Effectively Partnering Using Coaching Techniques (1-Day – Ongoing Options)

Coaching is an impactful, objective method, integral to personnel development within professional environments. It is employed to address challenges, enhance performance, and achieve both immediate and long-term objectives. Our specialized course equips managers, executives, and educators with the Champion Influence® SEATS Process™ for Coaching. This innovative approach fosters team growth and organizational advancement, subsequently enhancing communication, fostering individual growth, and promoting continuous learning.

In the **Effectively Partnering Using Coaching Techniques** session, you will learn to:

- Create a distinction between, coaching, mentoring, teaching, counseling and consulting.
- Utilize active listening methods and powerful questioning to self-manage as you coach others.
- Understand the SEATS Process™ Methodology to create awareness, actionable plans and accountability.
- Employ coaching practices to increase your coaching confidence and skillsets.

Organizational Effectiveness



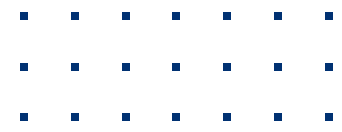
4 Ensuring Engagement: Creating A Culture of Championship Results (90-120 Minutes)

Leadership involves ensuring all team members are actively engaged within the work environment. In this action-packed learning session, participants will focus on elements of employee engagement as described through research completed by the Gallup Center. Leaders will leave knowing how to engage employees leading to a culture of commitment as indicated by collaboration, trust, impact, genuine relationships and championship results.

In the **Ensuring Engagement: Creating A Culture of Championship Results** presentation, you will learn how to:

- Recognize components of employee engagement and proven engagement drivers.
- Strengthen and empower employees within the organization.
- Sustain team collaborations and engagement.
- Drive performance in the workplace by creating a culture of commitment.

Organizational Effectiveness



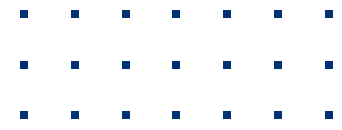
5 Building Winning Customer Relations Through Emotional Intelligence (90 Minutes)

Emotional Intelligence (EI) refers to the ability to recognize, manage and assess emotions. This skill ultimately leads to the use emotional information to guide thinking and behavior in all environments including service providing workplaces. Psychologist Daniel Goleman suggest that emotional intelligence is learned, and can be cultivated. This training focuses on the five categories (empathy, social skills, motivation, self-awareness, and self-regulation) of emotional intelligence and the strategies for winning customers leading to customer satisfaction and profitable results.

In the **Building Winning Customer Relations Through Emotional Intelligence** workshop, you will learn to:

- Positively express emotions while in working environments.
- Articulate what makes emotional intelligence significant to customer service.
- Increase the demonstration of emotional intelligence within work teams.
- Provide excellent service to diverse customers by intentionally practicing EI methods.

Organizational Effectiveness



6 **Winning Conflicts: Coaching Teams to Become Champions** (60-180 Minutes)

Coaching is a leadership style that takes a more holistic approach to guiding teams to success, especially through healthy conflict resolution. In this workshop we will explore qualities of a coaching leader and how to take an engaging approach to unlock employee's potential, problem solve, reach goals and dismantle team conflict through healthy communication thus creating champions.

In the **Winning Conflicts: Coaching Teams to Become Champions** workshop, attendees will learn how to:

- Increase team output by functioning as a “coaching leader.”
- Use practical coaching strategies to strengthen your team.
- Employ techniques that conquer conflict leading teams to victory.
- Free yourself to address your priorities by empowering your team to drive results.

Personality/Talent Effectiveness

7 Communicating Effectively Through Understanding Personality (180 Minutes)

In the work environment you are always communicating a message to your employees, peers and/or volunteers. Is the message being received correctly? We all have a personality continuum with which we use to approach communication, process information and make decisions. In this session participants will explore the powerful use of personality traits as a means of effective communication which is critical for those privileged to lead others.

In the **Communicating Effectively Through Understanding Personality** workshop, participants will learn to:

- Identify their own-and others- Real Colors® personality style.
- Listen and speak in the language of others.
- Understand the diverse ways individuals process information.
- Modify your communication style to connect with others as you collaborate.
- Understand the work styles of other Real Colors® Personality Styles.

Personality/Talent Effectiveness

8 Using Your Strengths & Talents to Lead (150 Minutes)

Each of you play a pivotal role in the overall success of your organization by inspiring people, leading individual or group projects and effectively recognizing positive performance outcomes. Gallup's StrengthsFinder is a powerful tool which enables a leader to better understand the talent in the organization as well as how diverse people think, feel and behave in different professional and personal situations.

In the **Using Your Strengths & Talents to Lead** workshop, participants will:

- Understand Signature Themes and talents via completing the StrengthsFinder assessment.
- Increase insight into the talents you have within.
- Apply Signature Themes to roles and functions in and out of the workplace.
- Gain an understanding of the four strengths domains so that your leadership is enhanced.

Personality/Talent Effectiveness

9 Using Birkman to Empower People & Performance

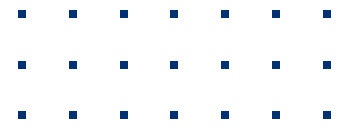
(240 Minutes - 2 Days)

The enhancement of individual potential and organizational performance hinges on the capacity of executives, directors, and managers to comprehend their unique strengths, workplace requirements, stress responses, and emotional drivers. The Birkman Method offers an exhaustive and detailed evaluation designed to aid leaders in augmenting communication, amplifying management efficiency, fostering team unity, and mitigating conflict.

In the **Using Birkman to Empower People & Performance** workshop, participants will:

- Understand your Birkman Profile by completing the Birkman Questionnaire.
- Increase insight into your personal needs, interest, stress behaviors and strengths.
- Leverage your Birkman Profile understanding to boost managerial effectiveness and productivity.

Diversity Effectiveness



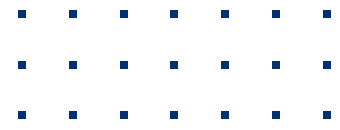
10 Expanding Our Multicultural Understanding to Successfully Navigate Professional Work Environments (180 Minutes)

In this workshop participants will be introduced to concepts, content and challenges developed from Mark A. Williams, CEO and Author of *'The 10 Lenses.'* Participants will be challenged to learn how the lenses affect how we view, interact and behave with our clients, colleagues and stakeholders in the work environment. Participants will also discover how to increase genuine relationships as well as how the lenses impact work motivation, inclusive environments and employee value.

In the **Expanding Our Multicultural Understanding to Successfully Navigate Professional Work Environments** workshop, participants will learn to:

- Identify multicultural lenses and understand how they influence our behavior.
- Understand how you use your preferred lens in the workplace.
- Recognize how to maximize the strengths of each lens through deliberate practice.

Diversity Effectiveness



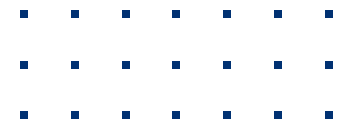
11 Seeking Restorative Practices: Broadening Our Understanding of Microaggressions (60-180 Minutes)

Microaggressions are brief and commonplace daily verbal, behavioral, or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative slights against a marginalized person or group. In this workshop participants will delve into the manifestations of microaggressions and the three classifications: microassaults, microinsults and microinvalidations. You will explore their impact and develop restorative practices and strategies to resolve them as they occur.

In the **Seeking Restorative Practices: Broadening Our Understanding of Microaggressions** workshop, participants will learn to:

- Understand and recognize how microaggressions: microassaults, microinsults and microinvalidations operate.
- Identify microaggressions in their manifested form.
- Understand and apply restorative strategies to eliminate microaggressions.

Leadership Effectiveness



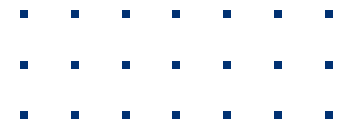
12 Leadership DNA: Servers, Converters & Multipliers (60-120 Minutes)

DNA is the fundamental and distinctive characteristics or qualities of a person. It is a self-replicating material present in nearly all living things. Successful leaders drive results, through those they lead, by crafting their position in 3 key leadership roles: being Servers, being Converters, and being Multipliers. In this workshop, leaders will focus on what's important to the organization and people, amplify culture through shared responsibility and consistently reproduce the growth and expansion of people, production and profits.

In the **Leadership DNA: Servers, Converters & Multipliers** workshop, participants will:

- Explore the concepts of leadership DNA that drive results.
- Use practical applications to develop and hone your leadership skills.
- Learn how to apply your leadership DNA to enable employees and impact your organizations bottom-line.

Leadership Effectiveness



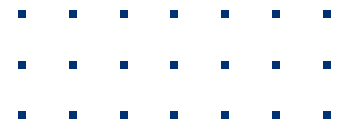
13 Building Confidence via Vantage and Voice (60-120 Minutes)

Building confidence is both an art and a science. Every day in secrecy, women struggle with mastering the ability to win with certainty. This behavior hijacks your ability to advance and be the conduit for other women to enter into the door of opportunity. With developing confidence and strategically maximizing male allies, women's voices gain strength resulting in leadership transformation and team collaborations. With this strength, women leaders gain access to greater support, influence and opportunities.

In the **Building Confidence via Vantage and Voice** presentation, attendees will understand how to:

- Develop a positive outlook by not second guessing oneself.
- Cancel the urge to make comparisons.
- Express expertise and judgement strategically.
- Leverage male allies for increased access to opportunities.

Leadership Effectiveness



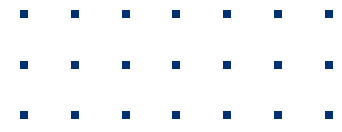
14 Increasing Your Influence for Advancement (60-120 Minutes)

Everyone wants to increase influence. Some try using their position; potentially devaluing people. Others may use manipulation as a tool of change. Increasing influence starts with effective communication and building genuine connections that evolve into relationships. This presentation will unveil secrets to building meaningful connections as well as explore how your influence drives your growth, expansion and, particularly, advancement.

In the **Increasing Your Influence for Advancement** presentation, attendees will learn how:

- Influence is the key component to professional and personal success.
- Genuine connections increase your social capital.
- Strategy increases influence through invested time.

Leadership Effectiveness



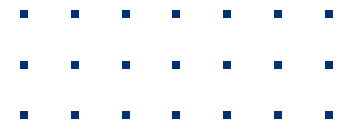
15 Coaching Your 4V's: Vantage, Voice, Visibility & Vigor (60-180 Minutes)

There is a grave cost of not being confident. Confidence is a choice. Confidence is all about the steps you take towards a task, goal, dream, objective or vision. Confidence is movement. Confidence is activity, initiation, enactment and effecting. Packed with insight, I use the book, *The Handbook to Dominate Your Confidence* to challenge and equip you to self-coach your 4V's leading to a transformation in leadership and team collaboration which positions you for greater influence, opportunity and access.

In the **Coaching Your 4V's: Vantage, Voice, Visibility & Vigor** presentation, you will learn to:

- Develop a positive outlook by not second guessing yourself.
- Strategically express expertise and judgement.
- Enter an atmosphere with command presence, poise and authority.
- Use your energy on priorities that positively impact you and your brand.

Leadership Effectiveness



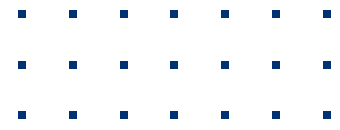
16 Integrating Networking, Mentoring & Coaching for Advancement (60 minutes)

Mentoring is reciprocal and causes the mentee and mentor to collaborate concerning networking, access and growth. This presentation is geared towards anyone who functions as a mentor, has considered mentoring someone, and people who are mentees who may want to be a mentor to someone in their future. You will learn connecting techniques and develop a coaching posture while guiding your mentee's path to elevation and becoming their best self.

In the **Integrating Networking, Mentoring & Coaching for Advancement** presentation, you will be equipped to:

- Grow connecting skills that create lasting authentic relationships.
- Establish mentoring expectations creating collaborative development.
- Include coaching techniques during workplace interactions and social engagement activities.

Leadership Effectiveness



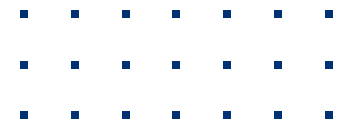
17 Unleashing Potential for Impact (60-120 Minutes)

The key to personal and professional achievement lies in persistent effort and action. Overcoming stagnation requires a dedicated commitment to self-improvement. To excel, attain objectives, optimize personal potential, enhance leadership skills, and contribute positively to professional surroundings, it is imperative to continually explore and harness inner capacities. "The Handbook to Unleash Your Potential", penned by Author Toyinda Smith, presents a pragmatic model for leaders to stimulate innovation and propel business progress. This method offers a systematic approach to success, focusing on gradual yet consistent advancement.

In the **Unleashing Potential for Impact** presentation, participants will:

- Acquire knowledge about six crucial steps that can augment personal and professional accomplishments.
- Learn how to recognize their own hindrances that prevent the full realization of their potential.
- Explore methods to enhance and optimize personal performance as well as that of their peers will be developed.

Leadership Effectiveness



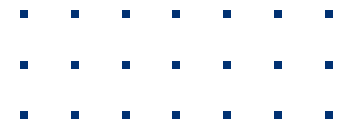
18 **Creating Champion Conversations: Enhance Your Public Speaking** (60 Minutes-5 Weeks)

Public speaking is both an art and science. Those who do it well increase their chances for an increase in speaking confidence, more workplace credibility, influence and recognition. In this workshop you be upskilled in creating connections with your audience via organizing your ideas, presenting them with clarity, delivering them succinctly and in a conversational manner. You will also discover ways to maintain engagement, build rapport and polish your presentation using timely and appropriate gestures.

In the **Creating Champion Conversations: Enhance Your Public Speaking** session, you will:

- Utilize our proprietary speaking model to prepare you to deliver your presentations clear, concise and conversationally.
- Understand vocal and physical delivery techniques used to maintain the audience's attention.
- Explore core strategies to overcome speaking anxieties.

Leadership Effectiveness



19 Amplifying the Employee Experience (EX) (60 Minutes-Full Day)

Creating a humane workplace where everyone thrives is an employee's right and an organization's responsibility. When psychological safety practices are a part of the culture it leads to better performance, retention, increased engagement, positive learning experiences and team effectiveness. This learning session will equip leaders, including human resources professionals, with actionable steps to make shifts in the culture as an antidote to amplification of the employee experience, producing a stronger work community.

In the **Amplifying the Employee Experience (EX)** session, you will:

- Understand and implement psychological safety practices.
- Take an individualized coaching approach to building trust and leading people.
- Deliver ongoing performance conversations with structure and ease.

Certifications





SUPPLIERGATEWAY®



SG03244115707226

Certificate of Diverse Ownership

It is hereby certified that

The Coaching Seat

Has been found to be a diverse owned enterprise for the following categories

- Minority Owned
- Small Business
- Small Disadvantaged Business
- Woman Owned

Certification No.:	SG03244115707226	Valid From:	15 March 2024
Primary NAICS:	611430	Valid Until:	14 March 2027
Applicability:	United States	Initial Certification:	2024

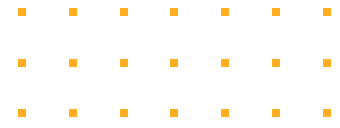
This certification was conducted in accordance with the SupplierGATEWAY diversity certification procedure and is subject to post-certification audits.



www.suppliergateway.com/verifycert

Enhanced Digital Certification®

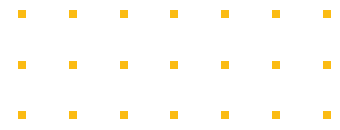
Certifications







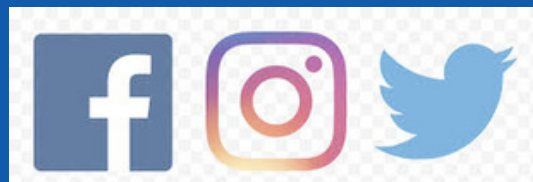
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