

COACHING THE COACH

HOW TO BE AN EFFECTIVE GST COACH

November 5-7, 2025

San Diego, CA



COURSE HIGHLIGHTS

- ✓ Explore the wide range of the Coach's role, such as mentor, mediator, promoter, protector and information resource.
- ✓ Enhance the Coach's ability to work as an effective and trusted liaison between the Guidance and Grassroots Team.
- ✓ Advise the Grassroots Team on how to develop achievable culture-based projects with high-impact.
- ✓ Develop an understanding of how to use culture tools such as the Culture Iceberg® and Cycle of Mistrust® as coaching interventions.
- ✓ Receive the complete Leadership SkillSet™ of five cards

*An essential course for
Grassroots Safety Team
Coaches!*

*"This course and these tools
made me realize I can make this
happen. And if we all do this, I
don't see how this process can't
work."*

*"The sharing of best practices
between the different
organizations was really
beneficial."*

*"The two instructors' skills as
facilitators and knowledge base
they bring made this training
one of the best courses I have
attended."*



Contact us for more information or to reserve your space! Enrollment is limited.

www.culturechange.com | (914) 648-0535 | peggy@culturechange.com

Prerequisite:

Prior attendance at the Implementing Culture Change Course or a Grassroots Team Training

Coaching the Coach: How To Be An Effective GST Coach



November 5-7, 2025

Homewood Suites by Hilton San Diego – Liberty Station
San Diego, CA

Participant Information

Name (First, MI, Last): _____

Company Name: _____

Mailing Address: _____

City: _____ *State: _____ *ZIP: _____

Phone: (____) _____ E-mail: _____

Name on Badge: _____ Job Classification: _____

Hourly Salary

2025 Workshop Fee: \$3,195.00

Fee includes meals (3 breakfasts, 3 lunches and one dinner) and participant materials.

Payment required at time of registration.

American Express, Visa or MasterCard Accepted

Credit Card # _____ Expiration Date: ____/____/____

Substitution, Cancellation and Refund Policy. You may cancel without penalty up to 2 months prior to the course. Cancellations between 1 and up to 2 months are subject to a 25% cancellation fee. Cancellations between 1 month and 10 business days are subject to a 50% cancellation fee. If you provide CCC with less than 10 days' notice, or fail to attend, you will be liable for the entire registration fee. There is no penalty if you send someone to take your place.

We appreciate that this is an important investment for you and your company and would like to accommodate your needs the best we can. If you have a concern, please call us at 914-648-0535.



Courtyard by Marriott at Liberty Station
2592 Laning Road, San Diego, California 92106

For room reservations call: 800-321-2211 with code Culture Change or use the following link to book online:

[Book your group rate for Culture Change](#)

Lodging Rate: \$209.00/night.

Note: You are responsible for making your own hotel reservations. This discounted rate is valid until October 4, 2025.

Additional Information and Course Agenda will be provided upon receipt of this registration form. Course activities will be held at the Homewood Suites, lodging rooms available next door at the Courtyard by Marriott.