



Helping leaders shape the world

## ExPI™ Assessment Certification Program

After years of extensive research, Bates introduced an innovative new leader assessment that measures what many call the “X-Factor”— executive presence. Bates Executive Presence Index™ is changing the conversation in succession planning and leader development. It provides leaders with concrete, actionable insights that enable them to learn to engage, align, inspire and drive better business outcomes. It’s now used by coaches around the world, from the Fortune 500 to individual coaching practices. That’s because executive presence is the number two reason organizations seek coaching for leaders, second only to overall leader effectiveness. Our research takes a freshly modern approach to leader development, drawing on studies in leadership, management, communications, psychology, social action, philosophy and ethics.

### **What Will You Learn in Bates ExPI Assessment Certification?**

The **Bates ExPI™ Assessment Certification** program provides executive coaches and talent development leaders with a safe, peer-learning environment where they gain confidence and competency in administering the Bates ExPI™. You learn not only the theoretical underpinnings, but the practical, highly effective ways to analyze and interpret the data so you can deliver meaningful, robust feedback results to clients.

In the course, you’ll learn how to:

- Spot common themes and patterns that will help you create greater meaning from the data
- Gather information to make feedback relevant to the leader’s business interests
- Employ a process to prepare for sessions that get to the heart of issues and make an impact
- Manage the psychological dynamics to increase openness to learning
- Enable clients to embrace their strengths while addressing their developmental themes
- Be “in the moment,” meet clients where they are, and encourage them to grow and learn
- Be fluid in connecting presence to business results, to differentiate your practice

### **Is Bates ExPI™ Assessment Certification for you?**

The Bates ExPI™ is for coaches who want to bring innovation and fresh insights to their practices, whether internal to the company, or in their private practice. Adding the ExPI™ to the coaching toolbox complements your assessment strategy and works well as an advanced instrument paired with psychometric assessments, as well as company 360 instruments. It has been proven to align closely with and provide deeper meaning to interpreting leadership competency models. The course also gives you a chance to connect with highly qualified, seasoned coaches who are joining our growing, global community of practice to share ideas and learn about new research.



The *Bates ExPI™ Assessment Certification program* is open to both independent coaches and in-house talent and development leaders. To become certified in the Bates ExPI™ Assessment, the coach must:

- Have the appropriate education, certification or experience in a discipline related to human resource development
- Provide evidence of certification in leadership assessment tools and experience delivering interpretive feedback to leaders
- Exhibit skill in helping executive clients leverage their strengths while addressing their developmental themes in current business situations

### Business Needs Met by This Program

This program targets the business needs of coaches and in-house talent leaders who are addressing specific challenges with their clients, and in their organizations. They are working with leaders who need to:

- Engage, align, inspire, influence actions, get results
- Drive change, innovation, and execute major initiatives
- Be more effective in bridging the gap between strategy and execution
- Be better prepared to step onto a bigger stage into challenging new roles
- Quickly assimilate to a top job, achieve early wins and make an earlier impact
- Understand the impact they have on others so they are viewed as more effective and in touch
- Develop qualities such as vision, practical wisdom, intentionality, and assertiveness
- Build their brand/visibility, raise their profiles and build relationships across the organization

### Why Choose *Bates ExPI Assessment Certification*?

Our certified practitioner community tell us that the *Bates ExPI™ Assessment Certification* program ranks among the best professional development experiences they've ever had. Not only are they able to incorporate innovation into their work and differentiate their practices; they say the experience they have working with other forward-thinking, seasoned colleagues make it well worth the investment. Many have been seeking a tool like this for years. It is enabling them to bring science and data to address what was thought of in the past as a soft and intangible aspect of leader development.

What to expect in the course:

- An introduction to the Bates ExPI™ Assessment and its application through case work
- An interactive, thought-provoking and stimulating virtual learning environment, designed to allow flexible learning, practice and feedback
- Work with facilitators who will help you analyze and interpret the Bates ExPI™
- \*Optional: Post-seminar one-on-one call with a Bates-certified coach to activate your use of the tool
- \*Optional: Post-seminar Bates ExPI™ Assessment and insights session with a Bates-certified coach
- Access post event to the Bates global **Community of Practice** practitioners globally
- Invitation to access new data, research and updates that support your practice
- Marketing support including certification logo and client materials for sales

\*Additional fee applies for Optional add-ons





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### Why Bates?

Bates is an innovator in leader development, launching the first-and-only research-based, scientifically validated multi-rater assessment that measures a leader’s executive presence and influence. Our seasoned facilitators have used the Bates ExPI™ to help senior leaders at the world’s leading companies in over 40 countries accelerate their strategic agendas, deliver bottom line results more effectively, and enable innovation and new business model creation. Our deep expertise in communicative leadership sets us apart and allows us to help individuals, teams and organizations move where they need to go.

Programs are led by seasoned coaches and facilitators who are certified in the Bates ExPI™ Assessment and Model. Our facilitators are themselves coaches with a track record of helping senior and high potential leaders excel in their roles. They strive to create a great learning environment for the senior level practitioner who is looking for ways to grow, develop and innovate.

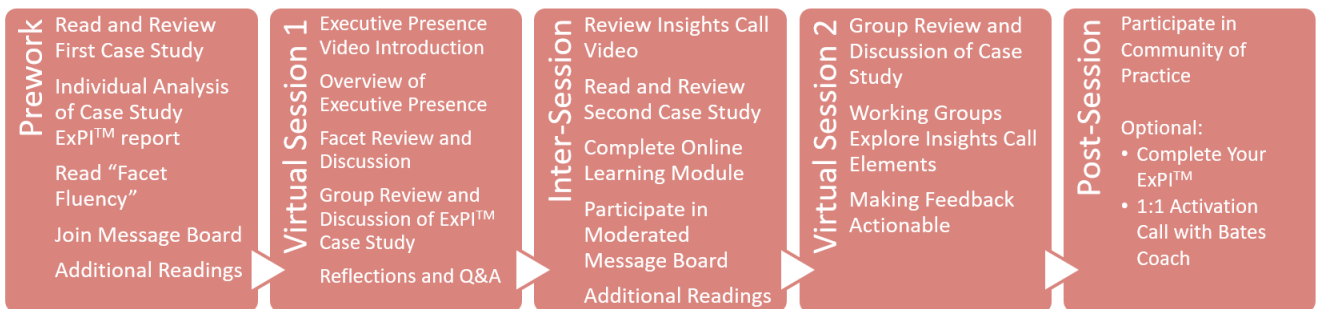
### 2019 Program Dates and Pricing

[Click here for information on available dates and pricing](#)

### New for 2019! A Flexible, Interactive Virtual Classroom Experience

Continuing in the spirit of innovation, for 2019, we have evolved the ExPI™ Certification program to a virtual experience, accessible to attendees across the globe. Through a sophisticated combination of independent pre-work, live virtual sessions and asynchronous intersessions, coaches will have the opportunity to learn and interact with session facilitators and fellow attendees, in your own time zone, without the costs and inconvenience of travel.

## ExPI™ Virtual Certification Program Overview





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## Client Testimonials

### Director, Global Talent Management, Global Luxury Retailer

“My experience with the ExPI certification program was outstanding. The ExPI assessment is potentially very helpful to all leaders, and the tool is rich and nuanced. To get the most out of it, certification is essential. The Bates team has a thorough and well thought-through approach to skilling up coaches. The program gives you the necessary grounding to really appreciate and help people get full benefit from their ExPI feedback. In addition to the effective teaching component, the program provides opportunity to practice, role-play and network with other users, all of which accelerate and deepen understanding of the tool. The certification has proven its value as I’ve started to coach leaders with the help of the ExPI.”

