

Global Workforce Transformation

Seeing Red Cars Online Coaching



Laura Goodrich

Commit to the Seeing Red Cars Online Coaching for Leaders

This Online Coaching is based on my book and film Seeing Red Cars, Driving Yourself, Your Team and Your Organization to a Positive Future". I am a Global Workforce Innovator and Change Expert, with over twenty-five years of professional experience. I will coach you through the process and provide tools that you as a leader can share in your one on ones and small group team meetings.

As a leader you have tremendous influence over your employees and having a "mindset" for change will make a difference in how they accept changes in the workplace. We know that this is one of your greatest challenges.

The SRC Online Coaching is designed with your business schedule and life in mind. The Mindtriggers are short and easy to consume and provide ideas you can work into your day and leadership immediately. The same holds true for the SRC Online Coaching for employees.

The learning emphasizes behavior change and that begins with your thoughts and actions.

The Mindtriggers will help you create a mindset for change and help you lead others to do the same. The process is designed to assess where you are today and then determine your priorities for the future. The learning is spaced overtime and the greatest improvements are in the first 90 days and learning is strengthened throughout the 32 Mindtriggers. Engage in the Mindtriggers and you will see a change in how you view your future.

Seeing Red Cars Leader Plan

There are several things we've learned to be successful in the process.

1. From your larger group, assemble cohort groups to go through the content together (4-5 members)
2. Allow the cohort group to define how and when they will gather. We meet at least four times a year. These gatherings may be virtual or in-person. Set the intention that the group is to gather to innovate around the Red Car methodology.
3. We recommend that you share at least 10 Ambassador stories. Ambassadors are innovative, forward thinking employees that exemplify the behaviors you need now and into the future. Tell stories about their behavior. The stories may be written,



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audio or video. Close each story with questions. Questions that get your people thinking and considering how they can put what they learned into action.

4. If you communicate regularly with the team, such as through a weekly email, incorporate Red Car stories and visuals into this ongoing communication.

As a leader establish a Red Car plan for the year. Identify dates for Red Car reminders and accountability. Example: Master plan with dates.

- Please complete Mindtriggers # by this date, Mindtriggers # by this date.
- Decide when to tell Ambassador stories. Ambassadors are influential people that emulate the behavior you are teaching. (At least 10 for the year)
- Establish target weeks for cohort gatherings. (At least 4 for the year)
- Establish dates, times and locations for larger group Red Cars innovation sessions. (At least 2 a year)

Other ideas

- Make it easy to implement, write reminder emails in advance.
- Get Red Car icons (red cars, red signatures...) for email correspondence.
- Frame Red Car visuals for all to see.
- Use the Toolkit in weekly one-on-one meetings.

Suggested schedule (Based upon a 1 year plan)

- *Share stories on weeks 11, 23, 26, 30, 33, 38, 41, 44, 47, 53. (At least 10 stories)*
- *Have co-hort group Red Car innovation gatherings on weeks 7, 26, 38, 47. (At least 4 gatherings)*
- *Arrange large group Red Car innovation gatherings on weeks 12 and 52. (At least two large group sessions)*

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