

SOLUTION OVERVIEW

Level Five ASPIRE Coaching

A Level Five leadership and coaching system framework based on the universal ASPIRE coaching model

Program objectives

Participants who complete *Level Five ASPIRE Coaching* will be able to:

- Identify and understand the characteristics/ behaviors for each of the 5 leader Levels
- Build a common language and understanding of the activities and behaviors of a Level Five leader
- Discover the positive impact on engagement and retention by leading as a Performance Partner
- Develop a plan for their personal leadership development journey to become a Level Five Leader
- Describe the 6 core principles of the ASPIRE coaching model
- Identify the 6 steps in the ASPIRE universal coaching model
- Explain the ASPIRE universal coaching model to their team
- Construct a coaching conversation plan for a variety of performance challenges
- Apply the ASPIRE model in live coaching conversations
- Solve performance challenges they currently face with their team

Target audience

Level Five ASPIRE Coaching is proven and tested with experienced frontline managers, senior executives, newly appointed and emerging leaders, and individual contributors.



as-pire

/ə'spī(ə)r/ - direct one's hopes or ambitions towards achieving something great

Inspire your team with the ASPIRE universal coaching model

Even your best players need a strong coach to drive growth and develop next-level skills and capabilities. Fostering a culture of coaching creates a multiplying effect that enables each player on your team to contribute their best. Organizations that succeed in developing a collaborative coaching culture are reaping benefits from financial results to engagement. Here are 5 statistics that demonstrate the impact of a coaching culture:

1. **Financial performance:** Companies with a strong coaching culture are **1.5X more likely** to be among the **top 10%** of financial performers. ¹
2. **Employee retention:** High-potential employees are **twice as likely** to stay when their manager is an effective coach. ²
3. **Employee engagement:** **65%** of employees in organizations with a coaching culture are highly engaged, compared to lower engagement rates in companies without such a culture. ³
4. **Problem-solving:** Employees in organizations with a strong coaching culture are **23% better** at coming up with multiple solutions to problems they encounter. ⁴
5. **Resilience:** Members of organizations with high coaching culture are **20% more likely** to report being able to recover quickly after stressful experiences. ⁵

Coaching system framework - What follows is a brief overview of the two core models in the system, which together provide participants with a framework for becoming masterful coaches:

Level Five ASPIRE Coaching provides a road map for planning and executing collaborative coaching conversations that enable team members to resolve realistic performance challenges. Participants learn how to engage in coaching and give feedback to build commitment and action to improve performance. The ASPIRE model defines 6 foundational principles of great coaching:

- Ask more than tell
- Listen actively
- Create a shared vision of purpose
- Build confidence and commitment, not compliance
- Establish accountability
- Determine an action step and follow up



The Level Five leadership hierarchy provides a contextual framework that explores the characteristics and traits of different leadership styles based on observations of frontline leaders and feedback from direct reports. It provides an opportunity for the participant to “look in the mirror” to determine their predominant approach to leading. This builds a common language and vision for “what good looks like” when leading a high performing team that is highly engaged and committed to stay. Participants use this model to build their developmental action plan to become a Performance Partner.

1 International Coaching Federation (ICF), 2023 Defining New Coaching Cultures report; 2 Human Capital Institute (HCI), cited in The Impact of Coaching on Talent Retention in 2024; 3 Human Capital Institute (HCI), cited in The Ultimate List of Life Coaching Statistics in 2025; 4 Center for Creative Leadership (CCL), The Impact of Coaching on Problem-Solving Skills; 5 Positive Psychology Center (PPC) at the University of Pennsylvania, cited in Building Resilience Through Coaching in 2025