# The Impromi Foundation Series

## Developing High-Performance Coaching Skills for Complex Business Environments

**Program Pathway:**

**Test the Waters:**
90-min Intro Workshop → $45

**Commit to Mastery:**
Foundation Series → $997
(or $997 bundle includes Intro)

**Total Time Investment:**
9.5 hours over 5-7 weeks

**Total Financial Investment:**
$1,042 (separate) or $997 (bundle)

### The Business Challenge

In today's volatile business landscape, your coaches work with leaders facing unprecedented complexity—rapid change, ambiguous decisions, and high-stakes conversations that don't follow a script.

Traditional coaching frameworks provide structure, but they can't prepare coaches for the unpredictable reality of live sessions. The gap between what coaches learn in training and what actually happens in the room—what we call the **Responsiveness Gap**—limits coaching effectiveness and client outcomes.

**The result:** Coaching that feels formulaic, clients who plateau, and unrealized ROI on your coaching investment.

### The Impromi Solution

The Impromi Foundation Series trains experienced coaches to close this gap through **Improv-Agile methodology**—a skills-based approach that develops real-time responsiveness, presence, and adaptability.

This isn't improvisation for entertainment. It's a rigorous training system that builds five core competencies essential for high-stakes coaching:

1.  **Cognitive Agility** – Pivoting strategies in real-time based on what's actually happening
2.  **Mindful Listening** – Detecting subtle signals and unspoken dynamics that drive behavior
3.  **Grounded Confidence** – Demonstrating self-assurance, clarity, and presence during fluid or ambiguous situations

4.  **Collaborative Partnership** – Creating genuine co-creation (neither passive or directive coaching)
5.  **Creative Problem-Solving** – Turning unexpected moments into breakthroughs

**Complete program: 9.5 hours over 5-7 weeks**

**Step 1: Introduction Workshop** (90 minutes)

- Experience the Improv-Agile methodology firsthand
- Understand the Responsiveness Gap in your own practice
- Determine if the Foundation Series is right for you
- Investment: $45

**Step 2: Foundation Series** (8 hours total)

Four 2-hour intensive modules delivered over 4-6 weeks:

- **Module 1:** Breaking Script Dependency – Moving beyond predetermined coaching paths
- **Module 2:** Interpersonal Dynamics – Mastering trust, safety, and psychological presence
- **Module 3:** Real-Time Responsiveness – Practicing adaptive decision-making under pressure
- **Module 4:** Integration & Application – Cementing new skills into coaching practice

**Format:** Live virtual workshops with high-repetition practice, immediate feedback, and peer learning

## Investment

**Complete Program (Intro + Foundation Series):**

**Option 1: Attend separately**

- Introduction Workshop: $45
- Foundation Series: $997
- **Total: $1,042**

**Option 2: Foundation Series Bundle** (best value)

- Includes Introduction Workshop + complete Foundation Series
- **Total: $997** (Introduction included at no additional cost)

**Time Commitment:** 9.5 hours over 5-7 weeks (plus brief pre-work)

**ROI Timeline:** Coaches report immediate application of skills; measurable impact within 30 days.

## Business Impact

**For Your Coaches:**

- Increased confidence in unscripted, high-stakes coaching sessions
- Stronger ability to handle difficult conversations and complex client dynamics
- Reduced cognitive load and burnout (responsive partnership vs. performance pressure)
- Enhanced ICF Core Competencies #4 (Cultivates Trust) and #5 (Maintains Presence)

**For Your Organization:**

- Higher coaching effectiveness and measurable client outcomes
- Coaches who can handle your most complex leadership challenges
- Improved ROI on coaching programs and leadership development investments
- Competitive differentiation through cutting-edge coaching capability

## Who Should Attend

This program is designed for **experienced coaches** with:

- Active coaching practice (100+ hours preferred)
- ICF certification or equivalent professional training
- Clients in complex organizational environments
- Desire to deepen presence and real-time responsiveness

**Not appropriate for:** New coaches, those seeking basic skills training, or practitioners without active coaching practices.

## Why This Matters Now

Leadership challenges are increasingly complex and ambiguous. Your coaches need more than frameworks—they need the capacity to respond effectively to whatever emerges in real-time.

Organizations investing in Improv-Agile training report:

- Coaches who handle difficult conversations with greater ease
- Clients who achieve deeper insights and faster breakthroughs
- Reduced coach burnout and increased professional satisfaction
- Stronger competitive position in leadership development

## About the Facilitator

**Alexander Spradling, PhD** is the founder of Impromi and creator of the Improv-Agile methodology. With extensive professional coaching experience specializing in Mental Fitness, a PhD in Human Science, and deep expertise in both mindfulness and improvisation, Alexander has trained hundreds of coaches to develop responsive presence.

His work bridges behavioral science with practical application, helping coaches move from knowing frameworks to embodying them in real-time sessions.

## Next Steps

**For Manager Approval:**

1. Review this overview with your coach
2. Visit https://impromi.com for detailed curriculum and program dates
3. Attend the 90-minute Introduction workshop to experience the methodology ($45)
4. Enroll in Foundation Series after confirming fit
5. Or commit to complete program bundle ($997)

**Questions?** Contact aspradling@impromi.com or visit https://impromi.com

*Every exercise in the Foundation Series comes from real coaching moments—analyzing thousands of sessions to identify exactly what creates the Responsiveness Gap and how to close it.*

*Alexander Spradling, PhD, Impromi Founder*