

FORTÉ
CERTIFICATION



A powerful, valid and proven coaching tool that gives you skills, reports, data and techniques to deliver impactful communication coaching and training programs as a coach, leader, facilitator or trainer.

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"The Forté certification gave me the understanding to enforce the system with leadership and teams."

Deb Sinta,
Vice President Talent at Tyson Foods

Explaining the Forté Communication System

The Forté Communication System is an 8-part efficient but comprehensive reporting tool that uses personal data to focus on individual strengths, motivators, demotivators, and resilience. The system provides positive, tangible intelligence that maximizes personal and interpersonal communication style strengths, relationships and productivity.

Delivered through an online dashboard, this system gives access to a complete suite of talent development tools all focused on clearer communication and impact. Our suite contains 8 different reports:

[Communication Style Report](#)

[Adapting Style Report](#)

[Interaction Report](#)

[Team Pulse](#)

[i360](#)

[Profile Model](#)

[Performance Coaching](#)

[Resiliency](#)



"Our clients' impression of Forté is that it is easy to do, fast and very reflective of who they are."

Anthony Raja Devadoss
Managing Director &
Regional Head
PersolKelly

About this Course

This modular course is designed to provide an in-depth understanding of how to effectively interpret a Forté Communications Style Profile for coaching purposes.

You will learn powerful coaching skills using personalized insights from the unique Forté tool.

This includes:

- Defining Individual Communication Styles
- Primary Strength
- Secondary Strength
- Interaction of Differing Strengths
- Interaction of the Same Strengths
- Strength Combinations
- Strength Pair Positions
- Strength Patterns
- Conducting a Profile Review

You are enabled to deliver powerful coaching insights to your client and will be trained in how to develop impactful and actionable coaching plans to help your client communicate with clarity.

Learning Outcomes for Coaches

Maximize the Forté Suite of Reports.

Develop critical leadership and coaching capabilities.

Learn to measure and track behavioral adaptation over time.

Expertly identify your coachees' key communication strengths

Get an instant handle on how effective your coachee is likely to be right now in his or her current work environment

Maximize your time with your coachee with up-to-the-minute insightful reports.

Get straight to the core of the communication challenges your coachee regularly faces.

Develop a highly relevant, immediately actionable behavioral plan customized for your coachee.

Identify specific strategies for your coachee to improve his or her influence and achieve goals.

Help your coachee identify "good fit" projects, roles, and relationships.

Identify your coachee's decision-making style, stamina level, and goals index.

Help your coachee develop the critical leadership capability of adapting to one's environment, another person, or a team.

Measure and track your coachee's behavioral adaptation over time

How this course is delivered

- This Level 1 Forté Certification is delivered over 3 days and in a virtual setting.
- Two weeks prior to certification date a Forté Certification PDF Manual is sent to each participant. We advise looking over the material contained within this period.
- One week prior to certification date all participants are directed via email instructions for direct access to an online live classroom.
- Three four-hour online modules are then delivered over a three-day period.

Course Content

- **Module 1:**
 - Forté Communication Styles
- **Module 2:**
 - Strength Pair Combinations, Interactions and Patterns
 - Goals / Stamina / Resilience
- **Module 3:**
 - Conducting a Profile Read-Back with your Client

Module 1: Forté Communication Styles

In this module participants will learn how to identify and define four individual communication styles.

Participants will learn in detail about:

- DECISION MAKING - Represented graphically as DOMINANT to NONDOMINANT, or Controlling to Cooperative
- INTERACTION - Represented graphically as EXTROVERTED to INTROVERTED or Outgoing to Reserved
- PACE - Represented graphically as PATIENT to IMPATIENT or Paced to Urgent
- SYSTEMS - Represented graphically as CONFORMIST to NONCONFORMIST or Systematic to Independent

Module 2:

Strength Pair Combinations Interaction and Patterns

In this module participants will learn the 38 Forté Patterns of Communication Style Preferences, the interactions between strengths, and strength pair combinations illustrated on the graph. The different points on the graph illustrate combinations of different strengths.

Participants will learn in detail about:

- Interaction of Differing Strengths
- Interaction of the Same Strengths
- Interaction of Strengths Above and Below Center Line
- Strength Combinations
- Strength Combinations Exercise

Module 3: How to do a Profile Readback with your Client

In the final module, participants will learn how to competently and confidently conduct a Forté Profile readback. You will learn the steps involved in coaching your client to greater self-awareness and how to apply powerful communication strategies.

Participants will learn in detail how to apply learning in modules 1 and 2 to a successful readback and coaching session with any client or team member.

- Structure of the report pages 1 to 13
- Trending Data and how to use adapting environment
- 6-point checklist for powerful coaching session
- Action plan – conscious communication strategies



Post Certification Benefits

- Lifetime Forté Communication Certification.
- Access to biannually live online 4 x 30-minute refresher webinars.
- Choice of 5 free reports to get you up and running immediately - RRP \$375.00.
- Entry-level to advanced certifications in team coaching, performance coaching, and 360 feedback.
- Monthly Forté communication coach support (on plan).
- Access to easy payment options.
- 10% discount possible on some payment plans.



"This is the best thing I have ever seen in my 20 years working in the OD, performance, and leadership space."

Amy Moran-Moberg
Lead Global-Learning Solutions
at Amgen

Who should attend?

- Human Resources Business Partners
- Organizational Development Leaders
- Talent Development Managers
- Executive Coaches
- Team Coaches
- Professional Trainers
- Leaders
- Team Managers



"The model exceeded my expectations. It is so substantial and validated"

Sam Weber
Director of Learning and Development,
LeaseAccelerator

Meet the trainers



[Connect on LinkedIn](#)



[Connect on LinkedIn](#)

Hoop Morgan - Master Trainer

Founder and Chairman of The Forté Institute. Creator of the innovative Forté Communication system and with 40 years' experience consulting with corporate clients, Hoop has certified over 10,000 individuals in the Forté suite of tools.

Bríd Bourke – Master Trainer

An established Executive Coach to Fortune 500 companies, C-suite Leadership and Team Coach, Organizational Development Specialist, and Company Director with 20 years' experience consulting with, training and coaching corporate clients across EMEA.

Join us and gain
Certification –
Book your Place

- NEXT PUBLIC PROGRAMME **December 5th, 6th & 8th 2019**: three x four-hour modules via Zoom.
- Start and finish times will be set dependent on time zone of participants.
- Cost per certification with discount available for 3+ applicants
- \$1,990 / €1,990

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Our Mission

We're passionate about better human interaction through advanced communication. We bring communication strength to our clients. Our goal is to put this basic intelligence, which exists in every individual, team, department and organization, into the hands of management, coaches and leaders to develop people and help them overcome communication challenges every day. We are dedicated to generating and utilizing easily accessible data to form intelligent strategies that deliver actionable insights to our clients.

We teach people about their communication strengths so that they become more effective in how they put the message across and adapt to others. In this way they will get a better response from those they communicate with.

ESTÉE LAUDER



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NORTHSIDE HOSPITAL



BERKSHIRE HATHAWAY
ENERGY



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