

JUNE 11-12, 2025  
UNION STATION  
KANSAS CITY



# COACHING EFFECT SUMMIT

## A NEW TRACK FORWARD

IN PARTNERSHIP  
WITH



[REGISTER NOW!](#)

[HOTEL OPTIONS](#)



### WELCOME TO THE COACHING EFFECT SUMMIT 2025!

Effective coaching and leadership are the heartbeat of thriving organizations. The Coaching Effect Summit presents a rare opportunity for high-performing leaders to learn and network with their peers, research experts, and coaching thought leaders.

This year's event themed **"A New Track Forward"** will focus on what the latest Coaching Effect research of more than 500,000 coaching interactions across business, athletics, and education show leaders must do to increase the performance of their team. Leaders who execute against this research will win the future; those who don't will fall behind.

### WHAT TO EXPECT

- **The Latest Coaching and Leadership Research:** Insight into what the newest data shows the best coaches are doing behaviorally to maximize the performance of their teams.
- **Formal and Informal Learning Opportunities:** Engage in sessions led by hand-selected keynote speakers and facilitators across a variety of learning formats.
- **Supportive Community:** Join a network of leaders who are dedicated to becoming exceptional coaches while supporting one another along the journey.
- **Networking and Fun:** Expect plenty of opportunities for fun and networking throughout the event. Allow your next big idea to come from other great leaders outside of your industry who are doing great things for their teams!

### THE IMPACT

**"This Summit was the perfect event for me and my leadership team. Taking time to pause and learn from other great leaders was needed and we will help our teams grow as a result"**

*- 2023 Summit Attendee*

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# COACHING EFFECT SUMMIT

## AGENDA

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THE ATHLETICS  
OF BUSINESS

THE MOLITOR GROUP

Welcome to **The Coaching Effect Summit**, the premier event for leaders looking to drive their organizations forward through the power of effective coaching.

Over the course of this **two-day summit**, you'll have the opportunity to hear from industry experts, connect with peers, and gain proven strategies for building a coaching culture that drives success.

Whether you are a new manager, or a seasoned leader, this event will leave you feeling inspired and motivated to take on new challenges and improve the lives of the people on your team.

6/10 TUESDAY

ARRIVALS (EVENING)

- 8:00am: Check-In at Union Station
- 8:00am: Breakfast & Networking
- 9:00am: Opening Remarks & Welcome
- 9:30am: Set up for Success Cohorts
- 11:00am: Keynote Address
- 12:30pm: Lunch & Networking
- 1:30pm: Breakout Sessions
- 3:30pm: Wrap-up & Reflect
- 5:30pm: Networking Night Out (depart)
- ROYALS/YANKEES GAME

6/11 WEDNESDAY

- 8:00am: Breakfast and Networking
- 9:00am: Welcome and Solution Rooms
- 11:00am: Keynote Address
- 12:30pm: Lunch & Networking
- 1:30pm: Peer Expert Round Tables
- 2:30pm: Action Plans & Closing
- 3:30pm: Wrap-up and Goodbyes

6/12 THURSDAY

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## KEYNOTE SPEAKERS

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The **2025 Coaching Effect Summit** will allow leaders to uncover new opportunities for success in unexpected ways, and in places they might not have thought to look.

Erin and Mike, renowned keynote speakers, were chosen specifically to help attendees accomplish this mission.

**Erin Diehl** will open your mind about the impact empathy has on the people you coach. Her 18 years of research will help bring new and proven coaching strategies to every single participant.

**Mike Buddie** will conclude by helping us learn how to create a coaching blueprint with everything we've learned that can be put into action immediately upon returning home.



[GET TO KNOW ERIN](#)

## ERIN DIEHL

**RADICAL EMPATHY: HOW TO CREATE A CULTURE OF SELFLESS LEADERSHIP**

Erin Diehl is the founder of improveit! She is a renowned author, podcast host, and self-proclaimed failfluencer.

Erin will use her research, unmatched enthusiasm, and eighteen years of experience in improvisational training to help attendees understand how empathy affects them as a leader and their team as a result.

She will help attendees walk away with a strong understanding of how selfless leadership can guide their massive success moving forward.

## MIKE BUDDIE

**THE COACHING BLUEPRINT: TRANSFORMING ORGANIZATIONS THROUGH ATHLETIC VALUES AND TEAM DYNAMICS**

Mike Buddie is the Director of Intercollegiate Athletics at Texas Christian University and the former Athletic Director at West Point Academy.

Mike's background in leadership roles, business development roles, and time as a pitcher in Major League Baseball provide him a unique blend of coaching insight and best practices.

Mike will teach attendees how to effectively navigate an unknown future, improve team dynamics, and transform your leaders in ways they never imagined were possible.



[WHY YOU'LL LOVE MIKE](#)



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# COACHING EFFECT SUMMIT

## SMALL GROUP SESSIONS

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When information is taken in through lecture alone, research shows it will yield an estimated 5% retention. **When information is learned through discussion or action, the retention can range from 50-90%.**

At the **Coaching Effect Summit**, the majority of our sessions focus on interactive and participatory learning techniques to ensure that attendees are getting the highest possible ROI.

We utilize small cohorts to create zones of psychological safety, which allow attendees to challenge each other and push their learning further than they could on their own.

### SET UP FOR SUCCESS

**WEDNESDAY, JUNE 11** | Meet your A-team at the starting line. Leaders will join small cohorts to participate in facilitated community building that will help you set goals, learn from each other, and get the most out of your Coaching Effect Summit through peer support.

### BREAKOUT SESSIONS

**WEDNESDAY, JUNE 11** | With 3 unique sessions to choose from, you'll customize your learning journey to best support your own strengths and areas of opportunity.

### SOLUTION ROOMS

**THURSDAY, JUNE 12** | One of our highest-rated session from the past two Summits! Attendees will tackle some of their most pressing coaching challenges head-on with the support and brain power of their cohorts. Each leader will have the opportunity to receive solutions on their self-selected topic, determining targeted next steps for leaders to address right away.

### PEER EXPERT ROUND TABLES

**THURSDAY, JUNE 12** | Back by popular demand! In quick rounds, leaders will move between tables focused on a single topic. Each visit will help leaders connect ideas, form deeper insights, and create actionable forward movement with those at their table. Remember - the peer expert is *you*.

### NETWORKING NIGHT AT THE BALLPARK

**WEDNESDAY, JUNE 11** | You never know where your next big idea will come from. The ability to network with other great leaders is always a highlight of The Coaching Effect Summits. This year, attendees will have the opportunity to network at Kauffman Stadium while taking in a Royals/Yankees baseball game.

***All attendees will be provided complimentary tickets, transportation, food and beverages, and the chance to network at our reserved section at the game.***

NETWORKING NIGHT OUT DETAILS



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## BREAKOUT SESSIONS

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**Ecsell Institute** is a research leader in the worlds of business, sports, and education. Our team works with research & data every day that proves the best leaders in all three have much in common.

**The Molitor Group** is a leadership performance organization that helps leadership teams define victory and transform their team's performance. These breakout sessions will help leaders from all different backgrounds learn unique strategies & coaching tactics, resulting in well-rounded and innovative leadership best practices.



### ECSELL INSTITUTE

#### ACCOUNTABILITY & EMPATHY: HOW THEY ACTUALLY WORK TOGETHER TO DRIVE PERFORMANCE

SARAH WIRTH | PRESIDENT, ECSELL INSTITUTE

Leaders often face the dilemma of balancing empathy with performance standards. However, research from The Coaching Effect indicates that empathy and accountability complement each other. By fostering trusting, empathetic relationships, leaders can more effectively help team members achieve their goals.

#### In this breakout participants will learn:

- The connection between empathy and accountability, enhancing performance.
- Insights into personal coaching relationships and their impact on teams.
- Practical tactics for leaders to strengthen team relationships and boost results.

### THE MOLITOR GROUP

#### AUTHENTIC LEADERSHIP: HOW TO DRIVE TRUST, GROWTH, AND HIGH-PERFORMANCE

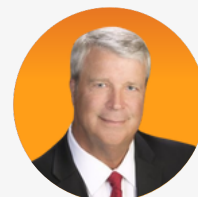
ED MOLITOR | CEO, THE MOLITOR GROUP



Authentic leadership fosters trust, growth, and high performance by helping teams connect deeply with their mission. Effective leaders create psychologically safe environments where individuals feel challenged yet supported, establishing trust through genuine connections with team members.

#### In this breakout participants will learn:

- Three core drivers of authenticity that enhance trust and performance
- The impact of self-awareness on standards, expectations, and decision-making
- Practical strategies to promote psychological safety and continuous growth



### MANAGING THE WORRY CIRCLE

TED SIMENDINGER | PRESIDENT & CEO OF OCEAN PALMER AND ASSOCIATES

Worry can disrupt focus, decision-making, and overall well-being, but managing it effectively leads to greater clarity and performance. In *Managing the Worry Circle*, award-winning author and speaker Ted (pen name Ocean Palmer) explores how to understand and control worry. In this breakout, participants will learn:

#### In this breakout participants will learn:

- Why some people worry more than others and how to address it.
- The three types of worry and how the brain processes each.
- Practical strategies to minimize worry and improve mental resilience.

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# COACHING EFFECT SUMMIT

NETWORKING  
NIGHT OUT

TAPROOM BLUE MOON

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*You never know where your next big idea will come from.*

The ability to network with, and learn from, other exceptional leaders is always a highlight of The Coaching Effect Summits. This year, attendees will have the opportunity to share ideas with their peers in a fun and exciting atmosphere. The networking night out will be held on the rooftops of right field at **Kauffman Stadium** while taking in a **Royals-Yankees game**.

Feedback from past Summits shows that one of the top highlights of the attendee experience was the opportunity to network with their peers in leadership in both a professional, and relaxing fun setting. The Coaching Effect data shows that top performing leaders ask questions that challenge ones thinking, make work environments fun, and encourage their teams to use their critical thinking skills. It's no surprise that when you put these types of leaders in a social setting amazing conversation, collaboration, and learning takes place.

## WHAT TO EXPECT

- *Each attendee receive a complimentary ticket to the game*
- *Transportation options will be provided to and from the stadium*
- *All you can eat – Hotdogs, Chips, Cookies, and Soda*
- *Unlimited Draft Beer*
- *Access to the Blue Moon Taproom and right field Patio*

## THE IMPACT OF NETWORKING

*"Reconnecting with the Ecsell group and making new connections was the highlight of Summit for me. Positivity is contagious and so is being around people who want to get better"*

*-Summit Attendee*

*"Coming together with leaders from other industries is invaluable. Getting to make time for me to reflect and consider what I want to do to grow was time well invested"*

*-Summit Attendee*

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## HOTEL OPTIONS

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Based on your feedback from past Coaching Effect summits, this year's event will be a perfect mix of networking, peer learning, keynote addresses, and small group workshops.

There will be numerous opportunities to learn and grow that fit all different learning styles. Most importantly, attendees will be given the opportunity to build and create execution plans they can incorporate into their day to day activities that will lead to more impact and results.

We look forward to welcoming you to **The Coaching Effect Summit** in June 2025!

Be sure to book early to secure your spot, as these hotels are popular choices among attendees.

If you need further assistance or have special requirements, please don't hesitate to reach out to our team. We are committed to making your experience at **The Coaching Effect Summit** as seamless and enjoyable as possible.

*Safe travels, and we look forward to seeing you in Kansas City!*

## HOTEL OPTIONS

### THE WESTIN KANSAS CITY AT CROWN CENTER

- Location: Conveniently located near Union Station and connected via skywalk

### SHERATON KANSAS CITY AT CROWN CENTER

- Location: Conveniently located near Union Station and connected via skywalk

### CROSSROADS HOTEL

- Location: Right behind Union Station

### LOEWS KANSAS CITY HOTEL

- Location: Conveniently located near Union Station with Trolley access

*If you need help with the reservation link or have any questions, feel free to reach out to Mary Spivey, VP of Client Success: [mspivey@ecsellinstitute.com](mailto:mspivey@ecsellinstitute.com)*