

ExPI™ Assessment Certification Program

For years, organizations have recognized a gap in the executive presence their leaders need to drive business results. Yet there was no precise way to define, measure, and improve executive presence.

This need led Bates – now a BTS Company – to invest in extensive research to develop the Bates Executive Presence Index™. The Bates ExPI™ is an innovative, multi-rater assessment of leadership and influence. Leaders gain concrete, actionable insights that enable them to learn how to engage, align, and inspire to drive better business outcomes. It's now used by coaches from around the world, including Fortune 500 talent development professionals and independent coaches. Executive presence is a primary reason that organizations seek coaching for leaders, second only to overall leader effectiveness. The Bates ExPI™ draws on research in leadership, management, communications, psychology, philosophy and ethics, and social action theory.

What Will You Learn in *Bates ExPI™ Assessment Certification*?

The ***Bates ExPI™ Assessment Certification*** program provides executive coaches and talent development leaders with the opportunity to experience the Bates ExPI™ for themselves to better appreciate the uniqueness of the assessment and the reliable Bates process of ensuring that the data translates into insights and actionable feedback. Whether you attend an in-person program or a virtual program that combines self-paced learning and live online sessions, you will gain confidence and competence in administering the Bates ExPI™. In addition to learning the Bates Model of Executive Presence, you'll get hands-on practice in analyzing and interpreting ExPI™ data as well as opportunities to work with a partner to master our process and conduct powerful orientation and insights meetings with clients.

Through the program, you will learn how to:

- Become fluent in describing the 3 dimensions and 15 facets of executive presence
- Gather information to make feedback relevant to the leader's business interests
- Spot common themes and patterns that will help you create greater meaning from the data
- Prepare for sessions that get to the heart of issues and make an impact
- Increase the leader's openness to learning
- Enable clients to embrace their strengths while addressing their developmental themes
- Connect presence to business results, differentiating you as a trusted advisor and strategic partner

Business Needs Met by This Program

This program targets the business needs of coaches and in-house talent leaders who are addressing specific leadership challenges with their clients, and in their organizations. They are working with leaders who need to:

- Engage, align, inspire, influence actions, get results
- Drive change, innovation, and execute major initiatives
- Show up as trusted advisors and strategic partners to internal or external audiences
- Be more effective in bridging the gap between strategy and execution
- Be better prepared to step onto a bigger stage into challenging new roles
- Quickly acclimate to a top job, achieve early wins and make an earlier impact
- Understand the impact they have on others, so they are viewed as more effective and in touch
- Develop qualities proven by research to move the needle on business results
- Build their brand and visibility, raise their profiles and build relationships across the organization

Is Bates ExPI™ Assessment Certification for you?

The Bates ExP™ is for talent development professionals who want to bring innovation and fresh insights to their work, whether internal to the company, or in their private practice. Adding the ExPI™ to the toolbox complements your assessment strategy and works well as an advanced instrument paired with psychometric assessments, as well as company 360 instruments. The ExPI™ aligns closely with and provides deeper meaning to interpreting leadership competency models. The course also gives you a chance to meet and interact with highly qualified, seasoned coaches who are joining our growing, global community of practice to share ideas and learn about new research.

To become certified in the Bates ExP™ Assessment, you must:

- Have appropriate education, certification or experience in a discipline related to human resource development
- Provide evidence of certification in leadership assessment tools and experience delivering interpretive feedback to leaders
- Exhibit skill in helping executive clients leverage their strengths while addressing their developmental themes in current business situations

Those who choose to become certified in the ExPI™ do so to:

- Master how to administer the ExPI™ analyze the results, and conduct meetings with individual leaders, groups, and teams to help them develop insights and take action
- Coach leaders on how to improve their executive presence
- Improve their reputation as a trusted advisor and strategic partner
- Boost their ability to provide thought leadership on executive presence that can be reflected when delivering programs, making speeches, and writing blogs or articles

Why Choose *Bates ExPI Assessment Certification*?

Our certified practitioner community tell us that the Bates ExPITM Assessment Certification program ranks among the best professional development experiences they've ever had. Not only are they able to incorporate innovation into their work and differentiate their practices; they say the experience they have working with our Bates team makes it well worth the investment. Many have been seeking a tool like this for years. The ExPITM enables them to bring science and data to address what was thought of in the past as a soft and intangible aspect of leader development.

What to expect in the course:

- Completion of your own Bates ExP™ Assessment, including a 75-minute insights meeting over the phone with an experienced Bates-certified coach, providing you with insights and actionable feedback while also introducing you to the assessment, model and process
- An article and case study to deepen your understanding of the model
- An interactive, thought-provoking and stimulating virtual learning environment, providing opportunities for practice and feedback
- Work with experienced facilitators who will help you analyze and interpret the Bates ExPITM
- Access post-event to the Bates global Community of Practice, providing you with numerous articles, research, webinar recordings, videos, and templates to further your practice and knowledge
- Marketing support including certification logo and client materials for sales

To accommodate the different needs of our global participants, we offer two options for becoming certified in the Bates ExPITM:

- An intensive two-day program delivered in person
- A virtual program combining self-paced learning and two short live, online sessions for the whole participant group

Advantages of attending the **virtual program**:

- An interactive, thought-provoking and stimulating multimedia environment, including videos, online quizzes, assignments, readings, and group discussion forums
- A self-paced learning design, allowing you to make progress when it's most convenient for you
- Reduced travel time and cost
- Substantial partner work and group learning activities

Advantages of attending the **in-person program**:

- Extensive opportunities to learn from peers who share your background and passions as well as from interaction with the Bates team
- A more concentrated learning experience, as we cover the material in two days rather than spreading the content out over several weeks.
- Informal opportunities to network and connect through meals and receptions during the two-day program



Why Bates?

Bates, a BTS Company, is an innovator in leader development, launching the first-and-only research-based, scientifically validated multi-rater assessment that measures a leader's executive presence and influence. Our seasoned facilitators have used the Bates ExPI™ to help senior leaders at the world's leading companies in over 40 countries accelerate their strategic agendas, deliver bottom line results more effectively, and enable innovation and new business model creation. Our deep expertise in communicative leadership sets us apart and allows us to help individuals, teams and organizations move where they need to go.

Programs are led by seasoned coaches and facilitators who are certified in the Bates ExPI™ Assessment and Model. Our facilitators are themselves coaches with a track record of helping senior and high potential leaders excel in their roles. They strive to create a great learning environment for the senior level practitioner who is looking for ways to grow, develop and innovate.

Options for Participating in a Certification Program

Open Enrollment programs: [Click here for information on available dates and pricing](#)

Corporate or in-house programs: [Contact us](#) for more information

Client Testimonials

Director, Global Talent Management, Global Luxury Retailer

"My experience with the ExPI™ certification program was outstanding. The ExPI™ assessment is potentially very helpful to all leaders, and the tool is rich and nuanced. To get the most out of it, certification is essential. The Bates team has a thorough and well thought-through approach to skilling up coaches. The program gives you the necessary grounding to really appreciate and help people get full benefit from their ExPI™ feedback. In addition to the effective teaching component, the program provides opportunity to practice, role-play and network with other users, all of which accelerate and deepen understanding of the tool. The certification has proven its value as I've started to coach leaders with the help of the ExPI™."

Executive and Leadership Development Expert, Fortune 500 Company

"I appreciate all the special efforts from the Bates facilitator and his team to support my Bates certification through the virtual program. My virtual partner was an amazing coach, and we've created an ongoing touchpoint every six weeks to stay connected."