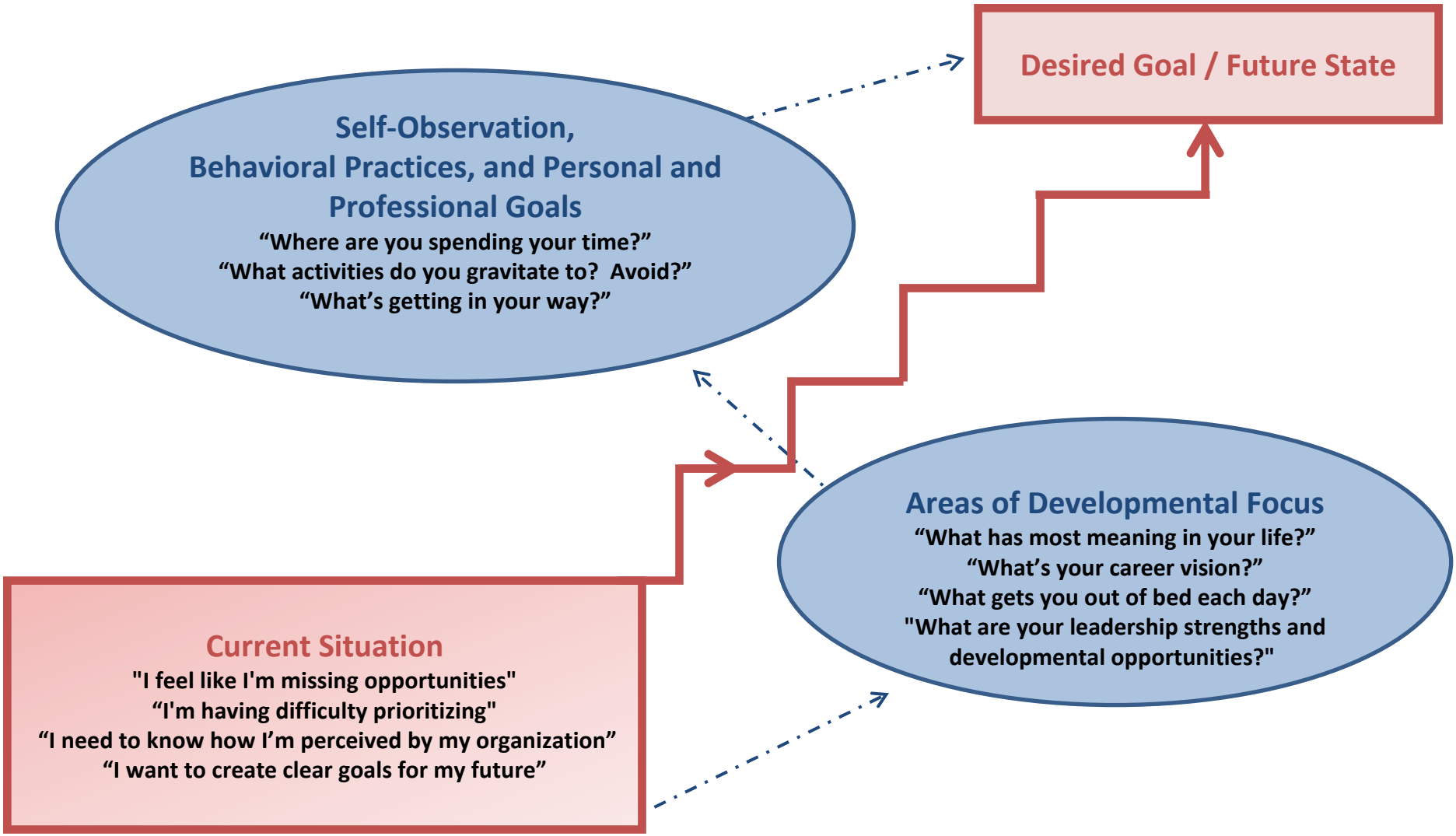LEADERSHIP COACHING DESIGN