



Leader as coach

The playing field

Have you ever wondered why so many organisations want to develop a coaching culture but never quite get there?

Have you heard of organisations that send their leaders and managers on a two-day coaching skills course but see only a small percentage developing it as a style?

Are you intrigued why some leaders seem to have all the skills but get indifferent results and either coach sporadically or find it hard and give up completely, whilst others coach easily and effortlessly?

How does our programme differ?

Our starting and leverage point is completely different and therefore so are our results.

Imagine this: Most two day programmes encourage leaders to develop a coaching questioning model, and introduce new behaviours and skills. This can be like sticking behaviours and skills on people that just don't fit. A bit like putting post-it notes on the outside of people – some stick some don't. Even if they do stick, they are still only going to stick on for a short period of time.

Our programme focuses on exploring the coaching mindset. First & continually, we develop the person who is going to be the leader and coach. The real coaching mindset will allow the person to take on and embed the behaviours and skills in a way that uniquely fits them.

Why develop coaching skills?

The leadership challenge

The ability to coach has become an imperative business skill. Leaders need the flexibility and adaptability to change style and approach to meet the unique needs of a range of individuals and situations. Coaching is as much a philosophy as it is a set of skills. Developing a Coaching style of Leadership is as much about learning a new approach, as it is gaining a new skill, knowledge or technique.

As a leader you will want a fully motivated work force. Therefore our programme will focus not only on developing the skills, knowledge and behaviours needed to be a highly effective coach, but also the mindset and attitude needed to create the environment where others can self-motivate and achieve. This approach is designed to compliment the overall business objectives and will allow the coaching skills to cascade throughout the business, building capacity and sustainability.

Our programme is based on extensive research of over 15,000 leaders and coaches worldwide and has been developed by some of the UK's leading coaches and industry leaders with the aim of supporting the development of high performance

coaching cultures. We work with organisations to put the appropriate structures, processes and systems in place.

Following the programme roll out, as the coaching culture develops, the mindset, philosophy and skills is thus cascaded throughout the organisation. The leader has the flexibility of understanding how and why people respond differently and then the tools and techniques to coach the individual, as they want to be coached rather than the way the leader wants to coach. – The real coaching mindset.

Programme design

All our programmes are bespoke and designed to establish a unique programme of development activities. We work closely with you to deliver the most effective and practical solutions. We anchor our interventions to the organisational needs and strategic objectives. Therefore the final design of the programme and content is in partnership with your organisation. The following is an example of a framework we have successfully used to develop managers and leaders as coaches in various other organisations.



How does it work?

To begin with, a pre-programme diagnostic questionnaire is supplied to the participants for completion before the start date of the programme. This allows us to immediately understand the key issues and accelerate learning.

Day 1 – Day 2

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The programme commences with an intensive two-day workshop. The Workshops provide leaders with opportunities to explore the tools required to enthuse their teams by tapping into often-unexplored areas of personal potential.

Day 3 – Day 29

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During this period participants put their coaching into practice back in the work place, unlimited telephone and e-mail support is available. Participants will receive a series of articles, models, techniques and relevant information.

Day 30

Day 30

A second intensive workshop of either a full day or half-day then builds on the foundations set, further embedding the learning, reviewing actions and charting progress.

Day 31 – Day 60

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Again participants put their coaching into practice back in the work place, with unlimited telephone and e-mail support. A series of articles, models, techniques and relevant information is also sent.

Content for the workshops

- The coaching culture
- Leadership & Coaching: style & substance
- The coaching mindset
- Resilience and mental preparation
- Goal & objective setting & measuring
- The Art of Questions: “Sometimes the best gift you can give someone is the right question”
- The Motivation quandary
- Difficult people made easy – One size fits one.
- The coaching analysis tool – 30 ways to quickly understand others
- When you’re listening, what are you listening to?
- What to pay attention to & how
- Enhanced use of Language & Metaphor
- Identifying & analyzing needs, patterns, internal obstacles and strategies
- Encouraging an optimized brain!
- Creativity, flexibility and adaptability
- Trust relationships – How to create them and calculate the trust levels in each relationship
- Taking an Orbital view
- Feedback, Feed-forward, & challenge
- Models & techniques for use in coaching

The actual content will be dependant upon & tailored to the needs of the group, and will be designed to enable the development of the skills and support required to embed learning and transfer it back to the workplace.

“A leader doesn’t need to have all the answers, but does need to know the right questions”.. and when and how to ask them!

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Passionate about people and performance



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