

# € TRAINING

Motivating, Coaching, Counselling &  
Mentoring: Practical Tools for Effective  
Leadership



18 - 29 November 2024  
Casablanca (Morocco)  
New Hotel



# Motivating, Coaching, Counselling & Mentoring: Practical Tools for Effective Leadership

REF: C489 DATE: 18 - 29 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 7295 Euro

## Introduction:

We often hear record-breaking athletes say; I owe it to my coach; That's because however talented they are, athletes need a coach to improve their performance and competitiveness. Likewise, Companies and Organisations need to create a culture where coaching and feedback occur as a routine part of each day. Towards this strategic end.

This innovative and motivating course, explains a structured approach to coaching which is effective whether a professional is working with a recruit or seeking improvement from an experienced player.

Being less of a boss and more of a coach is fundamental to modern management.

Urging people to do better won't work unless they know how to do it better.

Good coaching builds trust and a collaborative climate between professionals and teams.

## Conference Objectives:

At the end of this conference the participants will be able to:

- Understand that coaching and equipping, is one of the most important acts of leadership.
- Recognize that to get things done cost-effectively they must "grow" people to their full potential.
- Offer useful coaching or suggestions on how to improve.
- Help others grow and develop e.g., creates and monitors development plans; identifies training and developmental.
- Provide constructive feedback specific, timely, accurate.
- Demonstrate an understanding of staff's specific strengths and development needs, helps identify developmental priorities.
- Provide support and encouragement to others when they make mistakes or take developmental risks.
- Influence themselves and others to create productive behaviors that lead to optimal personal impact.
- Optimize their organization's personal productivity and personal enjoyment.
- Promote enhanced job productivity, job satisfaction, and pride
- Decide actions to apply the learning to their workplace
- Equip others with peak performance skills and develop pro-action plans

## Targeted Audience:

- Supervisors
- Team Leaders
- Management Professionals
- Management Staff
- Line Managers
- Technical Managers
- All Professionals at all levels who want to become effective at coaching and motivating others
- HR or Training Staff
- Anyone required to coach or mentor others

## Conference Outlines:

### Unit 1: Strategic Equipping For Leadership:

- Changing the Manager's roles
- What is real Leadership?
- How to equip Leaders for excellence
- The pursuit of excellence
- Developing key management competencies to create excellence
- 12 Ways to Develop your Staff potential and talent
- The Manager as a Change agent
- The need for peak performance
- Activators, Behaviours, and consequences
- Benefits for the organization, manager, and performer

### Unit 2: The Manager as a Coach and Mentor:

- What is coaching?
- Why is coaching so important?
- Making the transition from Manager to Coach
- Qualities and attributes of a good Coach
- Develop the Coaching Model
- What does coaching achieve?
- Deciding When and How to coach
- Select the appropriate coaching style
- Arranging a coaching session
- Use the "GROW" model
- Measuring and observing performance
- How to appraise a person's performance
- The link with feedback motivation

### Unit 3: The Coaching / Motivation Process and Skills:

- Influencing the readiness to change
- The importance of handling change
- Gaining a person committed to change
- Raising their effectiveness through questioning
- Motivation as a lever
- Setting action-orientated performance goals
- End goals, performance goals, and process goals
- Working your goal setting strategy
- Developing efficient Time management
- Learn to prioritize your time
- The importance of essential Listening skills
- Developing the cycle for continuous improvement

#### Unit 4: Putting Coaching & Counselling to Work:

- Understanding the performer's agenda
- Coaching the subconscious mind
- Knowing what improvements to aim for
- Exploring barriers to progress
- Replacement principle
- Coaching the right performance attitude
- Making appropriate attitude adjustments
- Knowing what empowering improvement to aim for
- Leading by example
- Develop appreciation within and without
- The coach's role as a facilitator

#### Unit 5: Coaching for Decisive Action:

- Adopting the approach, process, and skills as a way of life
- Self-coaching to fit your aims and objectives - personal discipline
- Improving your ability to make decisions
- Ten steps to vital decision making
- Choosing Pro-Active leadership
- Understand the Circle of control
- How to be pro-active in your relationships
- How to apply Persistence Performance
- Using the learned skills to apply at every level
- Ten essential qualities of a successful Corporate Executive