

# € TRAINING

Building an Effective Coaching System in  
your Organization



17 - 21 June 2024  
Casablanca (Morocco)  
New Hotel



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REF: H973 DATE: 17 - 21 June 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

The most cost-effective method for building the technical and work performance capability of your organization's staff is probably Coaching by professionals from within your own organization. After-all who understands your existing work processes better than your more experienced staff?

But there are many roadblocks in trying to seriously apply to coach, some of these include: Motivation, Lack of Coaching skills, Lack of Teaching Skills, Lack of Knowledge of Sources of Information, Internal Politics, Job Security Concerns, Lack of Management Commitment and so on.

This program provides a Blue Print for Building an Effective Coaching System which includes detailed practical steps/methods to overcome each of these roadblocks.

## Course Objectives:

At the end of this course, the participants will be able to:

- Help the HR/ Management personnel identify in detail the current Coaching Skill training needs of their workforce.
- Take a step-by-step approach to the analysis of Coaching opportunities in your organization.
- Take away a detailed multidiscipline methodology to complete the analysis.

## Targeted Audience:

- HR and L&D/Training professionals
- Senior managers
- Middle managers
- Supervisors/Team Leaders

## Course Outlines:

### Unit 1: Establishing the Coaching Relationship:

- Distinguishing between coaching, mentoring and counseling
- What is coaching and when is it appropriate to coach?
- Benefits of coaching to both coach and coachee
- Developing the qualities of an effective coach
- Ethical and professional guidelines in coaching
- Professional conduct
- Conflicts of interest
- Confidentiality and privacy

### Unit 2: Coaching People to Excellence:

- Defining Coaching: Coaching v Mentoring v Counselling
- The psychology of "Problem and Need": the basis of Coaching
- How and why people learn: understanding the drivers to performance
- Qualities, attributes, and behaviors required to Coach to Excellence

- Motivational considerations in Coaching to peak performance
- Confidentiality and ethics, in Coaching situations
- Coaching in Action: practical demonstrations

### Unit 3: Coaching Mastery:

- Developing the Coaching "chemistry": building rapport
- Understanding and developing your Coaching Style
- Emotional Intelligence and awareness in Coaching
- The Active Listening model
- Creating "Power Questions" for coaching excellence
- Coaching Models explained and applied GROW, OSKAR, Solution Focus
- Structuring Coaching conversations
- Practical application: coaching demonstrations and practice

### Unit 4: Coaching for Peak Organisational Performance:

- Practical coaching: coaching demonstrations and practice
- Giving powerful feedback
- Development of the individual: implementing development plans
- Team Coaching: Coaching teams and groups
- Overcoming barriers to coaching in the organization
- Embedding a Coaching culture in the organization for optimum growth

### Unit 5: Increasing Performance through Coaching:

- Planning and goal setting
- The power of goal setting
- SMART goals
- Creating a realistic and stretching plan
- Coaching for better time management and productivity
- The Covey time matrix