

Training Title:
COACHING & COUNSELING

Training Duration:
5 Days

Training Venue and Dates

REF ML081	Coaching & Counseling	5	11-15 August 2025	\$6,000	Istanbul, Turkey
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In any of the 4 or 5-star hotels. The exact venue will be informed soon.

Training Fees

- \$6,000 per participant for Public Training including Course Materials/Handouts, Tea/Coffee, Refreshments & Lunch

Training Certificate

Define Management Consultancy & Training Certificate of course completion will be issued to all attendees.

TRAINING OVERVIEW

TRAINING 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 Organizations 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 the professional and the team.
- The process involves breaking tasks down into their parts, helping people to improve performance in each element and enabling them to pull these elements together to achieve the desired effect.

TRAINING OBJECTIVES

Effective leadership needs to understand that.

- Coaching and equipping is one of the most important acts of leadership.
- Successful managers recognize that to get things done cost-effectively they must ‘grow’ people to their full potential.

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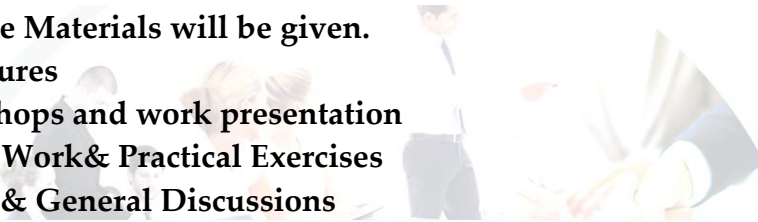
- Outstanding performance must be drawn from every member of the team.
- This requires clear direction, feedback, and personal empowerment.

TRAINING METHODOLOGY:

A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions and motivating everybody to find the right answers. You will also be encouraged to raise your questions and to share in the development of the right answers using your analysis and experiences. Tests of multiple-choice type will be made available daily to examine the effectiveness of delivering the course.

Very useful Course Materials will be given.

- 30% of Lectures
- 30% Workshops and work presentation
- 20% Group Work & Practical Exercises
- 20% Videos & General Discussions



COMPETENCIES EMPHASIZED

- Supporting organizational excellence
- Supporting staff development
- Creating a positive coaching environment
- Using motivation to influence and inspire performance
- Leading people and helping them excel via empowerment
- Developing proactive, self-managing employees

DELEGATES WILL LEARN

- Why coaching and motivation are so important.
- What coaching is (a set of interpersonal skills) and what it isn't?
- (Telling others what to do).
- What 21st Century Leadership requires.
- How to set the scene and prepare for coaching.
- How to be supportive and approachable.
- when to give advice and when to be natural.
- How to motivate yourself and other Staff.
- How to coach top performers.
- How to equip others with peak performance skills
- What is required for Leadership empowerment.
- How to develop pro-action plans.

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WHO SHOULD ATTEND?

This course is designed for supervisors, team leaders, and professionals at all levels who want to become effective at coaching and motivating others.

COURSE OUTLINE

DAY 1

Strategic Equipping for Leadership

- Changing 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's potential and talent.
- The Manager as a Change agent
- The need for peak performance
- Activators, Behaviors, and Consequences
- Benefits for the organization, manager, and performer

DAY 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

DAY 3

The Coaching / Motivation Process and Skills

- Influencing the readiness to change
- The importance of handling change
- Gaining a person's commitment to change
- Raising their effectiveness through questioning

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- Motivation as a lever
- Setting action-orientated performance goals
- End goals, performance goals, and process goals
- Working on your own goal-setting strategy
- Developing efficient Time management
- Learn to prioritize your time
- The importance of essential Listening skills
- Developing the cycle for continuous improvement

DAY 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

DAY 5

Coaching for Decisive Action

- Adopting the approach, process, and skills as a way of life
- Self-coaching to fit your own 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 proactive 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

NOTE:

Pre & Post Tests will be conducted

Case Studies, Group Exercises, Group Discussions, Last Day Reviews & Assessments will be carried out.

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