

“Stop Telling And Start Coaching”

A Coaching Skills Program to Inspire Your People



Introduction

Struggling to motivate the ‘low energy’ staff?
Experiencing problems working with the ‘know-it-all’?
Facing difficulties gaining respect from the ‘been-around-here-longer-than-you’ direct reports?

Professionals who are responsible for managing people are constantly faced with challenging personalities that stretch already taxed resources. However, coaching is increasing crucial for optimal performance.

This program arms sales and non-sales directors & managers who are responsible for managing people with essential coaching and mentoring skills to help them empower their staff, motivate and draw out the best in them.

Program Objectives / Learning Outcome:

At the end of the programme, participants will learn to

- 1) Understand how ‘difficult’ subordinates think and act;
- 2) Practice the application of mentoring, interpersonal and coaching skills in handling difficult subordinates for better performance.
- 3) Use the **C.O.A.C.H.** technique for coaching direct reports on interaction skills
- 4) Use the **V.A.L.U.E.** technique for coaching direct reports on productive behaviors

Target Audience

Directors; Managers; Technical Professionals and Executives who need to manage the performance of difficult people in today’s tough marketplace

Profile of Program Facilitator & Coach

Frederick began his career in corporate sales of high-technology engineering solutions to Fortune 500 customers. Since the year 2000, Frederick has become a [people skills development coach and counselor](#), specialized in the area of interpersonal communications for working professionals.



He graduated with a **PhD in Education (HRD)**, an **MSc degree in International Marketing from the University of Strathclyde**

and a **Master of Accountancy degree from Charles Sturt University in Australia**. He is also a **member of the International Coach Federation and the International Association of Coaches**.

His [consulting work](#) involves diagnosing development areas in inter and intra-workgroups communications, coordination and conflict management processes in clients’ organizations and coming up with measurable and sustainable solution roadmap through personality-task fit profiling, counseling, coaching, training, performance feedback processes and standards consulting.

Frederick has worked with organizations including [Asia Pacific Breweries](#), [Far East Organization](#), [Changi Village Hotel](#), [Marina Mandarin](#), [Energizer Singapore](#), [SAP](#), [Motorola](#), [Infocus](#), [Chartered Semiconductor](#), [Fuji Xerox Singapore](#), [DBS Vickers](#), [BMW Asia Pacific](#), [F&N Coca-Cola](#), [Novartis](#), [GlaxoSmithKline Pharmaceuticals](#), [Roche Diagnostics](#), [Cardinal Health](#), [Makino Asia](#) and [Singapore Food Industries](#).

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Program Duration - 3 options:

- 2 days for 16 pax maximum per class (intensive)
- 1 day for 16 to 20 pax maximum per class (Express)
- 4 sessions of 3-hour coaching (progressive mode)

Program Outline

Module 1: Personality Impact & Coaching

- 1) Seven types of difficult people in your workplace
- 2) Personality types and interaction skills
- 3) When and why the positive approach to motivate staff doesn't work?
- 4) Four types of coaching approaches
- 5) V.A.L.U.E. coaching process steps – the intensive or the express mode?

Module 2: Tools & Methodologies for Coaching Performance Results

- 1) Use your 3Vs to influence and coach
- 2) Seven things you do to bring out the best in each team member
- 3) Coach the 'blind optimists' and 'skeptics' in your team using the C.O.A.C.H. approach to balance their analytical skills and 'can-do' attitude

Module 3: 'Emotional & Behavioral Competence' Coaching – 'Software' for the Team

- 1) U.N.I.T.Y. approach to manage conflicts between team members
- 2) Mediating disputes and team coaching
- 3) Armed with Hope – the A.C.A. approach to self-motivate in the most de-motivating situations

Programme Methodology

We include **humor and colorful stories** from our corporate management career as well as personal life to lighten the mood.

Interactive Workout

Participants will get to talk about the current challenges that they are facing, what have they done and how did they do it to manage their current challenges via **a variety of energizing activities with intensive and fun interactions!**

Participants will be facilitated to talk about what have worked for them and what didn't and the reasons for it as they have perceived it to be.

They will identify their own situations from case studies shown from tested video training materials.

Break up into smaller teams to brainstorm on solutions and come to a consensus on how they will manage those situations.

The facilitator will guide them in cases where their solutions are either not practical enough or convincing enough by giving live demonstrations of techniques with a clear process and framework using handy toolkits based on different case scenarios and people of different personality

Closing the Feedback Loop through Engagement (Role-play) Practice

Participants will then put what they have picked up into actions through role-play practices. During the role-play, feedback will be given through self, peer, and facilitator critique

Application of Concepts

Towards the end of the workshop, participants will be facilitated to develop their own individualized S.M.A.R.T action plan for them to implement learning back at work