



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Motivating, Coaching, Counselling and Mentoring: Practical Tools for Effective Leadership and Develop Talent

Code	City	hotel	Start	End	price	Hours
117	Casablanca (Morocco)	Hotel Meeting Room	2024-09-29	2024-10-03	3450 €	25

## 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 new 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 collaborative climate between professional and team.
- The process involves breaking tasks down to their component parts, helping people to improve performance in each element and enabling them to pull these elements together to achieve the desired effect.

## Objectives

**It is essential for effective leadership to understand that:**

- Coaching and equipping, is one of the most important acts of leadership.
- Successful managers recognise that to get things done cost effectively they must 'grow' people to their full potential.
- Outstanding performance must be drawn from every member of the team.
- This requires clear direction, feedback and personal empowerment.

## Objective

Accurately assesses employees' strengths and development needs; provides feedback, coaching, and opportunities to develop.

- Offers useful coaching or suggestions on how to improve.
- Actively helps others grow and develop (e.g., creates and monitors development plans; identifies training and



developmental (.

- Provides constructive feedback (specific, timely, accurate).
- Demonstrates an understanding of staff's specific strengths and development needs; helps identify developmental priorities.
- Provides support and encouragement to others when they make mistakes or take developmental risks.

## Training Methodology

The Course will be presented in a highly inter-active manner, with a very impactful computer presentation style.

Together with your fellow participants, you will bring a wide variety of experience and resources to the programme. The course facilitator's role is to help you learn for yourself and to assist you as you make sense of new ideas and techniques that you can use at work. We learn things as we try them out, stepping out of the zones that we find comfortable. Joining in role-plays and having a go may feel awkward but is often the best way to find out how we are doing with our learning. You will have plenty of opportunity during the workshop to experiment and try out new skills and understanding. The course facilitator will give you some input and then help you to make sense of the models through some discussion and then practice. You'll then decide actions to apply the learning to your workplace.

## Organisational Impact

- This workshop will offer clarity to each participant on how to consciously influence themselves and others so as to create productive behaviours that lead to optimal personal impact.
- Optimize your organization personal productivity and personal enjoyment. Promote enhanced job productivity, job satisfaction and pride
- Decide actions to apply the learning to your workplace
- How to set the scene and prepare for coaching
- How to be supportive and approachable

## Personal Impact

**Delegates will learn:**

- Why coaching and motivation is so important
- What 21st. Century Leadership requires
- 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 and develop pro-action plans

## SEMINAR 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 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

## **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 persons commitment 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 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 performers 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 pro-active in your relationships
- How to apply Persistence Performance
- Using the learnt skills to apply at every level
- Ten essential qualities of a successful Corporate Executive



**The Scandinavian Academy employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

- **Theoretical Lectures:**
  - We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- **Scientific Assessment:**
  - We evaluate trainees skills before and after the course to ensure their progress.
- **Brainstorming and Interaction:**
  - We encourage active participation through brainstorming sessions and applying concepts through role play.
- **Practical Cases:**
  - We provide practical cases that align with the scientific content and the participants specific needs.
- **Examinations:**
  - Tests are conducted at the end of the program to assess knowledge retention.
- **Educational Materials:**
  - We provide both printed and digital scientific and practical materials to participants.
- **Attendance and Final Result Reports:**
  - We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.
- **Professionals and Experts:**
  - The programs scientific content is prepared by the best professors and trainers in various fields.
- **Professional Completion Certificate:**
  - Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.
- **Program Timings:**
  - Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.