THE INSTITUTE OF SALES & MARKETING

Coaching Skills for Leaders

A leadership and management style: 3 days.

April 11th 12th 13th 2010 - Dubai

Introduction

Coaching is **the most valuable** management style a senior executive can possess. It is now commonly used by all of the most successful organisations to enhance the effectiveness of their key personnel, whilst also fostering a more trusting and open working environment. This results in the superior performance of individuals and maximises the organisations potential.

'Coaching is now the primary tool for managing and developing teams' *Sir* John Whitmore

This highly interactive course will provide you with the skills necessary to guide and encourage key personnel in working more effectively and exceeding corporate goals.

Benefits of attending

- Develop your personal leadership capabilities
- Understand the key coaching principles
- Establish rapport with employees and create a trusting relationship
- Help teams or individuals cope with and manage problems
- Manage unusual behaviour
- Use a coaching process to employ in your own company
- Discover barriers to learning and how to overcome them
- Give effective feedback in a way that encourages positive change
- Set action plans for superior performance

Who should attend?

Senior managers who have management responsibility for multi-disciplinary teams and who are regularly monitoring and appraising the performance of their key personnel.

Course Leader

Philip Parker

Philip is an experienced Chairman/CEO of both quoted and private groups. He led an international corporate career from a US base before returning to the UK as executive director with Plessey Plc. He was subsequently appointed group chief executive of North Sea Assets Plc which he radically restructured and sold at a significant premium. In recent years he has bought his vast business experience to the coaching arena where he is qualified in both the US and UK. He was a chairman of TEC International, the world's largest coaching organisation and now works with IDDAS one of the UK's leading coaching groups. His other interests include positions as chairman of Leisure & Gaming Plc, the Holborn Group and deputy chairman of the Board of Governors of Bath Spa University. He has a law degree from Cambridge University and has completed the strategic marketing programme at Harvard.

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Training@ISMdubai.com "Towards Best Practice…" www.ISMdubai.com

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Course Schedule

Day 1 **Sessions commence at 09.00hrs promptly (Coffee and pastries are available from 08.30hrs)**

Morning:
Introduction, Why coach?
VAK (Visual, Auditory, and Kinesthetic Learning Styles)
Rapport building
Role play
Mind's processing system, Conscious/unconscious
Limiting beliefs
Canons of coaching
Role play
Personality Assessment Forms (PAF)

Afternoon:
Ask or Tell
Case History 1
Team competition
Aberrant behaviour patterns
Small group exercise

Day 2

Morning:
Coaching techniques:
Effective Questioning, What, How, When
Role play
GROW (Goals, Reality, Options, Will)
Role play
Conflict Resolution, 3 way view
Role play
Time Lines – letter to a friend
Action Planning

Afternoon:
Coaching process
Coaching style – the coaches "know how"
Team exercises

Day 3

Morning:
Case History 2
Team competition

Afternoon:
Putting it all together
3 coaching sessions: Know the person – Define the issues – Confirm/Act
PAF – VAK – Effective questioning – Balance wheel
Action plans

Full details of the schedule and venue will be sent upon application.

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To: **Simon Parker**
Company: **ISM Training**
Fax Number: **04 345 3356**
From:

Coaching Skills for High Performance – A Three Day Interactive Training Course.

Course Application Form

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of employees for which you are in charge:
No. of years experience in role:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)
Currency is UAE Dirhams.

Individual	4,950 Dhs	☐
Group (More than one)	4,650 Dhs	☐

Name/position invoice should be addressed to:……

Please Fax back the completed Form to + 971 (0) 4 345 3356
We will send you confirmation of your booking and further details.

Thank you.

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What people say about Coaching Skills for High Performance:

"A professional course leader with real knowledge and experience has opened my mind up to a new way of working with colleagues" Jackie Salem, HCT

"This course really addressed my management needs, the hands on approach helped the learning experience. The organization of the training was great" Tania Rozario, eCompany/Etisalat

"Simple, Interactive, Adaptable, Good" N.Mohan, ABB Industries

"This course will improve many areas of my life, it was very relevant to my job and given me confidence" Ameen Hammad, Lunatus.

"Very good group, the instructors' style and his authenticity were excellent" Tony Gurr, IAT

"Very Interactive, excellent instructor, pleasant atmosphere" Mohd Zahir, First Gulf Bank

"Extremely thought provoking, very practical and purposeful" Rupa Shyamraj, First Gulf Bank

"Interaction with other experienced and senior participants" Dr Mary Stella George, MedNet

"It can be used with family and friends aswell as work, it was very important in developing communication skills" Basil Saif, eCompany

"We practiced what we learnt immediately" Sultan Al Shamsi, eCompany

"Well Done!" Annie Jacobs, HCT