

## Essential Coaching Skills for Business

"Coaching is the secret weapon for better Leadership"

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Course Consultant:



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Brian, one of MTC's directors, is a Master Hypnotist, licensed Practitioner of NLP and a Sports Psychology Consultant with over 13 years experience in the training and development arena as well as running a successful private practice.

- Member of British Academy of Hypnosis
- Member of S.F.T.R
- Member of International Society of Sport Psychology (ISSP)
- Member of the Association of Meridian Therapies

**Think about this for a moment:**

What is a business? And What makes a successful business?

You will no doubt come up with as many answers as there are company types, market sectors and organisational structures out there. However, every business (no matter its type, market or structure) have one very important commodity in common:

**People** - and this most important and most expensive commodity in your business needs careful handling, developing and nurturing.

Traditional thinking has taught us that training our managers "how to manage" and teaching them "leadership skills" will ensure success for our companies but there has always been one major flaw in this approach:-

**Yes, situations may need managed and companies are lead by the business strategies and visions of their directors - and corporate goals and objectives need to be met. - But in amongst all of this stands the individual, alone or as part of a team and they need to be incorporated into the "plan" not as components of the machine but as the individuals that they are.**

Corporate goals and strategies are more achievable, business objectives are easier to attain - **if the individuals responsible for their outcome have a personal interest in their success.**

Now, we are not necessarily talking about financial reward here. We are talking about finding out what makes your staff "tick", motivating them so that they come to work for other reasons than just money. Not everyone can become Team Manager - so how do you keep the others motivated? How does their personal objectives stack up against your corporate ones?

### Key Aspects of Coaching:

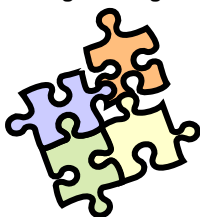
Coaching shares aspects of counselling, therapy, training, teaching, consultancy and mentoring. It also has its own characteristic approach that is different from all of these.

Coaching is generative, focuses on the present and future and succeeds through **taking action** and although models and methodologies are used throughout the coaching process, every coaching scenario is different because of the individuals involved, so leaders and managers need to be well versed in the "Human Factor" as well the other important aspects of running a successful business.

**This special course will add an extra dynamic to your management "armoury".**

**Is it about time you got to know your staff better and see your business soar?**

Putting it all together



If you are interested in this course; see also  
"Applying Sports  
Psychology in Business"

## Essential Coaching Skills for Business Course Content

- ❖ **What is coaching?**
  - Coaching is about Change and about making changes.
  - Coaching is about Cause & Effect
  - Goals: focussing on what you want and how to achieve it
  - Values: knowing what is important for you and living your values in achieving your goals. (congruence between individual and corporate)
  - Beliefs: challenging limiting beliefs by giving tasks that provide feedback.
- ❖ **Styles of coaching**
  - Life Coaching
  - Executive Coaching
  - Business Coaching
  - Career Coaching
  - Sports Coaching
  - The Manager as a Coach
- ❖ **Coaching opportunities**
  - Dissonance between plan and reality (Corporate)
  - Personnel development (Individual)
  - Making staff become more self aware
- ❖ **Develop the skills needed to be a successful coach:**
  - **Key skills:**
    - Building rapport and trust
    - Respecting Values and beliefs
    - Matching Behaviour, Words & Thinking
    - Calibration
    - Listening skills
    - Perceptual positions
  - **Managing the individual's (or groups) expectations**
    - Confidentiality
    - Individual "rights" vs Company "rights"
    - Assessing individual or group and gathering information
  - **Design the coaching alliance**
    - Dealing with practical arrangements
    - Committing to the coaching process
  - **Methods of coaching**
    - The 7 phases of coaching
    - Single loop coaching
    - Double loop coaching
    - Transition Model
  - **The art of questions**
    - How to ask the appropriate questions
    - Presuppositions
  - **Dealing with emotional states**
    - Avoid mind reading (Meta Model Language)
    - Empowering beliefs
  - **Goal setting and why it may not work**
    - PAW process (individuals perspective)
    - SMART process (corporate perspective)
  - **Accountability**
  - **Support structures**

Course Duration: 2 Day's at your own site - tailored to suit if required

Suitable for: First Line Managers - Team Leaders and Senior Management

Cost: Dependant on numbers. Please call for a quote.

### Just a few reasons why your company should run this course:

- Increase staff moral: Your organisation relies on individuals for its success; let them know they can rely on the organisation for their success too.
- Improve working relationships between management and staff and ensure corporate success.
- Make sure there is congruence between individual and corporate objectives and goals.
- Reduce staff absenteeism.
- Develop your management team into one of the best around.

With over 13 years experience in the training and development field and with many satisfied corporate clients in our books, we have no hesitation in offering a total satisfaction guarantee to any company who uses our services. After all if we're not confident in our ability to deliver - why should you be?

