
ALEXANDER ASSOCIATES

LEADERSHIP SOLUTIONS

Coaching Skills for Leaders Advanced Certificate

British-Certified Dual Award from the
Association for Coaching

Introduction

The aim of coaching, in a leadership context, is to unlock the full potential of human capital and maximise performance across an organisation. Learning to coach allows you to *become the key* that unlocks the full talent within a team.

The 'Coaching Skills for Leaders Advanced Certificate' programme is a British-accredited practical training course that gives the essential skills needed to coach leaders, if you are an external coach, and it is also ideal for transforming managers into competent, confident coaching leaders. During the programme, participants will learn eight core coaching skills, the powerful 5-Step model for leading efficient coaching conversations and how to stay on track at all times with an easy to use Coaching Checklist.

Three phases of coach development

- **Phase 1 'Discover'**: The journey begins with two days of intensive skills workshops in which you learn and practice all 8 coaching skills and practice using the 5-Step Coaching model.
- **Phase 2 'Develop'**: This leads straight into 4 weeks of coaching practice, supported by our expert coaching tutors and our interactive LEDA Coaching App. Here we give participants the tools and interactive contact with tutors and peers to make learning enjoyable and rewarding, which is at the heart of our philosophy - people engage when they enjoy.
- **Phase 3 'Demonstrate'**: The final workshop day includes a skills showcase where participants demonstrate their ability to coach within a live skills challenge. This provides an excellent focal point for the course and also maintains learner momentum during the 4-week practice phase of the programme.

Delivery Mode: Face-to-Face and App-based blended learning

Duration: 4-weeks (variable depending on exact course dates)

Alexander Associates Leadership Solutions SDN. BHD.

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Certification: Upon completion, successful learners will be awarded TWO certifications from the Association for Coaching (AC) UK:

- 'Recognised Leader as Coach' Certificate
- 'Accredited Award in Coach Training' Certificate

Who should attend?

This course is ideal for those who want to develop their career in leadership coaching and also anyone who manages a team within a company will benefit by gaining the leadership skills to achieve and exceed their KPIs.

Developing a coaching habit in leaders produces positive systemic change within an organization, creating a coaching culture. Leaders who coach motivate and inspire their staff to increase engagement and discretionary effort in both learning and doing. Motivated and engaged staff are creative, innovative and productive.

What are the main benefits?

Whether you are working as an external coach or an internal coaching manager, this programme will lead an organisation to develop:

- trained leaders who can coach competently
- enhanced management communication
- motivated and positive staff engagement
- powerful connections with millennials
- empowered staff who exercise initiative
- high individual and team performance
- inspired exercise of discretionary effort
- retention of highest performing staff
- early identification of emerging talent and high potential

Why have high performing companies now switched to a coaching style of management?

Before the global pandemic broke out and disrupted businesses around the world, the Harvard Business Review had already reported in 2019, that highly successful, flexible and future-focused companies were moving to '...a model in which managers give support and guidance rather than instructions, and employees learn how to adapt to constantly changing environments in ways that unleash fresh energy, innovation, and commitment. This is dramatic and fundamental. *The role of the manager, in short, is becoming that of a coach*".



DETAILED PROGRAMME CONTENTS

DAY 1

Module 1: The Fundamentals of Leadership Coaching

- Understanding the potential of coaching to increase team performance
- Identifying when leadership coaching is the right intervention
- Aligning leadership coaching with organisational goals and KPIs

Module 2: Creating a Positive Coaching Relationship

- Building trust and positive rapport
- Recognising achievement and motivating self-belief
- Developing professional listening skills
- Sharing feedback and feedforward

Module 3: Coach Questioning Skills

- Five essential questioning skills for coaches
- Scaling technique for setting achievable targets
- Chaining core coaching skills

Module 4: Coaching to Commitment

- Developing pinpointing skills
- Coaching to commitment

Day 2

Module 5: Framing and Focusing Coaching Conversations

- The LEDA 5-Step Coaching System
- Coaching using the principles of Lean Management
- LEDA Step 1: Framing and focusing coaching conversations
- Practical Coaching Experience 1

Module 6: Solution-Focused Coaching

- LEDA Step 2: Discovering the Current State - Baseline skills
- LEDA Step 3: Set the Target State - Identifying the next level of challenge
- Practical Coaching Experience 2
- LEDA Step 4: Generating Possible Solutions

Module 7: Engaging Dynamic Action

- LEDA Step 5: Coaching to Commitment
- Practical Coaching Experience 3
- Practicing all 5 steps of LEDA Coaching Conversations

Module 8: Development Through Reflective Practice

- Developing reflective practice
- Assessment 1
- Setting next steps to embed and enhance coaching skills

Practicum:

4- 6 weeks of coaching practice within the workplace or with private coachees , as described above, with coaching support and guidance delivered on-site and/or via the LEDA Coaching App. Participants complete 20 hours of coaching practice and self-study activities delivered through the LEDA Coaching App.

Day 3

22 October 2020

Module 9: Applied Skills Review & Development

- Learning log review
- Strengthening coaching communication and confidence
- Showcase preparation

Module 10: Practical Skills Showcase

- Showcase coaching developments through practice
- Providing observational feedback and challenges to the client
- Overcoming common coaching relationship challenges

Module 11: Harnessing the Power of Feedback and Self-Reflection

- Requesting constructive feedback
- Developing reflective practice
- Taking coaching skills to the next level

Module 12: Developing a Coaching Culture

- How to develop a coaching culture across an organisation
- Delivering measurable improvements for the organisation

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