



the coaching
academy

The Leader as Coach

Coaching is a leadership tool designed to help individuals and organisations maximise performance. By attending this programme, leaders will understand how coaching can help them get the best out of their teams and exceed their leadership goals. The core principles of coaching are integral to the programme and success of any leader who wants to drive performance and growth.

Who is this course for?

This course is for leaders, managers and emerging leaders who are interested in developing and enhancing their coaching skills to take a coaching approach to lead people. It is also for companies wishing to develop a coaching approach within their company's culture.

Anastasia Demchuk
Deputy Manager
Chanel

"I really enjoyed this programme it truly helped me to develop my skills in management, leadership and coaching. It provided me with the structure I was lacking at the beginning and empowered me to create positive change in a methodical way. The course gave me confidence and an understanding of how to effectively lead, manage and develop the team".

Upon completion, you will gain:

- 1 A comprehensive understanding of coaching's impact on leadership
- 2 Proficiency in using coaching questions to foster innovative thinking
- 3 The capability to consistently and effectively apply coaching fundamentals for team growth, accountability and empowerment
- 4 Techniques for promoting personal and professional development and recognising psychological obstacles to success
- 5 The capacity to cultivate a growth mindset and value-based approach in individuals
- 6 A collection of leadership and management strategies and tools

Course Structure

This programme consists of six core training modules and four 90-minute facilitated action learning booster sessions. Your training will be delivered live by our experienced and highly skilled qualified Coach Trainers.

Course Content Overview

Module 1

The Coaching Approach in the Development of People

- 1 What coaching is as a leadership tool to maximise performance
- 2 Identify your outcomes for the overall programme
- 3 What coaching is and what it is not and how coaching differs from other interventions
- 4 The Coaching Principles
- 5 Differences between coaching, mentoring, and consulting (where coaching starts and stops)

Module 2

Coaching Tools for Leaders

- 1 Understand how coaching as a leadership tool supports individuals and organisational objectives
- 2 Understanding different models to use in coaching: GROW / CIGAR and how to adapt to use in different situations
- 3 Understand how to apply and use the coaching models in practice

Module 3

Coaching Skills for a Leadership Approach

- 1 Adapting your coaching approach to suit the individual and support their enhanced development
- 2 Understand the importance and application of active listening
- 3 Explore powerful questioning techniques
- 4 Develop an awareness of the importance of language in the coaching process (verbal and non-verbal)

Module 4

The Coaching Mindset: Coaching and The Brain 'Factors'

- 1 An introduction to the psychological barriers to successful outcomes (values, beliefs, mindset)
- 2 Understand how coaching as a leadership tool can break subconscious negative cycles
- 3 Raise awareness of the impact of limiting beliefs and imposter syndrome
- 4 Explore growth vs. fixed mindset

Module 5

Coaching as a Leadership/ Management Tool

- 1** Understand how to facilitate productive and effective coaching conversations
- 2** Explore formal and informal coaching approaches
- 3** Understand the importance of motivation and its role in successful coaching outcomes
- 4** Coaching for an Inclusive workplace
- 5** Learn the Skills Development Wheel as a coaching tool
- 6** Using the Skills Wheel for employee growth

Module 6

Coaching for Performance: Practical Applications In The Workplace

- 1** Using an evidence-based strength-centred approach
- 2** Develop successful methods for feedback
- 3** Performance management and goal setting using a leader-as-coach approach
- 4** Exploring the application of planned vs. in-the-moment coaching approaches

DISC Psychometric Profiling

(Optional Additional Module)

As the leading providers in DISC profiling in the UK, we know that using DISC psychometric profiling can be a game-changer for leaders looking to create a high-performance team. By understanding the unique personality traits and behaviour styles of their team members, leaders can tailor their communication and leadership approach to better motivate, engage and inspire their team. This can lead to increased productivity, reduced conflict, better team collaboration, and higher job satisfaction for team members, ultimately contributing to the success of the team and the organisation. (Please enquire for more information).

Why us?

As the world's largest coach training course organisation of its kind, we've been at the forefront of coach training for 24 years and have earned an outstanding reputation and rated excellent by our clients on Trust Pilot. Our team of world-class trainers are handselected from the best coaches in the UK, and bring with them a wealth of experience and qualifications, making them not just excellent trainers, but successful coaching business owners. Join the many organisations who have chosen The Coaching Academy for their leadership development training and start your journey to success today!



Our Trainers



Rachel Russell

Rachel Russell is an empowering trainer, facilitator, and coach with 20 years of experience facilitating change and driving personal and team development through training, coaching, and the leadership roles she has held.

Rachel's experience includes Insurance, Banking, Professional Services, Technology, and Retail, with clients including Brunel University, Chanel, Engie, HM Government, NatWest, and Santander. Rachel holds a BA Hons Business Studies, Diplomas in Personal Performance and Business Coaching, is accredited by the International Coaching Federation (ICF), and is an accredited DISC personality profiler.



Krushma Makwana

Krush is an accomplished corporate coach, psychologist, and DISC expert with over 15 years experience in high-pressure environments, including roles at Goldman Sachs, Deutsche Bank, Citi Bank, and L'Oréal. Leveraging her diverse career and business psychology knowledge, she empowers leaders, individuals, and teams, consistently achieving results in communication, team dynamics, leadership effectiveness, career development and goal attainment. Adept at enhancing performance, Krush's steadfast commitment to driving teams towards success positions her as a valuable resource for navigating challenges in the dynamic corporate world.

Inclusive of 10 live facilitator-led training sessions and supporting materials.

By investing in your managers and leaders to attend this programme, you and they will discover how the impact of embedding a true coaching approach to leadership at all levels can have a transformative approach on your business and the fulfilment of your employees.



**To find out more speak to our Head of Business Training:
Sharon Lawton
business@the-coaching-academy.com**