



## Leader and Manager **AS COACH** Training / Certification



**The Leader and Manager as Coach provides any leader, manager, or supervisor with the ability to conduct practical and effective coaching conversations to offer feedback, improve behaviors, increase performance, clarify goals, unleash talent, leverage strengths, and remove barriers.**

The goal of any Leader and Manager as Coach is to effectively help leaders and managers gain the confidence, capabilities, skills, and tools to hold right coaching conversations, with the right people, in the right way.

### **The Opportunity: Training / Certifying Coaches**

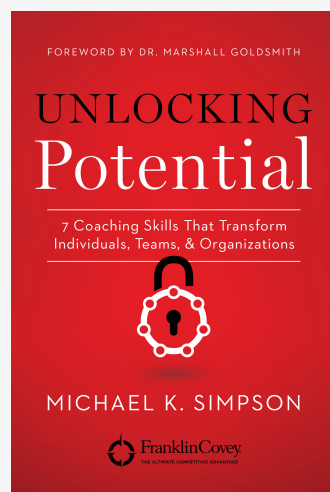
This 3-day training gives leaders and managers the opportunity to learn, practice, and apply Simpson Executive Coaching and Columbia University's world-class coaching models, content, curriculum, and tools. The Leader and Manager as Coach balances a focus on a principle-based and behavior-based approach to help leaders and managers conduct the difficult development, career, and performance conversations needed within any team or any organization.

In this 3-day world-class coaching course, leaders and managers learn basic coaching skills and principles, and then apply coaching tools—real-time, to help improve their individual and professional coaching mindsets, capabilities, and skill-sets. We offer basic coaching theory, practice, and then offer participants the chance to receive real-time feedback to improve their own capabilities in a safe, action-learning environment.

Participants who attend and experience The Leader and Manager as Coach training develop critical coaching skills and competencies that offer application and linkage to solve real-world, individual, team, and organizational issues.

The Leader and Manager as Coach training offers practical and proven coaching processes, skills, and tools. They are designed to equip leaders and managers with the ability to hold effective, emotionally intelligent conversations, and to better interact with and influence direct reports, team members, peers, bosses, clients, and key stakeholders. Each participant receives instruction and practice with in-session guidance and support to prepare them for on-the-job use of the coaching tools.

Post-program, all participants will be organized in monthly peer-to-peer support structures to help reinforce learning objectives from the training. Simpson Executive Coaching also offers all participants ongoing resources with coaching blogs, webinars, best-practice studies, articles, and phone apps to reinforce coaching skills and ongoing development.



*“Unlocking Potential is a skillfully written treatise about how you can be a great coach. Follow Michael’s advice in this great book. He’ll give you guidance on holding coaching conversations with individuals, teams, and organizations.”*

Dr. Marshall Goldsmith

Author of *New York Times* bestselling books *MOJO* and *What Got You Here Won't Get You There*.

#### **In partnership with**

Columbia Coaching Certification

International Coach Federation

Association of Corporate Executive Coaches

FranklinCovey



## The Business Case for Coaching

Why do leaders seek coaching? According to Columbia Business School's research, the following coaching areas are of greatest importance to leaders:

- Work-life balance
- Leadership effectiveness and behavior change
- Job performance and goal execution
- Talent management, career path, and career transition
- Culture alignment, including values and behaviors
- Relationship enhancement, improving trust among key stakeholders
- Conducting effective, inspiring, and engaging coaching and mentoring conversations

## Coaching Session Objectives

- Leverage Simpson Executive Coaching's world-class coaches training in partnership with Columbia University's coaching frameworks and tools applied at the individual, team, and organizational development areas.
- Understand and apply two coaching models with the use of powerful coaching questions; e.g., Simpson Executive Coaching's 3Ds model, and Sir Jonathan Whitmore's GROW model.
- Learn what coaching is and is not. Understand what it means to be a SMART and effective coach using the right mindset, skillsets, and conversations.
- Learn how to improve leadership credibility and conduct high-trust conversations as a leader with all key stakeholders.
- Learn how to apply coaching tools to clarify vision, purpose, strategy, and align individual, team, and organizational goals and objectives.
- Learn how to apply coaching in context of talent management, job performance, career, and life development planning.
- Learn how to effectively hold 3 essential leadership conversations to improve performance, clarify voice and purpose, and remove barriers within your team.
- Learn how to effectively debrief 360-feedback data and use effective feedback coaching conversations.
- Learn the skills of how to be a better empathic listener and effectively build trust and mutual understanding with others.

“The coaching materials are superb! Michael knows what he is talking about. He was interactive and related well with our group with his fun sense of humor.”

Elaine Rodriguez

VP of Operations,  
Center for Leadership  
and Change, Manila,  
Philippines

“I appreciate Michael's professional skills in facilitation as well as his coaching to all my leaders and teams. He had a tremendous impact in helping us achieve this great success.”

Neal Pryor

Former SVP,  
Frito Lay Corporation

“It's easy for me to endorse Michael Simpson. His great coaching work helps to unlock others' potential. Michael beautifully illustrates powerful principles and practices with real-life examples to significantly enable others to unlock and increase their potential.”

Walter L. Ross, Ph.D.

Former Program  
Director, Pepperdine  
University's MS of  
Organizational  
Development



## Audience

The Leader and Manager as Coach is specifically designed for individuals who lead or manage any business unit, work team, project, work group, or direct reports. The world-class principles, models, processes, and tools have been time-tested and proven with many of the best companies and leaders throughout the world.

### Day 1: 8:30 a.m. to 5:30 p.m.

- Coaching Background & Overview
- Coaching Foundations
- The 5 Roles of a “SMART” Coach
- What Influences Our Leadership Results?
- The Right Coaching Mindset, Behaviors, and Results
- Framework and Use of Powerful Coaching Questions
- Columbia University’s 3Cs and GROW models  
*The 3Cs/GROW Models (Coaching Card Practice)*
- Call to Action: Coaches Action Planning
- Homework
- Close

### Day 2: 8:30 a.m. to 5:30 p.m.

- Review the 3Cs/GROW Coaching Models
- Introduction: How to Coach Effective Leaders
- Maturity, Emotional Intelligence, and Proactive Choice
- Coaching the 4 Roles of Effective Leaders
- How to Coach & Inspire Trust  
*13 Behaviors (Coaching Card Practice)*
- Set up peer-to-peer coaching structure
- Call to Action: Coaches Action Planning
- Homework
- Close

### Day 3: 8:30 a.m. to 4:00 p.m.

- The Coaching Pyramid
- Empathic Listening and Feedback Role Play
- 3 Steps for Coaching Non-Performance and Accountability
- Coaching Diversity and Global Cultural Intelligence
- Coaching and talent Management Pipeline  
*(2 x 3 Talent Matrix Tool)*
- Unleashing Talent: 3 Leadership Coaching Conversations  
*(Coaching Card Practice)*
- Call to Action: Coaches Action Planning with Peer Coach
- Alumni Network, Online Community, Webinars, Tools
- Close / Graduation

