



*"Managers instruct, direct, and assist. Leaders coach."*

*Justine Jackson-Fraser*

*Your 2-day journey towards developing as a coach includes ...*



- Building a sound understanding of different behaviour styles and how they relate to coaching
- Developing a deep understanding of and respect for what the fundamental coaching principle of 'self-determination' really means in practice, and for you as a coach
- Being provided with feedback as to coaching behaviours that may or may not work for you
- Assistance with making the shift from managing to coaching
- Implementing Psychology at Work's coaching process that will help you keep the principle of 'self-determination' safe during coaching
- Learning how to deliver on-the-move coaching as well as engaging in a more formal coaching process
- Opportunities to practice and receive feedback prior to taking up the role of coach
- Developing insight into some difficult coaching dynamics and interpersonal behaviours that can derail coaches with even the best intentions

*"Coaching simply speeds up a process of change that would most likely occur anyway if an individual had enough time. Without a coaching program that forces a client to focus and make time, people sometimes miss the real issues they need to focus on."*

*The Ivy Business Journal, September-October 2000*

*Why Practical Coaching helps develop real coaching skills?*

- Practical Coaching helps coaches develop a better understanding of interpersonal behaviours and to build their ability to identify and manage subtleties or dynamics that underlie the coaching process. For example, understanding the difference between behaviours of dependency and low self-esteem, and knowing how to manage these behaviours as a coach.
- It provides opportunities for coaches to learn skills of giving and receiving feedback, and to feel what it is like being coached according to the Psychology at Work way, so that they can make better decisions as a coach.
- It holds true to the role of a coach as a person who helps others determine their own path and make the best decisions for themselves. The strong focus of respecting self-determination and individual choice means that coaches do not complicate the coaching relationships by, for example, mentoring others in a way they feel pressurised to agree.
- It helps future leaders increase their effectiveness by moving from "managing" and "telling" behaviour styles to "leading" and "coaching"
- It builds confidence. Because Psychology at Work's coaching processes are easy to learn, coaches know what their own risks are as a coach and how to manage situations.



*You will find the Practical Coaching Workshop useful if you ...*

- Want to start implementing a coaching methodology in the way you manage others, including subordinates, superiors and peers, spouses and children ...
- Find yourself rescuing others, and would like to develop the skills that allow you to keep boundaries whilst helping others find a solution that works for them
- Want to better understand your own coaching style and to increase the interpersonal dimension of your existing coaching methodology
- If you have a 'gut' feel for what to do when you guide others, but don't know why it sometimes does and sometimes doesn't work.
- Want to learn the skills of giving and receiving feedback, even as a person being coached.