

Course – How to act like a coach

Introduction

Many companies expect their managers to ‘coach’ their staff.

We welcome the intent behind this crude explanation, particularly because it implies that managers are able to tap into the inherent potential of coaching during their everyday work.

However, most of the courses on offer are geared towards the staff to be coached whose performance is to be improved through coaching by their manager, while also intended to reduce inefficiencies.

Based on our experience, the main benefit stems from the manager’s own development as the benefits for staff and the company will emerge of their own accord over time.

Being a coach and being able to coach:

- boosts the manager’s ability to empathise,
- develops the manager’s dialogue skills,
- encourages the manager to seek solutions autonomously when it comes to difficult situations,
- fosters an interest in self-reflection,
- enables the manager to handle adverse circumstances constructively and effectively,
- empowers the manager to tackle challenges far beyond their comfort zone,
- and makes the manager curious to broaden their horizons on a personal and professional level.

All of the above points have a knock-on effect on the coach’s surroundings as the manager is likely to find that people will actively seek a dialogue with them when exploring self-empowerment options.

If both parties take such dialogues to be leadership dialogues with an empowering effect and thus use them accordingly, this will maximise the potential of coaching in terms of

- the manager’s own development,
- the employee’s empowerment,
- the company’s leadership culture, and
- the development of the organisation.

This is precisely what we stand for with our WIESENTHAL Campus 4.0 courses.

Course	How to act like a coach
Target group	Companies which understand that coaching can be a powerful corporate development tool and want to harness the inherent potential of coaching to develop their managers.
Goal	<p>The aim of this course is to foster a culture of empowerment within the company by targeting middle management and providing them with the following skills:</p> <ul style="list-style-type: none"> ▪ Ability to empathise, ▪ Dialogue skills, ▪ Willingness to come up with solutions in difficult situations, ▪ Interest in self-reflection, ▪ Ability to handle adverse circumstances constructively and effectively, ▪ Willingness to develop themselves ▪ Curiosity to broaden their horizons on a personal and professional level
Outcome	It is not uncommon for managers to start showing more initiative to tackle hitherto difficult circumstances soon after beginning this course. There will be a clear decline in the general number of complaints within the manager's remit, and staff will begin to think more in terms of solutions rather than problems. By the end of the course, managers will complete a number of tasks and implement plans that are relevant to the success of their department.
Content	<p>Four events are held, each lasting two days and focussing on a specific topic:</p> <ol style="list-style-type: none"> 1. Mindset and basic assumptions that are crucial to self-empowerment and staff empowerment. 2. Empowering dialogue as a leadership tool. 3. Enabling a mental shift in oneself and other people. 4. Applying the empowering dialogue in feedback and conflict discussions as well as in team meetings.
Group size	Min. 10 and max. 20 participants
Competence	Participants should have prior managerial and coaching experience.
Structure	<p>This course is a 12-week action learning programme consisting of:</p> <ul style="list-style-type: none"> ▪ 4 events, each lasting 2 days (64 hrs. in total) and focussing on a specific topic ▪ 12 weeks of practical training ▪ 10 individual coaching/supervision sessions over the phone meetings, each lasting 60 mins.

WIESENTHAL

Leadership Campus 4.0

Pricing	€4,500 net per participant Plus room rental fees and cost of any overnight stays. Plus VAT
Booking process	The internal application process for participants should be discussed with the provider before booking the course.
Provider	WIESENTHAL – Campus 4.0 Contact: +49.(0)178.1861007, kw@karinwiesenthal.de
Course lead	<p>Britt A. Wrede – Top management coach and author</p> <p>Britt is a coaching pioneer who introduced coaching to companies back in the 1990s. She imparted a highly effective coaching approach known as ‘mental shift coaching’ which enables users to tap into often unconscious knowledge, skills and volition during reflective dialogue and to then put them to effective use in the form of specific goals. This gives rise to an inner mindset defined by the reassurance of achieving success, in turn automatically leading to a purposeful behaviour when it comes to thinking, speaking and acting.</p> <p>In 2017, Britt created the Coachguide project. Here, she and her team help companies to organise coaching via the www.coachguide.de website with a view to developing the company in preparation for the future.</p> <p>Contact: +49 (0)211 30185519, wrede@coachguide.de</p>