

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2506](http://www.amanet.org/2506)

# Coaching: A Strategic Tool for Effective Leadership

## Get skills for coaching employees to improve the effectiveness of individuals and teams!

During times that would challenge even the most resilient and experienced managers, it's never been more important to have an arsenal of tools, techniques and best practices for coaching employees. This seminar gives them to you—from analyzing the cause of subpar performance to creating a climate for effective employee coaching and learning...from giving corrective feedback to handling difficult responses to coaching. You'll leave this three-day seminar more aware of your personal habits, styles and preferences when you are coaching employees, through assessments, role plays and exercises.

### How You Will Benefit

- Confront difficult situations with confidence
- Develop a team environment that fosters synergy
- Reinforce the behavior and motivation of peak performers
- Turn around disruptive behavior
- Build the trust and rapport necessary for coaching employees effectively
- Learn how to listen with an empathetic ear and encourage open, two-way communication

### What You Will Cover

- What leaders do...why leaders need to be coaches
- Obstacles to coaching: the three-part coaching process
- Creating a climate of trust and confidence
- How to sustain trust when you confront poor performance
- How to be confident in the face of a difficult challenge
- Guiding a dialogue on performance
- The delegation process...difficulties of delegation...signs of poor delegation
- Why leader-coaches must be teachers and trainers: six learning styles
- Guiding the development of a performance improvement plan

### Who Should Attend

Team leaders, managers and executives.

### Schedule

- [3] days - \$2,645 Non Members

- [3] days - \$2,395 AMA Members
- [3] days - \$2,268 GSA

## Credits

21 CPE /1.8 CEU /18 PHR

18 SPHR/18 PDCs

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