

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/2246](http://www.amanet.org/2246)

# Coaching and Counseling for Outstanding Job Performance

**Enhance the potential of every employee to become more effective, productive and committed.**

Every employee can reach higher levels of performance, including your average and best performers. What they need is a manager who can coach: someone who can routinely observe, assess, and interact in ways that develop and maximize their individual effectiveness. This is your seminar to raise their potential and level of performance and get the most out of your team.

## How You Will Benefit

- Improve your ability to coach
- Minimize repeat performance failures
- Close the gaps between current and desired performance and outcomes
- Assist and challenge your best performers to greater levels of success
- Integrate coaching seamlessly into daily interaction with your people

## What You Will Cover

### An Introduction to Managerial Coaching

- Assess your team for gap between potential and current performance
- Recount expert definitions of business coaching and integrate that with your own conceptions
- Cite research on coaching impact on measurable performance improvements

### Skills in Support of Coaching

- Practice coaching to become comfortable and skilled in asking open-ended questions
- Practice listening for skill improvement
- Develop critical distinctions for language and make distinctions through live application

### The AMA Coaching Interview Model

- Gain a comprehensive understanding of the two integrated halves of the model
- Observe demonstrations of the model's application
- Perform all five steps of the AMA Coaching Model in live practice

## Key Issues Related to Effective Coaching

- Challenge the notion of “coachability,” replacing it with “receptivity to coaching”
- Engage in self-examination of attitudes that support or thwart successful coaching
- Assess current behavior—plan to eliminate “coaching-opposed” behaviors and adopt “coaching-supportive” behaviors

## Who Should Attend

Managers who want to improve results and get higher performance from their team.

## Special Feature

Your seminar experience includes intensive “coaching labs”—team coaching sessions with hands-on skills practice to reinforce learning and application.

## Schedule

- [3] days - \$2,345 Non Members
- [3] days - \$2,095 AMA Members
- [3] days - \$1,984 GSA

## Credits

18 PDCs/18 SPHR/18 PHR

1.8 CEU /21 CPE

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