American Management Association®

Coaching for Optimal Performance

Learning Objectives

- Define and Use the AMA GUIDE Model for Managerial Coaching to Enhance Your Team Members' Performance
- Integrate Coaching Seamlessly into Your Everyday Managerial Duties
- Minimize a Team Member's Repeat Performance Failures
- Assist and Challenge Your Best Performers to Higher Levels of Performance
- Coach a Team to High Performance
- Appreciate the Benefits of Drawing Out and Strengthening Each Team Member's Talents and Abilities

What Is Managerial Coaching?

- Define Managerial Coaching
- Understand What Coaching Is and What It Is Not

Skills in Support of Coaching

- Ask Great Open-Ended Questions
- Listen More Effectively

The AMA GUIDE Model for Managerial Coaching

- Understand and Explain All the Components of the AMA GUIDE Model for Managerial Coaching Process
- Coach Others Using the AMA GUIDE Model for Managerial Coaching

Issues Related to Effective Coaching

- Address the Conflicting Roles of a Coaching Manager Who Is Both a Judge of Performance and a Developer of Talent
- Assess Your Team Member's Receptivity to Coaching and Improve upon It
- Examine Your Attitudes That Support or Thwart Successful Coaching
- Assess Your Current Behavior, Eliminating Actions That Oppose Coaching Behaviors and Adopting Those That Support It

800.854.4493 | amanet.org/2246

© American Management Association; 1601 Broadway; New York, NY 10019