

**American Management Association's  
Coaching:  
A Strategic Tool for Effective Leadership**

***Learning Objectives***

- Describe Why Leaders Must Be Adept at Coaching
- Be an Intuitive Listener
- Build a High-Performing Team That Trusts You
- Describe the Two Phases of the Coaching Process
- Be a Teaching Leader Who Empowers Their Team
- Use the Four Communication Styles Flexibly
- Conduct Great Coaching Sessions Using Excellent Open-Ended Questions

***Coaching and Leadership***

- Define Coaching
- Understand the Distinction Between Coaching by Leaders and Coaching by Managers
- Be Inspired by the Business Case for Coaching
- Give Yourself a Preliminary Leadership Assessment

***Introduction to Coaching as a Leader***

- Understand the Straight A's of Coaching
- Learn and Begin to Use the Facilitative Approach to Coaching
- Comprehend the Relevance of People, Performance and Process
- Better Tap into Your Emotional Intelligence and the EI or EQ of Others

***Five Foundational Skills***

- Be an Ethical, Inspiring Role Model
- Learn and Embody the Platinum Rule
- Build a Culture of Trust
- Become an Excellent, Intuitive Listener
- Understand the Nuances of Having a Dialogue

***Teaching and What's Your Style?***

- Teach Your Managers More
- Alter Your Style to Better Interact with Others

### ***GUIDE: Understanding the Current Situation***

- Learn the First Three Parts of the AMA GUIDE to Coaching Model
- Practice Coaching These First Three Parts
- Experience What It's Like to Be Coached Using the GUIDE Model

### ***GUIDE: Enabling the Change Process***

- Understand the Last Two Parts of the GUIDE Coaching Model
- Practice Coaching These Last Two Parts
- Debrief on How It Went and Discuss Lessons Learned and Areas for Additional Improvement

### ***Full GUIDE Round and Team Coaching***

- Experience a Full GUIDE Coaching Round (as a Coach and a Person Being Coached)
- Learn Best Practices for Team Coaching
- Participate in or Witness a Team Coaching Demo