



PerformBoost™ Coaching Skills



PerformBoost™ Coaching Skills

- techniques to coach anyone to boost their performance and achieve goals

Introduction

Why do your staff not perform consistently?

Research indicates that one of the major contributors to this is inconsistent or non-existent coaching. The Fastest Man in the World, Usain Bolt, has a coach. Every employee of yours needs one too, no matter what level of performance they have. If they're great, effective coaching will make them greater. If they're lousy, coaching can make them good.

The major issue is that the coach too needs to be trained. Being a line manager doesn't make a person an automatic coach. Effective coaching has to be learned and coaches too need to have consistent training and coaching even to produce more productive employees.

Coaching staff to help them achieve their performance objectives for the year has been shown to be a major motivator. Coaching is not just for the weak but also for the super achiever - remember Usain Bolt?

What is the impact of coaching on your staff?

It directly boosts your topline because sales staff close sales more effectively. It directly slashes your costs because staff become cost efficient in their operations. Therefore, coaching indirectly swells up your bottom line.

Coaching is an essential leadership skill every leader has to have. Period. A leader who doesn't know how to coach is an ineffective leader - a failed or failing leader to be accurate.

The Programme

Course Objective

To boost the coaching skills of line managers to be able to boost performance of employees.

Who should attend

- * Everyone in leadership positions
- * All Line Managers
- * Staff being groomed for line management

Course Benefits

- * Be able to list who can be coached
- * Be able to list characteristics of a coach
- * Be able to coach using the AIGROW™ model
- * Be able to set SMART goals
- * Be able to perform active Questioning and Listening

Course Methods

This training course will be delivered in a highly engaging and interactive way.

There will be:

- * Trainer input and tips through short presentation, demonstration and discussion
- * Individual and small group exercises with facilitated group review of learning
- * Group discussion
- * Practice sessions in pairs or trios with feedback and coaching

Duration

- * 2 Days

Course Outline

Day 1

- * Introduction
 - ★ Difference between coaching, training & mentoring
 - ★ Who can be coached
 - ★ Who qualifies to be the coach
 - ★ Telling vs selling
 - ★ What motivates people and how to apply to coaching
 - ★ The AIGROW™ Model of coaching

- * Goals
 - ★ SMART goals overview
 - ★ Linking goals to performance appraisal objectives

- * Questioning skills
 - ★ Psychology & Physiology of questions
 - ★ Types of questions- Brain HooknRod™, Ziplt Moment™, Spanner-in-the-Wheel™

- * Listening skills
 - ★ Essential skills in active listening
 - ★ Body language for coaches

Day 2

- * Reality, Obstacles, Options, Way Forward
 - ★ Today vs Goal
 - ★ Obstacles to peak performance
 - ★ Options for performance improvement
 - ★ Creating the way forward

- * Mock Coaching Role Plays

- * Extras
 - ★ Coaching frequency
 - ★ Feedback venue
 - ★ Handling difficult people

Elements from this programme have helped companies, like Astra Pharmaceutical, Novartis Corporation, Sanofi Pasteur, Megalift/Multi-trans and D'Apotic Pharmacy to boost their employee performance levels. A combination of this programme elements and Surgingsales™ Selling Skills boosted growth of one of these companies by 465% over an 8-year period.

The lessons in this programme have also benefited individuals from Malaysia and Internationally to launch their entrepreneurial ventures successfully.

The Trainer

James Pereira

James Pereira spent 22 years in the pharmaceutical industry in several Multi-National Companies. He has been involved in sales and marketing as a Product Manager, Sales Manager and Sales & Marketing Director in the Malaysia, Singapore, Brunei sub-region.

Among his achievements in the pharma industry were developing a performance management system and initiating a career development programme in his Division for succession planning purposes. His OD initiatives resulted in rescuing doomed divisions and even taking a Division from USD 3 million to USD 30 million in 9 years.

He operated a pharmacy with his wife that developed his skills in B2C reputation marketing and customer engagement techniques.

After leaving the pharma industry, he spent 2 years in the academic world as a Deputy Dean of the Post Graduate School in a private university. He obtained a grant from the Ministry of Higher Education to develop a Malaysian Appreciative Inquiry Model to boost performance among Malaysian companies. He is also a Visiting Lecturer for the University of Sunderland (UK) MBA programme delivered at SEGI College.

James obtained a BSc (Hons) from USM in 1986 and an MBA from Strathclyde University in 1995 and received the Book Prize for Organisational Development.

James is a business columnist with Free Malaysia Today news portal, sharing his expertise on organisational development and reputation marketing topics.

He founded Lion Reputation Marketing Coach providing revenue generating services to companies in Malaysia and North America focusing on Performance Development Consulting and training in Leadership Skills, Coaching Skills, Selling Skills, Sales Leadership Skills and Marketing Planning Skills.

James has spent many hundreds of hours as a life and business coach with U.S. based T.Harv Eker's Reasons or Results Worldwide, coaching Malaysian and International clients.

Among the clients he has provided consulting and/or training services include

- * **Healthcare** - D'Apotic Pharmacy, Tripti Bumis, Beverly Wilshire Medical Centre, Tropicana Dental Surgery, Smith & Nephew, Holista Coltech
- * **Swiss Luxury Watch Brands** - Breitling, IWC, Jaeger LeCoultre, Audemars Piquet
- * **Luxury & Common Automobiles** - Ferrari, Lamborghini, Hyundai Sime Darby
- * **Fortune 500 Companies** - McDonalds & Domino's Pizza
- * **Logistics** - Shriro, Megalift, Multi-trans
- * **Oil & Gas** - Enersea, IDS, Upeca
- * **Electrical & Electronics** - Schneider Electric, KVC, RPS Automation, MCL, Logic Builder, Pentapower, Combi Master Drives, Cupex Electrical, Compact Electrical, Maydenki
- * **E-commerce** - ZiccoTees, Covo Cosmetics
- * **F&B** - Bella & Luca Pasta Fresca, Baby Cakes Shoppe, La Taverna Restaurants
- * **NGOs** - TECH Outreach, Bethel Community Centre, Malaysian Dietary Supplement Association, American Forests

James is an HRDF Certified trainer as well as an Associate Trainer with the Federation of Malaysian Manufacturers, Leaderonomics, RCS Dynamics, Tactics Asia and Blaze Avenue.

James serves as a member of the Harvard Business Review Advisory Council, Smartbrief Advisory Panel as well as a member of the National Human Resource Standards Interest Group Network.

About Lion Reputation Marketing Coach

LRMC is Malaysia's First Reputation Marketing organisation dedicated to helping businesses of any size in any industry to boost their profits by building their online and offline reputation via continuous improvement of their core functions, core processes and core competencies. We consult and coach companies to jumpstart their operational areas to supercharge their sales, slash costs and explode profits.

Training and Development of staff competencies in relevant areas to enhance performance and reputation is one of the core services LRMC provides.

A Bottom-Line Series Programme by



Lion Reputation Marketing Coach

Lion Reputation Marketing Coach (002193513-W)

31 Jalan Tempinis Kiri, 59100 Kuala Lumpur

Tel:6012-2829156

www.lionreputationmarketing.com

email: james.pereira@lionreputationmarketing.com