



the coaching  
academy



# Leader as a Coach Advanced Programme

Coaching is a leadership approach designed to empower individuals and organisations to maximise performance, drive growth, and achieve goals.

This leadership development programme is for leaders, managers and emerging leaders to develop their coaching skills and to adopt a coaching approach to leadership. Adopting a coaching culture throughout all levels of the organisation can directly impact organisational culture and improve organisational performance.



## Upon completion, you will gain:

- A comprehensive understanding of how coaching can positively impact leadership in the development and performance of individuals and teams.
- Proficiency in using coaching models, questioning techniques, and core listening skills to foster innovative thinking.
- The capability to consistently and effectively apply coaching fundamentals for team growth, accountability, and empowerment
- Techniques for recognising psychological obstacles to success and the use of effective tools to empower individuals to overcome these obstacles.
- The capacity to cultivate a growth mindset and value-based approach in individuals
- Techniques for personal and professional development include feedback and performance management techniques.
- An Accredited Award in Coach Training with The Association for Coaching



**// The course gave me confidence and an understanding of how to effectively lead, manage and develop the team //**

Anastasia Demchuk

## The Leader as a Coach Programme Structure

This modular senior leadership development programme comprises six live training days, delivered in person.

### Live training content

- 9 am arrival for 9.30 am start
- Each in-person training day will end at 4.30 pm

### Four 90-minute virtual sessions delivered using MS Teams or Zoom

- One 90-minute programme pre-programme introduction and onboarding session
- Three 90-minute action learning sets delivered via MS Teams.

These Action Learning Sets will be delivered between the live in-person sessions.

### What is an Action Learning Set?

Live, interactive trainer facilitated group learning sessions, including scenario-based group discussions. These sessions will be delivered via MS Teams or Zoom.

## **Onboarding Session – 90 minutes online**

### **Module 1 – The Coaching Approach in the Development of People.**

- Recognise the business case for coaching as a leadership approach
- Understand the principles of coaching in the workplace
- Identify how coaching differs and its place alongside other workplace interventions
- Define core coaching skills required for a coaching approach to leadership

### **Module 2 – Coaching Tools for Leaders**

- Understand different coaching models to use in coaching
- Learn how to apply and use coaching models in practice
- Explore coaching scenarios at work
- Start to adapt your leadership style to include a coaching approach

## **Group Action Learning Set delivered Online – 90 minutes**

### **Module 3 – Coaching Skills as a Leadership Approach**

- Understand how to adapt your coaching approach to suit the individual and support their enhanced development
- Explore the concept and application of Active Listening
- Learn and practice powerful questioning skills
- Develop an awareness of the importance of language in the coaching process

### **Module 4 – The Coaching Mindset**

- An introduction to psychological barriers to success
- Understand how coaching can break subconscious negative cycles
- Raise awareness to the impact of limiting beliefs and imposter syndrome
- Explore Growth versus Fixed Mindset
- Understand the importance of motivation in successful coaching outcomes

## **Group Action Learning Set delivered Online – 90 minutes**

### **Module 5 – Coaching as a Leadership Tool**

- Learn how to facilitate effective coaching conversations within the workplace
- Explore formal and informal coaching approaches
- Use of the Skills Development Wheel as a coaching and performance management tool
- Understanding a values-based approach to leadership

### **Module 6 – Coaching for Performance**

- Explore feedback using evidence-based strength-centred feedback
- Develop a coaching approach for high performance
- Enhance and refine your skills and the quality of your coaching conversations
- Explore how to apply and sustain a coaching culture within your team or organisation

## **Final Group Action Learning Set delivered Online – 90 minutes**

## Inclusive of 10 live facilitator-led training sessions and supporting materials.

By investing in your managers and leaders to attend this programme, you and they will discover how embedding a true coaching approach to leadership at all levels can transform your business and the fulfilment of your employees.

This experiential training programme will include digital workbooks, interactive case studies, recommended and required additional reading, and practical activities for developing and embedding coaching knowledge, skills, and competency into your leadership style. These resources and training approaches have been designed specifically for this training intervention and considering all learning needs.

**// The training was of a high quality, well-designed, and gave plenty of opportunities for practical and theoretical learning. Our whole team rated the return on investment for our organisation as very high //**

**Lorien Waterer**, Harper & Keele Veterinary School, The University of Keele

## Using The DISC Model of Behaviour in Building a High-Performance Team

(Optional Module)

As the leading providers of DISC profiling in the UK, we know that leaders who use the DISC model of human behaviour to create a high-performance team find it game-changing. By understanding the unique personality traits and behaviour styles of their team members, leaders can tailor their communication and leadership approach to better motivate, engage, and inspire their team. This can lead to increased productivity, reduced conflict, better collaboration, and higher job satisfaction for team members, ultimately contributing to the team's and the organisation's success.

## Why Choose Us?

Established in 1999, The Coaching Academy is now the UK's largest professional coach training provider and a leader in people development. We've earned an outstanding reputation and are rated excellent by our clients on TrustPilot.

We are chosen by more professionals and organisations looking to develop coaching skills and into their organisational culture. We reject a one-size-fits-all approach, tailoring our training to align with our clients' values, vision, and people development goals. Our world-class trainers are hand-selected from the best Executive and Leadership coaches in the UK.

*Our clients include:*



**AGGBS**



**TRINNY  
LONDON**

**VISA  
University**



**hcrp**  
Care Group

**Find out more by speaking to our team**

**Email: [Business@The-Coaching-Academy.com](mailto:Business@The-Coaching-Academy.com)**

**Telephone: 0208 146 3655    [www.leadershipprogramme.co.uk](http://www.leadershipprogramme.co.uk)**



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