



Coaching as a Leadership Approach for Success – ILM Endorsed Programme

Who is this qualification for?

Coaching as a Leadership Approach for Success, our ILM Endorsed Programme, is designed for practising middle managers, helping them to develop their skills and experience around leading others, and improve performance to prepare for senior management responsibilities.

Benefits for individuals

- ▶ Use core management techniques to drive better results
- ▶ Develop your ability to lead, motivate and inspire
- ▶ Provide strategic leadership as well as day-to-day management
- ▶ Benchmark your managerial skills
- ▶ Raise your profile in your organisation.

Benefits for employers

- ▶ Encourage strategic thinking at this level of management to foster business improvement
- ▶ Engage middle managers with training and development – this qualification is designed to provide clear, measurable benefits to career-minded professionals
- ▶ Customise this programme to your industry and your people's development needs.

The qualification is focused on developing coaching skills to build a robust coaching approach to leadership. There is an assignment which requires using a coaching approach within the workplace, using the methods covered during the programme. This enables learners to put the learning into practice right away, and therefore consolidates the learning from the programme.

Learning Outcomes:

- ▶ Understand the need for a coaching approach to leadership in the organisation
- ▶ Understand the process and content of effective coaching
- ▶ Understand own development needs especially around emotional intelligence and communication
- ▶ Be able to develop and implement an individual development plan to meet own development needs
- ▶ Reflect and review own learning and development

Indicative Content

- Nature and role of coaching in the workplace
- Behaviours required for coaching as a leadership approach
- Skills, abilities and characteristics of an effective coach
- Importance of contracting and confidentiality
- Development goals that can be met through coaching
- Following a process of effective coaching using the GROW model





- The coaching relationship, how it gives power to a coach, and the responsibilities associated with the role
- Exploration of the coach and line manager responsibilities – differences and potential conflicts
- Importance of equality working in a diverse workforce, nature of values and attitudes and potential for abuse (e.g. power) in the coaching process
- Promote equality of opportunity and avoid abusing their relationship with others
- Contracting – purpose and content
- Assessment of own development needs
- Emotional intelligence and its importance in leadership
- Communication
- Development of Personal Development Plans and how to implement effectively
- Reflection and review on learning and development

Programme

2 x 2 days 'classroom' teaching – highly interactive with case studies relevant to your industry

Tutor support for written assignments – online using zoom and email

Online support materials to complement classroom sessions

Investment

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