Coaching Skills for Leaders and Managers
3 – 5 FEBRUARY 2020, 8:30 AM to 5:30 PM • AIM Campus, Makati City

Course Overview
Coaching as a learning and development tool has seen exponential growth in recent years with the realization that with today’s globally-driven economy, the current notion of participative leadership is quickly giving ground to a new paradigm: facilitative leadership. With a highly-educated multicultural workforce, leadership today must evolve from one traditionally used to giving guidance and directions to one that develops excellent performance through facilitation.

This type of leadership focuses on developing relational skills: understanding each team member’s personal goals and aligning them with the corporate goal, recognizing individual competencies, inspiring efforts through continuous feedback, and helping to address specific development needs.

Coaching is a practical skill that is developmental for both the coach and the learner. As with all practical skills, the experience of coaching or being coached plays a significant role in its development.

Course Objectives
The course aims to equip leaders with the skills, knowledge and techniques that will help them become effective workplace coaches. The content is based on the International Coaching Federation (ICF) core coaching competencies and Code of Ethics.

During the intervening period between the phrase’s participants will be expected to conduct real coaching sessions in the workplace with their staff members and write up these experiences in the learning journal. There will be opportunities for participants to share members and write up these experiences in a learning journal. There will be opportunities for participants to share these experiences, confidentially, during the second phase and learn from the experiences of others.

Who Should Attend
This program is recommended for leaders at any level who have responsibility for developing staff performance and potential.

What You Will Learn
Day 1
- Introductions, setting the context
- Overview of the workshop
- Defining ethics, guidelines and professional standards
- Coaching Agreements / Contracts
- Coaching Relationships o Coaching Skills Audit

Day 2
- Coaching Skills and Competencies
- Coaching Presence
- Establishing Rapport and Trust
- Powerful questioning
- Active Listening
- Feedback skills

Day 3
- Planning a coaching session
- Goal Setting and Accountability
- The Coaching Environment
- Record Keeping
- Coaching Models
- Coaching Sessions – practice, feedback

Faculty Profile
Prof. Albert Mateo is a clinical professor of the Institute. He earned his Bachelor in Accountancy (cum laude) from Polytechnic University of the Philippines and Masters in Business Management from De la Salle University. Prior to joining AIM, Prof. Mateo was the President and Managing Director of HP PPS Philippines, Inc. (2010 to 2016) and also the President and Country Manager of Pfizer, Inc. (1999 to 2010). He specializes in General Management, Sales and Marketing, Business Development, Corporate Finance, and Human Resources Management.