



## **The Coaching Clinic®**

### **Strategic Coaching Skills for Managers, Leaders, Coaches, and Trainers**

**Developed by Corporate Coach U, a Division of  
CoachInc.com**

The following outline provides the Program Objectives, Curriculum Outline, and Content Overview for The Coaching Clinic®.

In this two-day interactive seminar, executives, managers, HR professionals, and leaders learn crucial coaching skills and competencies. Individuals gain an in-depth understanding of

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the coaching process. Leaders at all levels will learn to:

- • Promote innovation and accelerate desired results.
- • Effectively develop and retain valuable organizational members.
- • Improve organizational communication and team effectiveness.

It is our belief that the true spirit of coaching is a collaborative, ongoing partnership that supports an individual in the enhancement of their skills towards improved performance. Coaching is a professional discipline. Coaching skills and competencies are most effectively introduced and integrated into the corporate environment via modelling. The **Coaching Clinic** itself has been designed so that participants learn new skills by interacting with licensed “coach facilitators” who model the coach approach throughout the clinic.

Ideally, an internal coaching team will benefit from a program that begins with the Coaching Clinic, followed by ongoing advanced training in coaching skills for business supported all the while by mentor coaching either on an individual or group basis.

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We recommend that one-on-one coaching for each participant follows The Coaching Clinic®. While we strongly believe that the Coaching Clinic is the very best training product available to introduce coaching skills into the corporate environment, we believe that it is most successful when accompanied by the best possible support for the participants. Working with a professional coach will support participants as they translate and integrate their new coaching skills with their existing leadership, management and consulting competencies.

## Coaching Clinic Outline

Today's highly competitive business environment demands that individuals and the organizations employing them perform at higher levels and with greater speed than at any time in the past. Organisational leaders and team members alike must place a new emphasis on learning and the harnessing of individual and collective creativity. This requires a new type of workplace relationship. Coaching provides both a technology and a process for the new workplace relationship.

The **Coaching Clinic** effectively develops coaching skills for individuals within the organization. During an experiential

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learning process participants will:

- • Experience first hand the cutting edge coaching technology now being used in leading domestic and multinational companies
- • Discover how to inspire others to believe in their own success, sharpen their focus and make radical shifts to achieve extraordinary results
- • Access a powerful structure and process which enable them to begin coaching others for winning performance immediately
- • Discover the importance of understanding diverse personal communication styles using a style inventory. This removes potential communication barriers, opening the way for effective coaching and rapid development

## **Why coaching? Why now?**

Coaching, as an effective management philosophy, is expanding rapidly in organisations everywhere. Coaching is an effective tool for moving beyond the limitations of other organizational development and process improvement

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programs. Executives and managers are discovering how coaching can expand people's ability to take effective action.

## **What is the Coaching Clinic?**

The Coaching Clinic presents a fully developed coaching model for managers, leaders and coaches to implement immediately in their organizations. It includes:

- • A two-day experiential learning program
- • Optional follow-up, individual and group coaching to reinforce participants' learning and support them during implementation

## **How does the Coaching Clinic benefit the organization?**

The Coaching Clinic has been demonstrated to create sustainable shifts in individuals and organisations where the model has been implemented. Clinic participants are challenged to raise their standards for constructive, collaborative conversations, and they develop practical, business based skills and competencies. The Coaching Clinic provides the tools to facilitate coaching conversations and maximize the effectiveness of workplace communications.

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Participants use case scenarios appropriate to their own business perspective and strategy to maximize their learning experience, with relevant printed materials and guided group interaction. Client organizations achieve better results through the effective application of coaching methodologies and enhanced workplace communication. Individuals gain confidence as organizational leaders through the knowledge they acquire and the skills they learn in The Coaching Clinic.

### **Who in the organization should participate?**

- • Executives, managers and supervisors
- • Shop floor group leaders and team advisors
- • Human resource, organizational development and quality improvement professionals
- • Others wanting to learn advanced communication and organizational leadership skills

Mastery of coaching skills is not dependent on previous supervisory or managerial experience. Managers at all levels of training and experience find the coaching tools to be powerful and immediately useful.

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## When is an organization ready for coaching?

All organizations can benefit from applying a coach approach to management. Organizations having identified the following needs can realize immediate benefits:

- • a system that promotes innovation and accelerates results
- • more effective development and retention of valuable organizational members
- • improved results from present continuous quality improvement programs
- • improved organizational communication and team effectiveness
- • a model for respecting and honouring diversity in the organization

## Topics covered in The Coaching Clinic

**Context and Overview of Coaching:** how and why the workplace is changing and the challenges those changes

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present for managers; what coaching is and why and how it works for individuals and organizations; the shifts that individuals make in becoming coaches; identifying and overcoming personal and organizational challenges to coaching; the coach's job

**The Coaching Conversation:** how the coaching conversation creates a collaborative environment and provides a structure and process for personal development; illustration of and practice with the five distinct elements of the coaching conversation which provide the context for rapid development; skill practice using pertinent case scenarios.

**The Core Coaching Skills:** recognizing and taking advantage of "coachable moments"; basic and advanced skills for effective performance coaching in the organization, including contextual listening, discovery questioning, messaging, and acknowledging, as well as skill practice using case scenarios developed using real time coaching challenges from the actual work environment of the participants

**Workplace Communication Styles:** how knowledge of diverse communication styles enhances coaching conversations and the effectiveness of workplace communications; self assessment of personal communication styles using an inventory developed by coaches for coaches;

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identification of communication style strengths and limitations for each style; strategies for enhancing communications using knowledge of diverse styles.

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