



On-line, Webinar based

Coach Training for Managers

The Fastest, Easiest, Most Accessible
and Economical Way
to Learn Coaching Skills
for Coaching Employees!

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What if you knew that within 2 months, your managers would all be confidently coaching their staff to:

Step up and seize opportunities

Solve their own problems

Develop their own potential

Develop a vision of what they can achieve

Be accountable for their results

**Repeatedly exhibit world-class coaching behaviour that sets a standard
for young professionals to emulate**

Would that make a difference to your organization? You bet it would.

So how much time and money are YOU prepared to invest in the development of your managers?

Consider this research from the USA where Coaching is a very well established everyday business tool:

- **Retention** — A U.S. study found that 35% of new staff who did not receive regular coaching or mentoring were likely to look for another job in 12 months.
- **Better Performance** — Another U.S. study found that new employees with coaches/mentors outperformed other new employees by 20% in their first year.
- A study featured in Public Personnel Management Journal reports that Managers who underwent managerial training programs showed an increase in productivity of 22.4%, whereas those who underwent one-on-one **Executive Coaching achieved 88% increase.**
- And at a time when the global skills shortage intensifies the war for talent, Peter Sheahan the **Generation Y** expert has told us clearly that:
 - “The extreme turn over of Generation Y staff (those generally aged in their 20’s in Australia) is never because a job or a project was too challenging. It is usually caused by boredom and lack of personal challenge. When companies take a coaching approach to the way they lead and manage, they do so only after setting clear performance expectations. This is particularly important with Generation Y”

What's the Cost Comparison?

Consider for a moment that the recruitment cost for typical new or middle manager is upward of \$30,000. Why not invest and grow their skills so that they can Coach Their Staff to perform better for you?

These are the options:

- Any Public Coach Training Course can easily cost an individual, AUD\$2,500 for 1 weekend, or around AUD\$6,000 - \$8,000pp spread over many months.
- An In-House Face To Face Coach Training Course of only 2 days, can typically cost a company around AUD\$8,000 just for the coach training with no follow up coaching or guidance supplied. Plus the cost of travel and accommodation for your managers and time out of the office.
- And a 1 hour Executive Coaching Session can cost your company at least AUD\$400pp

We are not going to charge you anything like that.

If your managers will commit to giving my team 32 hours of their time, in small 1 hour blocks,

they will be coaching their staff with Confidence and Competence in 6 weeks

for only \$995 per person

And unlike other courses, that's NOT the end of the story.

Check out the Alumni Benefits (p 11) to see how your managers can repeat and access the course materials, free of charge anytime over and over again! And make sure they sign up an Accountability Partner (p12) to go through the entire course with them FOR FREE! That's a Bonus that can save your company \$995.00 pp.

That's why I'm so passionate about getting your managers into my Virtual Coach Training right now – to share with them, the Coaching Secrets available to them.

How much Total Time should students allocate for each Module including study time?

The Full Course requires a commitment of 34 hours over 6 weeks.

The free Introductory Module requires 60 minutes of webinar time.

Each of the 6 Paid Modules will require 5.5 hours of student time comprising:

- **Webinar Training: 1 hour** every week from 1.30 – 2.30pm AEST (Sydney) on Tuesday afternoons for the live training. **Plus 30 minutes** for viewing on line videos and reference material.
- **Webinar Tutorial: 1 hour** every week :1.30 – 2.30pm AEST (Sydney) on Friday afternoons
- **1.5 hours** for each **Workplace Challenge** which includes an hour for coaching your staff each week.
- **1.5 hours** for the **Personal Challenge** which includes 15 minutes a day for reading and keeping a journal.

Total commitment to the program = 34 hours including Free Introductory Module

How do the Group Coaching Tutorials Work?

Once your managers register for the paid course, each module is followed at the end of each week by **Live Virtual Coach Training** which they can dial into via a phone line or participate from their computer via webinar.

Sessions last 1 hour. Here they can ask questions and their coach will demonstrate coaching to help them solve their own challenges and assist with their action plans.

Sessions are held at 1.30pm – 2.30pm AEST (Sydney time) Friday afternoons.

Coaching Tutorials are run by experienced Executive Coaches on the Faculty Team specifically chosen to assist students to fast track their skills.

What is taught in each of the 7 Modules?

Module 1: “How To Coach Your Staff - 60 minute Free Introductory Training”

This Module is free and open to any manager interested in learning Coaching Skills – it covers:

- The **bottom line** on what it will take to be a great Coach for your staff in 2009
- The top 4 most **powerful coaching questions** to ask
- The 5 most important **coaching skills** you need
- The **biggest mistakes** managers make when trying to coach their staff
- A **step-by-step approach** to begin coaching TODAY!
- When NOT to coach!
- Some **commonly held misconceptions** about Coaching
- **Key Principles** every Coach abides by
- Why now is **THE time to act**

Outcomes: At the end of this Module, managers will know what Executive Coaching involves. They will take away some practical steps to action and coaching questions that can help them bring out the best in their staff. They will also know the planned outcomes from the full course and the impact it could have on themselves and their staff. They will know if this course is for them.

Module 2: “You the Coach - How to Set Yourself up for Coaching Success”

This module is about transitioning to leadership and personal success. This is a powerful module during which I teach you what you personally need to do to get ready to create an environment for yourself and your staff that breeds success and sees opportunities.

Outcomes: At the end of this Module, students will have done the personal planning required for moving from a traditional management perspective to transition into a leader where coaching success lies. They will have an understanding of "Emotional Intelligence"; what it means to be Coachable; what commitment to this process involves and will have decided "Who" they want to coach and "Why". They would have invited & registered an Accountability Partner to support them throughout the course.

Module 3: “Understanding Them - Coaching Tools to Uncover what Challenges and Inspires Staff”.

This module provides the tools to research what is stopping your staff from taking action and stepping up and what it will take to do so.

Outcomes: At the end of this Module, students will have conducted their initial coaching conversation with staff through researching their staff's professional interests, what challenges them and what inspires them. Students will have practised their empathic skills to become more aligned with their staff's perspective on the current culture and their view of future opportunities. Students will receive their first coaching feedback from staff.

Module 4: “Goal Setting – Setting Inspiring Goals that Your Staff Step Up for”

In this module I teach you how to ask powerful questions that lead to inspiring goals that benefit both the organisation and the individual and how to get staff to commit to them.

Outcomes: At the end of this Module, students will have completed their second coaching session with their chosen staff member. They have learnt how to enthuse another by drawing on the strengths of their staff and how to ask powerful questions that help staff begin to visualise ideal outcomes and possibilities. Students will be using the SMART goal setting technique and use it help staff set an inspiring goal for themselves and enable them to come up with options and strategies.

Module 5: “Seizing Opportunity- How to Build Commitment and Personal Accountability in your Staff”

This is an exciting module because it requires some creativity as students encourage and guide staff to see and seize workplace opportunities to showcase their skills.

Outcomes: At the end of this Module, students will have completed their third coaching session with staff. They will have discussed strategies and options for achieving the agreed goals and have practiced their "enthusing" skills for building commitment and accountability. The staff will have committed to actions and agreed how they should be held accountable within the agreed timeframe.

Module 6: “Feedback - How to Enable Staff to Effectively Analyse Their Own Performance”.

This is a non threatening breakthrough approach for many managers who find it so difficult providing feedback. I have been told that this module alone has significantly improved the relationships and performance between managers and their staff.

Outcomes: At the end of this Module, students will have completed their fourth coaching session with staff. They will have followed up their staff on the actions agreed to, facilitated a discussion on the outcomes and conducted a self analytical Feedback session. The student would have discussed accountability regarding performance, used the tools provided and agreed next steps.

Module 7: “Becoming a Consistent Coach - How to continue to craft leaders of the future”.

The final module is about the powerful positive legacy a manager can create if they choose to embrace the coaching approach to develop their staff. It comprises strong self reflection and commitment to a new vision of themselves and a commitment to keep developing their skills.

Outcomes: At the end of this Module, students will have completed their 5th coaching session with staff and facilitated a discussion on the outcomes and conducted a self analytical Feedback session. The student would have discussed accountability regarding performance, used the tools provided and agreed next steps. But most importantly, the student will have reflected on what they have learned, and made a decision about the style of leadership and manager they want to become and the legacy they want to create for themselves by developing others.

Does our company require any special software or phone line?

To listen, see and participate in webinars on work computers, managers do not need any special software or phone line however the following common systems requirements are recommended for fast and easy access to the event:

PC-based attendees:

Required: Windows® 2000, XP Home, XP Pro, 2003 Server, and Vista. A fast internet connection

Macintosh®-based attendees

Required: Mac OS® X 10.4 (Tiger®) or newer and a fast internet connection.

For great sound quality, if speaking, a USB head set is recommended for Tutorials. .

What are my options if I can't make the sessions?

Each week students receive a link to the next recorded lecture which they can access and listen to in their own time. It is best to listen these by Tuesday night of each week so that they can do their workplace challenge on the Wednesday or Thursday and coach their staff.

If you cannot make a “live” tutorial on Friday, unfortunately you will miss out. Our Coaching Tutorials will not be recorded because we encourage students to share their coaching experiences which sometimes cover sensitive topics in a work environment.

80% of students attend the live tutorials so they can fast track their learning's for the week. **Do not miss them.** We want you to diaries and COMMIT to these live tutorials as if you were attending a face to face tutorial with your coach.

Will my managers receive any feedback on the course?

Yes. After each Coaching Session, managers may ask staff to complete a short feedback form to give some on-the-spot guidance as to what worked well for them in the session and what did not. Managers can choose to bring that feedback to their tutorial each week and discuss it with their tutor – or not. Their tutor will also be providing feedback and guidance based on what is shared at the Tutorial.

What happens at the end of the course?

The Coaching Secrets Challenge is the final step in the course. It is a self assessment of what the student feels they have achieved. It's objective is to see how effectively students have grasped the skills and grown as leaders.

Students are required to complete the Workplace Challenges for each Module, have engaged in their Coaching Tutorials and submit a 500 word essay summarizing what they have got from the course.

Faculty Tutors review the Challenge entries, contact the students and welcome them into our Alumni Circle. Alumni receive special benefits. .

How does the payment plan work?

Either 1 payment of \$ 995.00 or two payments of \$595.00 (the second automatic payment is 30 days after registration)

Plus- you become a Coaching Secrets Alumnus for a lifetime and get ongoing access to re-register for the course at no additional cost. Plus, you get access to any of my other courses for 25% off!

The payments automatically come from your credit card account (Visa, MasterCard)

How fast will I get course materials after registering?

You'll get instant private access to our "Coaching Secrets" Members Area located at www.CoachingSecrets.com.au as soon as you register for the paid course. Modules will be loaded to the site 48 hours before each webinar is scheduled.

What's the first thing I should do after registering?

As soon as you get your access details to the Members Area, all students are encouraged to get familiar with the "Coaching Secrets" web site to get the most out of this training.

Can my partner, assistant or colleague get access to the calls?

Yes, each paid registrant can invite ONE Accountability Partner to get private access to the Members Area, recorded trainings, Checklists and Action Guides. This person is known as your Accountability Partner because their job is to keep you motivated and help you implement the learning's. See p12.

Do I have 1-on-1 personal coaching opportunities?

Of course. Although most participants will use the group coaching tutorials, our Executive Coaches on Faculty are available to provide “coaching” and “mentoring” to you so you can become even more productive with the material with less effort.

These 1:1 sessions are an extra fee and they occur by phone. If you are interested, in 1:1 Executive coaching or mentoring, let us know.

Is it possible to ask questions during the training and tutorials

Each training lecture lasts 1 hour and is a recorded lecture. However live tutorials are held every Friday where students can ask any questions they wish and share their coaching challenges and ask questions of their Faculty Coach.

Shall I register even if I don't actually know how coaching in business works?

Over the years I have found that about 75% of students do NOT know what Coaching means in a business environment before they get to the course.

Module 1, “An Introduction to coaching” is designed specifically to clarify what coaching is and sift the serious players from the “want to be” coaches who think it will be a free ride. It's not. It will take work and commitment. Register for Module 1 and judge if this is right for you.

What is the Coaching Secrets refund policy?

If the content fails to meet your expectations within the first 3 modules (after you've completed Module 3), we'll refund you with only 3 questions asked ... here they are:

1. "What happened?"
2. "What should have happened?"
3. "How can we make it right?"

This is to give me personally, a chance to make things right for you. However, if you still want a refund after I've responded to your comments, you'll get a full refund with no additional questions asked. That's my personal guarantee.

Unique Ongoing Alumni Bonuses



Free Ongoing Access to Course Materials!

Pay their tuition once and they'll automatically get free ongoing access to this Coach Training Course for the life of the course. This means that your managers can access this material 24/7 to refresh their memory and keep improving their skills, or simply access the recordings as needed.



25% OFF New Events and Seminars

And, as long as they remain an Alumnus "in good standing" they also get 25% Alumni discounts off all of our other virtual seminar training events and courses.



Ongoing Access To Private Resource Tools

Alumni's get access to Juliette's private coaching "resources" and other time-saving online coaching tools. Many of these tools have previously only been available to our private clients.



Online Mastermind Group

Alumni can join our online Mastermind Group so they can network, share "pro-bono" coaching and connect with other managers and independent professionals who are also building their coaching skills.



Bonus - Accountability Partner

Would it help to have someone go through the course with each of your managers to discuss and practice the techniques with them?

When your managers register and pay for our full "How to Coach Your Staff" training series, they will be invited to choose their very own **Accountability Partner** to go through the entire course with them at no extra charge. That's right. They get total access to everything as well.

- 6 x 1 hour webinars
- 6 x 1 hour Coaching Tutorials
- The PDF tools
- Extras along the way

Why would we do that? The answer is simple. I want to ensure that your managers have all the **support and encouragement** they can get to master these skills in the shortest amount of time possible so that they are coaching their staff with **confidence and competence** by the end of the course. Having someone close to them who is also experiencing these skills will help them take action and that's what we want.

They must choose their Accountability Partner Wisely! This isn't a free ride.

The person a manager chooses can be a peer from outside the workplace, or it can be a work colleague from your workplace. The person can be someone reporting to them or they can even be a business partner or life partner or spouse. We really don't mind.

What is important is that managers choose someone who is committed to:

- **Learning** these skills alongside them i.e.: committing to the series just as they will
- **Be Open and Available** to discussing the learning's, debating, and yes even practicing.
- **Holding the Manager Accountable** to watch and listen to the training and participate in the group Coaching Tutorials
- **Following managers up** to see if they have done their work place challenge for that week.

Accountability Partners will also need to provide an e-mail address and have access to a computer or phone. You the employer benefits by having two leaders trained in Coaching Skills.

Juliette Robertson

BA Grad DipBus Ad. AFAMI, CPM, CPC

Juliette obtained her Bachelor of Arts from the University of Adelaide. She holds a Graduate Diploma in Business from The University of South Australia. She is an Associate Fellow of the Australian Marketing Institute and a Certified Practising Marketer (CPM). She completed her Certified Professional Coach Program (CPC) with the International Coach Academy in 2003 and studied with the Institute of Executive Coaching. She is a former Board member of the International Coaching Federation of Australasia.



In 1986, Juliette embarked on a career in the world of marketing, and quickly advanced to hold senior Marketing and Director Management positions in corporate life before starting her own Consulting and Coaching Business to a wide variety of Service Industry clientele. These included Airlines, Utilities, Engineering and Government. Since 2003, Juliette has provided Coach Training to well over 500 Police and managers around Australia. She now makes these skills available via the web – in easily accessible webinar based training that is very action orientated and practically based for today's manager.

Juliette continues to consult, create and deliver targeted coaching, training, and workshops to business.

Next Steps

Register for or watch our Free Introductory Coach Training to gain practical basic coaching skills to begin using right away. <http://www.howtocoachyourstaff.com.au/register.php>

Register your interested managers for the remaining 6 modules so that they can be confidently coaching their staff in just a couple of months.

<http://www.howtocoachyourstaff.com.au/paid-registration.php>

We look forward to training your team.

Juliette Robertson