

Coaching for Managers

Steven Edney



Steven Edney, has a background of sales leadership, with a successful career covering a wide range of sales channels with blue chip businesses and major brands.

He has worked with many household named brands such as Energizer, Ever Ready, TDK, Fuji, and the BBC.

Steven believes "Long lasting relationships are built on trust and integrity".

He is passionate about enabling personal growth and business development which he feels very much goes hand in hand.

Programme Outline

"When I want your opinion, I'll give it to you!!" This is the stereotype of the traditional all-powerful and omnipotent boss and meek compliant employees. In the age of the knowledge worker, this style of management is no longer a viable option. Coaching is a management style that does not require the manager to be all knowing and all seeing but instead recognises and draws on the value and expertise of the employees. This programme helps managers to deepen their understanding of what coaching means and to develop and refine their own coaching style.

Programme Topics

- **Management style audit**
 - Understanding your own style and its strengths and weaknesses
- **Management and Coaching styles**
 - What are the different types?
 - What is the spectrum?
 - Is it ever an inappropriate style?
- **The principles of coaching**
 - What are the principles behind coaching as a management approach?
 - The Socratic approach
- **The coaching process**
 - GROW model
 - Logistics
- **Coaching skills**
 - Questioning
 - Listening
 - Non-judgementalism
 - Feedback
 - Empowerment
- **The benefits of coaching**
 - Why use coaching?
 - Motivation
 - Harnessing expertise & discretionary energy
 - Preparation for senior management
 - Delegation & time benefits
- **The manager as coach**
 - The barriers to managers as effective coaches
 - Solutions
 - Alternatives