Coaching Skills for Leaders and Managers in the New Normal
Online Program

Guide your Team to Success by improving Work Performance, Skills, Communications, and Relationships

Program starts October 2021 and April 2022
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OVERVIEW
In times of crisis, the role of leaders and managers is critical in ensuring not just the continuity of the business but also the engagement and performance of their employees. Leadership today must evolve from one traditionally used to giving guidance and directions to one that develops and guides employees to excel 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.

The Coaching Skills for Leaders and Managers Online Program aims to help leaders guide their teams to success by improving work performance, skills, communications, and relationships. Coaching is a practical skill that is developmental for both the coach and the learner, and as with all practical skills, the experience of coaching or being coached plays a significant role in its development.

Coaching aims to achieve the following:
• Increase an individual’s self-awareness and in turn raise their performance
• Help the individual to arrive at their own solution to a problem or challenge.
• Empower the individual to take action towards change.

PROGRAM OBJECTIVES
At the end of the program, participants should be able to:
• Increase their knowledge of what coaching is, when to use it and how to do it
• Know how to produce meaningful coaching plans with their staff members that include goals, objectives, success criteria and timescales for review
• Practice the component elements of a coaching session such as active listening, powerful questioning, giving, and receiving feedback and developing trust and empathy
• Know how to structure a coaching session or coaching conversation

WHAT YOU WILL LEARN
• Role of a Leader/Manager
• Challenges in Today’s Work Environment
• Coaching and its Benefits
• ICF Code of Ethics
• Coaching Principles and Mindsets
• Coaching Skills
• The Coaching Relationship
• Coaching Contract and Planning

KEY BENEFITS
• Leaders will feel more confident to tackle issues of poor performance in the workplace and to engage in meaningful conversations with their staff about personal and career development needs.
• Organizations will develop a more inclusive culture.
• Staff members will feel more engaged and empowered.

WHO SHOULD ATTEND
The program is recommended for all people managers and leaders, regardless of level or experience, who are committed to improving their leadership skills.

PROGRAM SCHEDULE
BATCH 1: October 4 to 15, 2021
October 4, 6, 8, 11, 13, 15, 2021
8:30 AM to 12:00 PM (GMT+08) on all dates

BATCH 2: April 11 to 22, 2022
April 11, 13, 15, 18, 20, 22, 2022
1:30 PM to 5:00 PM (GMT+08) on all dates

PROGRAM FORMAT
Delivered online via live virtual interactive sessions in Zoom

With special inclusion of role plays via the interactive breakout sessions

PROGRAM FEE
PHP 25,000.00 or USD 500.00*
*Based on USD 1 =PHP 50. The prevailing exchange rate at the date of payment may apply.

YOUR PROGRAM FACULTY

Maria Angelica B. Lleander
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit https://go.aim.edu/seellinquiries

Download our latest program calendar at https://go.aim.edu/seellprogramcalendar
Your Program Faculty

Maria Angelica B. Lleander
Adjunct Faculty
Asian Institute of Management

Ma. Angelica B. Lleander (Marian) is a leadership and team coach with an Associate Certified Coach credential from the International Coach Federation (ICF). She obtained her coaching training and certification from the Hudson Institute of Coaching (Santa Barbara, California) in 2012. She has been in the field of human resources development for more than 30 years, heading the country Human Resources functions of global companies such as Pfizer. She has a Master of Arts in Psychology degree from the Catholic University of America, a Master in Business Administration degree and a Bachelor of Science degree in Psychology from the University of the Philippines.
Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual’s qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL’s programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants two (2) units which can be credited to the following:

- Post-Graduate Certificate in Financial Management
- Post-Graduate Certificate in Marketing Management
- Post-Graduate Certificate in Human Resource Management
- Post-Graduate Certificate in Operations Management
*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn **two (2) units** which can be credited to the following:

- Post-Graduate Certificate in Basic Management
- Post-Graduate Certificate in Management Development

Participants will also earn **two (2) units** which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

**ELIGIBLE PROGRAMS**

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at https://executiveeducation.aim.edu