



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Coaching Skills for Leaders and Managers

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

Program starts in April 2024



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

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

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 act 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
- Practice coaching skills 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
- Coaching and its Benefits
- Coaching Principles and Mindsets
- Coaching Skills
- The Coaching Relationship
- GROW Coaching Model

## PROGRAM SCHEDULE

April 16, 18, 23, 25, 30, 2024  
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 25,990.00 or USD 463.00\*

\*The prevailing exchange rate at the date of payment may apply.

## YOUR PROGRAM FACULTY



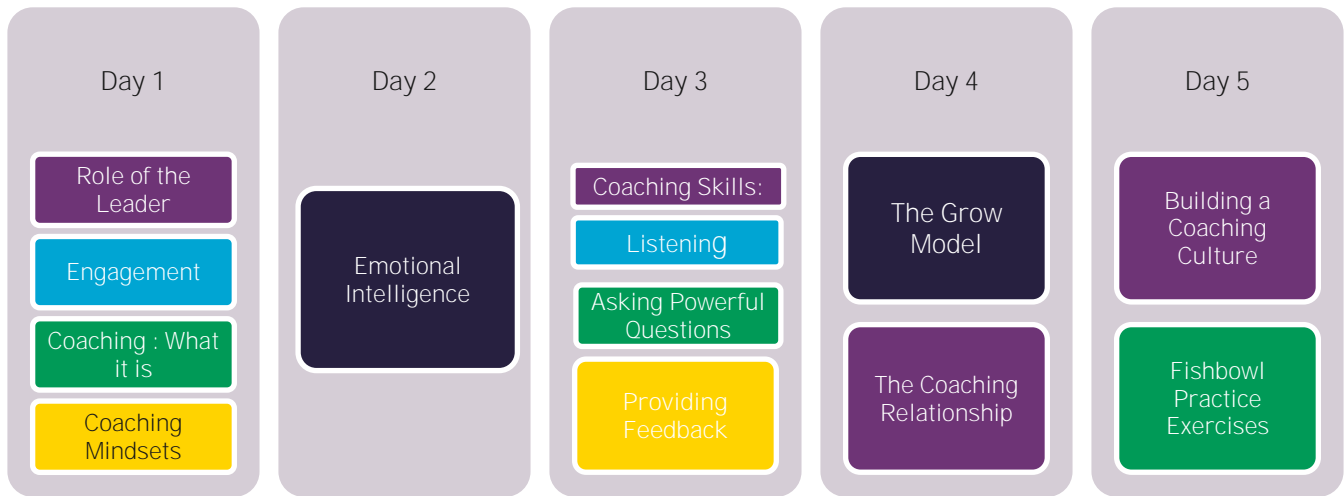
Maria Angelica B. Lleander  
Adjunct Faculty  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



## PROGRAM LEARNING CONTENT



### 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 engaging work environment.
- Staff members will feel more involved 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.



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## 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.



FOR INQUIRIES:  
School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)



## Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate 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 Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants One (1) unit which can be credited to the following:

- Postgraduate Certificate in Leadership and Management
- Postgraduate Certificate in Human Resource Management
- Postgraduate Certificate in Organizational Performance

\*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn One (1) unit which can be credited to the Postgraduate Diploma in Management.

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

### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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