

## **Coaching for the Top Management: Turn Yourself into Leaders of Tomorrow**

- Do you know that coaching a senior manager is very different from coaching an executive?
- Are you confident you are using the right methods to coach senior managers effectively?
- Would you like to learn proven approaches to coach senior leaders so they perform at their peak?

### **Introduction**

Top management forms the heartbeat of every organisation, setting the direction and strategies that shape the future. But strategy alone is not enough—it must be communicated, coached, and embedded effectively within senior management. Unlike executives, senior managers require a different coaching approach, one that balances knowledge, skills, attitudes, and values to help them lead with clarity and conviction. This program equips top leaders with the tools to coach their senior managers in ways that enhance alignment, strengthen performance, and maximise productivity across the organisation. By mastering the right coaching methodologies, top management will not only unlock the potential of their senior managers but also create a culture of accountability, excellence, and leadership readiness for tomorrow's challenges.

### **Program Objectives**

This program aims to:

- Gain knowledge of the basic processes behind coaching and mentoring.
- Apply coaching and mentoring models for top management
- Nurturing competence in top management through coaching and mentoring.

### **Learning Outcomes**

After completing this program, participants should be able to:

- Identify opportunities for coaching and mentoring
- Perform an effective mentoring and coaching session.

### **Who should attend?**

Senior management, directors and business owners

### **Methodology**

Case studies, forum discussion, role-play, presentations, gamification

### **Program Outline**

<b>Time</b>	<b>Day One</b>
<b>9.00am– 10.30am</b>	<b>Introduction to Coaching for Commitment</b>  This module starts with exposing the participants with the appreciation for the value of coaching as a strategy for improving the performance of co-worker, teams and the total organisation. The participants would be exposed to two primary processes that apply to most coaching conversations.
<b>10.30am-11.00am</b>	<b>Break and Networking</b>
<b>11.00am-1.00pm</b>	<b>Requirement of Coaching</b>  This module exposes the participants to the core skills that support all successful coaching conversations. The participants would have hands-on practice to create a problem-solving skills questionnaire to assist their coaching session.
<b>1.00pm-2.00pm</b>	<b>Lunch Break and Networking</b>
<b>2.00pm-3.30pm</b>	<b>Coaching and Quality Improvement</b>  Coaching process and general skills are exposed to the participants in this module. The participants are trained to use the technology to video, recording their coaching session for feedback and quality improvement.
<b>3.30pm-4.00pm</b>	<b>Break and Networking</b>
<b>4.00pm-5.00pm</b>	<b>Fundamental Skills of Coaching for Top Management</b>  The participants would conduct coaching skills inventory in this module. At the same time, the participants would start to apply the

	“responding to needs” as the coaching skills in this module.
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<b>Time</b>	<b>Day Two</b>
<b>9.00am– 10.30am</b>	<p><b>Practical Session: Confrontation</b></p> <p>In this module, the participants would learn how to apply and initiate alternatives in coaching. After understanding the core skills, the participants start to practice the confrontation as one of the methods during coaching.</p>
<b>10.30am-11.00am</b>	<b>Break and Networking</b>
<b>11.00am-1.00pm</b>	<p><b>Practical Session: Using Reactions and Resolving</b></p> <p>This practical session aims to equip participants with skills to use reaction to develop information and how to apply to resolve in a coaching session. Both the skills are essential for top management when conducting coaching to their subordinates.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch Break and Networking</b>
<b>2.00pm-3.30pm</b>	<p><b>Reviewing Practical Skills</b></p> <p>In this session, the participants would conduct dissection towards the practical session of coaching that was conducted before this. The method of how to improve each technique would be addressed in this module.</p>
<b>3.30pm-4.00pm</b>	<b>Break and Networking</b>
<b>4.00pm-5.00pm</b>	<p><b>Skills of Coaching Teams</b></p> <p>In this last module, the participants would learn the skills to coach a team. This skill is needed by top management so that the coaching process provides a significant contribution to their leadership. By the end of the module, the participants would learn the ethical practical skills in coaching.</p>