

## **American Management Association's Coaching Certificate Program**

### ***Learning Objectives***

- Describe Why Leaders Must Be Adept at Coaching
- Intuitively Listen to Connect to People
- Build a High-Performing Team with a Foundation of Trust and Unity
- Describe the Two Phases of the Coaching Process
- Empower Your Team Through Teaching
- Understand Different Communication Styles
- Conduct Great Coaching Sessions Using Excellent Open-Ended Questions

### ***Coaching and Leadership***

- Define Coaching
- Understand the Distinction Between Coaching by Leaders and Coaching by Managers
- Understand the Link Between Leadership and Coaching

### ***Coaching as a Leader***

- Understand the Six A's of Coaching
- Use a Facilitative Approach to Coaching
- Understand the Relevance of People, Performance, and Process
- Demonstrate Emotional Intelligence as a Leader

### ***The Foundational Skills of Coaching***

- Demonstrate the Skills That Inspire Others
- Build Team Trust and Unity
- Understand the Importance of Listening as a Coach
- Use Techniques to Hold a Dialogue

### ***Leader as Teacher***

- Understand How Others Learn
- Identify Your Style and Others' Style

### ***GUIDE: Understanding the Current Situation***

- Recognize the First Three Parts of the AMA GUIDE Model
- Demonstrate Coaching Using the First Three Parts of the AMA GUIDE Model

### ***GUIDE: Enabling the Change Process***

- Recognize the Last Two Parts of the AMA GUIDE Coaching Model
- Demonstrate Coaching Using the Last Two Parts of the AMA GUIDE Coaching Model

### ***Full GUIDE Round and Team Coaching***

- Perform a Coaching Session Using the AMA GUIDE
- Apply Best Practices to Team Coaching