



# DEVELOPING A COACHING ORGANISATION™

11 – 12 October 2005,  
Grand Copthorne Waterfront, Singapore

Developing Leadership at Every Level

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Enhancing Performance

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Creating and Achieving Sustainable  
Growth and Profits

Workshop Leader:

**Mr Manoj Sharma,**

Managing Director,  
DifferWorld Pte Ltd



# DEVELOPING A COACHING ORGANISATION™

*According to HR Monthly,*

*“Recent studies show business coaching and executive coaching to be the most effective means for achieving sustainable growth, change and development in the individual, group and organisation.”* In fact, *The Wall Street Journal* shows that coaching is now part of the standard leadership development training for elite executives at IBM, Motorola, J.P. Morgan, Chase and Hewlett Packard.

## What are the Key Learning Benefits?

*At the end of the comprehensive and high-impact workshop, you will:*

- Learn the importance of coaching;
- Understand how to kick-start creating a coaching culture using a step-by-step process;
- Find out how you can create the environment to encourage further implementation of coaching initiatives into your organisation;
- Gain an invaluable insight into practical coaching case studies and best practices
- Discover how you can empower individuals, teams, divisions and organisations for higher performance, fulfillment and profitability; PLUS  
.....
- Experience the benefits of coaching first hand

Isn't it time you seriously looked at how to develop your managers to be leaders and your leaders to be great coaches to bring out the best in people?

**So why is coaching such a timely and valuable proposition for you?**

**Start by asking yourself these critical questions...**

- How many ways would you benefit if you knew...
- How you can ensure that learning, sharing and transfer of skill sets takes place within your organisation at all levels?
- How you can tap into your people's natural motivation to boost their performance?
- How you can align your people's personal objectives to the organisation's and have both parties win at the same time?

**Your answers lie in discovering how to Develop A Coaching Organisation.**

In today's highly competitive market, to build a high performance organisation it is imperative that you develop a coaching culture that enables the sharing and transfer of knowledge, the actions and competencies among the individuals and teams to inspire, impact and shift people to achieve their full potential, effectively and efficiently.

In short, coaching is about *boosting fulfillment, performance and profitability* - the three bastions of a dynamic organisation.

With only your benefits in mind, come join us and benefit from *more than 3 years of extensive research and development at an investment of more than S\$432,000/-* and discover **how to develop a coaching organisation** through this powerful development programme.

## Who Should Attend?

Filled with practical insights, real-life case studies and proven action steps, this programme is especially relevant and useful for:

- Key Executives
- Supervisors
- Champions
- Divisional Heads
- Team Leaders
- Senior Managers
- Future Leaders who are responsible for ...
  - Quality and Continuous Improvements
  - Human Resource and Training
  - Learning and Development
  - Organisational Development
  - Corporate Development
  - Strategy / Strategic Planning
  - Change
- Operations / Line
- Performance Management
- Business Planning

## Why This Programme?

### **Solidity of Methodology**

Initiatives come and go. Fads are a dime a dozen. And the prowess of management gurus is dependent on who is the flavour of the year.

Coaching, however, is different and while, the most effective leaders have used it as long as businesses have been in existence, the methodologies have only recently been put together in such an immediately effective top and bottom line impacting way. All this means one thing above all else - *Coaching impacts return on investment like nothing before it.*

### **Massive ROI Figures**

A recent study by Fortune magazine asked executives to provide a "conservative" estimate of the monetary return they received from a 9-month coaching programme. The survey showed a return of 6 times the

initial outlay for the service. In other words, an \$18,000 executive coaching investment returned \$108,000. In addition, 70% of the executives improved working relationships with their direct reports, 71% with supervisors and 63% with peers. There was also an increase of 61% in job satisfaction as well as a 44% increase in commitment to the organisation.

### **Leadership Development**

Coaching allows an organisation to develop personal leadership at every level of the organisation in the shortest period of time possible. This is achieved by getting people to take responsibility, set their own goals and milestones, focus on what's important, work interdependently, synergise and constantly challenge their own achievement amongst many more leadership traits.

## Workshop Outline



### **1. Introductions**

- Company and Chief Coach
- Course overview
- Dynamic questioning

### **2. Coaching**

- The genesis of coaching
- What coaching is and what it is not
- The domains of coaching
- Objectives of coaching
- Dos and don'ts of coaching

### **4. The Winability Factor™**

### **5. An Appearing-Disappearing World™**

### **6. How to Invest your Time, Resources and Energy**

- Exploring commitment, involvement, collaboration

### **7. Exploring the Internal and External Organisational Challenges**

- Why coaching is the solution
- The benefits of coaching
- The importance and urgency of developing a coaching organisation
- Coaching case studies and best practice

### **8. Experiencing Coaching**

*The Basic Competencies - Introduction, Activities, Exercises, Games and Debriefs*

- How to create a context for coaching
- How to listen actively
- How to engage in meaningful dialogues

- How to ask powerful questions
- How to explore "Present Life Situation" and "Ideal Life Situation"
- How to elicit values
- How to assist them to define their vision and mission
- How to assist them to clarify and move towards their goals
- How to align personal objectives to the organisation's objectives
- How to agree on deliverables and delivery dates

### **9. The General Coaching Process and How it can be applied for Fulfilment, Performance and Profitability**

- Pre coaching
- During coaching
- Post coaching

### **10. During Coaching Structure**

- Discovering present life situation
- Discovering ideal life situation
- Identifying the gap
- Strategising how to bridge the gap
- Required breakthroughs and possible breakdowns
- What will work and what won't work
- Commitments, responsibilities and deliverables

### **11. Post-Coaching Structure**

- Feedback form
- Deliverables sheet
- Next session

### **12. The Step-by-Step Process on Developing a Coaching Organisation**

- How to implement coaching initiatives

### **13. Course Wrap-Up and Next Steps**

- Feedback loop and key learning sheets

## Who is Your Chief Coach?



Manoj Sharma is the Managing Director and Chief Coach of DifferWorld Pte Ltd. In the last three years alone, Manoj has personally coached in excess of three hundred people from all walks of life and delivered keynotes, seminars, workshops and courses for at least 5,000 people region-wide and is recognised as a leading authority in coaching.

Prior to creating DifferWorld, Manoj has worked and lived across Japan, Hong Kong, The Philippines, Thailand, Malaysia, Singapore, Indonesia and Australia in the capacity of an Executive Director, Business Development Director, Marketing and Communication Director, Manager and Consultant with companies ranging from a Fortune 10 company to start-ups.

These companies have been across diverse industries such as business consultancies, technology, entertainment, health and beauty. None of this is as important as the leaps he is making in the area of Formal-Informal Education right now.

Manoj is one of the most highly sought after thought leader regionally and is also the creator of numerous transformational education programmes.

## What Others Are Saying About Manoj's Programmes?

*"This is an intensive, highly impactful and insightful course. The contribution by other coaches was also priceless and was of tremendous immediate value. In the course, I truly discovered what is the difference that makes the difference and what works and does not work for me. After attending this course I am confident I am able to share more of myself and contribute to others. You can only lead as far as you have gone and in doing this course I have gone further than where most people are going."*

- Clara Lee, ST Electronics

*"An absolutely principle-based, immediately-actionable, core-knowledge based course. Very detailed, in-depth yet wide and very simple to understand. The sharing by course mates added to the richness of this wonderful experience. Step by step process made everything very clear. Assignments were of great value. The course is designed perfectly and continuing to add value keeps it on the cutting edge and at the forefront of things. THIS IS ONE INVESTMENT THAT YOU CAN AND WILL USE FOR A LIFETIME IN ALL AREAS OF YOUR LIFE."*

- Desai Venkatesh Rao, Hewlett-Packard

## Programme Schedule

Registration 08:15 – 09:00 hours

Workshop 09:00 – 17:00 hours

Lunch break, morning and afternoon tea-breaks will be provided for at the workshop.

## Fees

Usual fee **S\$1,495**

Special fee **S\$1,200** nett per person (20% discount)

*Special group discounts are available when you register at least 3 or more participants.*

## Registration

For enquiries and further details, please contact:

**Partners Conference and Event Management Pte Ltd**

(Reg. No. 200210370R) at:

Tel: 65-6786 7363 Fax: 65-6786 3282

Email: [enquiries@partners-conference.com](mailto:enquiries@partners-conference.com)

## REGISTRATION FORM

YES! Please register me / us:

Name of Delegates	Designation	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

### Approving Manager

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Email: \_\_\_\_\_ Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

### Methods of Payment

#### Bank Transfer

Account Name : **Partners Conference & Event Management Pte Ltd**

Account Number : 501-584692-001 (Bank Code: 7339)

Pay to : OCBC Bank (SWIFT Code: OCBCSGSG)

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#### Cheque

Please make your crossed cheque payable to

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Kindly mail your cheque and registration form to:

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2 Flora Drive, #08-36, Singapore 507025