

A high-angle photograph of a large, complex wooden maze. The maze is constructed from light-colored wood panels with white-painted edges. Several people of various ages are seen navigating the maze, some walking, some standing, and some looking around. The maze has many dead ends and paths that lead to other sections. The overall atmosphere is one of challenge and exploration.

Coach 2 Excel

Enhancing performance & growth



With many employees, there is a gap between their potential and their performance and growth.

The reality in the current business environment is that:

- Only about 1 in 7 employees say they are actively engaged at work
- Only about 1 in 8 say they use their strengths most of the time at work.

Leaders can change this

Over the last 15 years, we have seen management change from a style of command and control to one of transformation and empowerment through coaching.

Coaching is about developing people to fulfill their potential and guiding them to change habits that keep themselves and their organisation stuck.

Managers who coach are focused on bringing out the best in their teams. Developing the ability to hold space for effective coaching conversations allows managers to empower others to develop themselves and encourage independent problem-solving.

Organisations that develop coaching skills also see increasingly higher levels of employee engagement, motivation and efficiency.

Coaching isn't an addition to a manager's job, it's an integral part of it.

“I absolutely believe that people, unless coached, never reach their maximum capabilities.”

Bob Nardelli, CEO of Home Depot



LINK: [Harvard Business Review: The Leader as Coach](#)



1. Productivity

Getting the best performance from who you have



2. Performance management

Enhancing the performance conversations that are required by both the organisation and employees



3. Employee Engagement

Strengthening the connection employees have with their work and their leader



4. Retention of high potential employees (HIPOs)

Close to 80% resign because of a lack of development opportunities. Coaching strengthens the Employee Value Proposition (EVP)



5. Need of millennials

Coaching is their preferred learning channel



6. VUCA environment

Coaching supports the fresh thinking needed for new challenges



7. Self-actualisation

Provides an opportunity to develop potential in work and life.

Nurture wellbeing. Drive engagement. Inspire growth.



Coach 2 Excel is a cutting-edge coaching programme that combines selected learning nuggets from the fields of coaching and neuroscience, and Free To Grow's signature strength of creative programme design that makes learning stick.

In a practical and accessible way, the programme shares why coaching is important and how to make it work.

Inside-out approach

Coaching is firstly about a particular set of attitudes and then about a particular set of skills and techniques. **Coach 2 Excel** awakens a passion for growth and development and fosters a desire to inspire others to break the barriers to increased performance and growth.

It also provides a toolkit with practical tools and techniques that can be used to have impactful coaching conversations, covering multiple scenarios, from performance feedback to career conversations.

“It is by cutting trees that you learn how to cut trees.”
African proverb

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1. Introduction

- Why coaching is gaining momentum as a multi-purpose tool for managers

2. Introduction to Coaching

- Counselling, coaching & mentoring: their relatedness & differences
- Three types of job coaching: what they are & when each is appropriate
- Identify opportunities for coaching in various aspects of your leadership role

3. Coaching Roles

- Different coaching roles: educate, stretch, counsel, confront & sponsor
- Know when each of these roles is appropriate & learn how to apply them

4. The Coaching Container

- The importance of a coaching container to set the scene for effective coaching
- Give your coaching container the right 'TASTE': create a Thinking environment, focus on Action and Solutions, ensure that the conversation is Timeous & approach the coachee as an Equal that requires both support and to be challenged

5. A Coaching Model

- Conduct effective coaching conversations using the GROW model
- Apply 'Scaling' to cut through clutter and enhance GROW conversations
- Use the FEELING model to add a new dimension to your Follow-up: 'Check In' rather than simply 'Check-Up' & help embed new learning pathways

6. Coaching Skills

- **Rapport:** acquire the skills to create this essential foundation in all coaching relationships
- **Questioning:**
 1. Ask effective questions & assist the coachee to find answers for themselves
 2. Use questions to help the coachee reframe a challenge or situation
- **Listening:**
 1. Three levels of listening: how to ensure active & deep listening for effective coaching
 2. Practise using 8 deep listening skills
 3. Identify & create an action plan to address common listening traps
- **Feedback:**
 1. Apply the DISC feedback recipe when giving feedback to ensure feedback is constructive
 2. Learn to create safety using permission, placement and contrasting
- **Confronting**
 1. The importance of confronting below standard performance
 2. Explore 'drilling down' as an additional confronting technique along with the '5 Whys'





“True teaching is not accumulation of knowledge, it is an awakening of consciousness.” African proverb

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Delivery

Presented face-to-face or virtually, or as a combination of these two, depending on your needs.

Duration

Face-to-face:

3 days

Virtual:

A series of 2 – 4 hour virtual sessions, packaged to meet your needs, with space for practical application of what has been learned between sessions.

Optimum Group Size

16 participants per workshop to ensure that all have the opportunity to participate fully.

Facilitators

All facilitators of Coach 2 Excel have extensive facilitation experience. Several of them are also qualified coaches.

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“The feedback from Coach 2 Excel is excellent! I’m so pleased that the team has felt the benefit. This session, our first face-to-face since the pandemic, has been a great catalyst. People are already asking ‘When’s the next one?’ Thank you for reminding people of the value of connection. We appreciate the outstanding facilitation, not only in terms of subject knowledge but the connection to our ATG purpose and team.”

Tanya Long
Chief Operating Officer



“Attending Coach 2 Excel with my team has not only heightened my self-awareness when engaging with my team members but also installed a stronger sense of respect amongst each other.”

Heinrich Woeko
General Manager, Valley Packers



“The feedback on Coach 2 Excel and its impact has been absolutely phenomenal – it has been truly insightful and inspiring. I attended the first course myself and have experienced and witnessed a definite shift in thinking.

As individual leaders and as an organisation, we are going to benefit hugely from this programme. The facilitator was absolutely brilliant, a live demonstration of the skills she helped us acquire.”

Charmaine van der Merwe
People & Culture



At Homechoice, Coach 2 Excel has been a game-changer in enhancing team dynamics and individual performance. The program’s structured approach to coaching provided our employees with practical tools and strategies, leading to improved communication and collaboration. I’ve been particularly impressed by how it fosters a culture of continuous learning, empowering our teams to take ownership of their development and drive our shared goals forward.”

Tasneem Ryklief
Human Resources: Learning & Development Manager



“Coach 2 Excel, in combination with SCORE!, is fresh and engaging and the perfect platform for building a coaching environment where the speed of trust and high potential people can lead us into the Future.”

Andre Basson
Operations Director, Fast ’n Fresh



“Thank you for the effort and expertise brought to the Coaching workshop. I found the it very informative and have taken away many things (professionally and personally). I have already started to use some of the tools with our staff and they are working remarkably.”

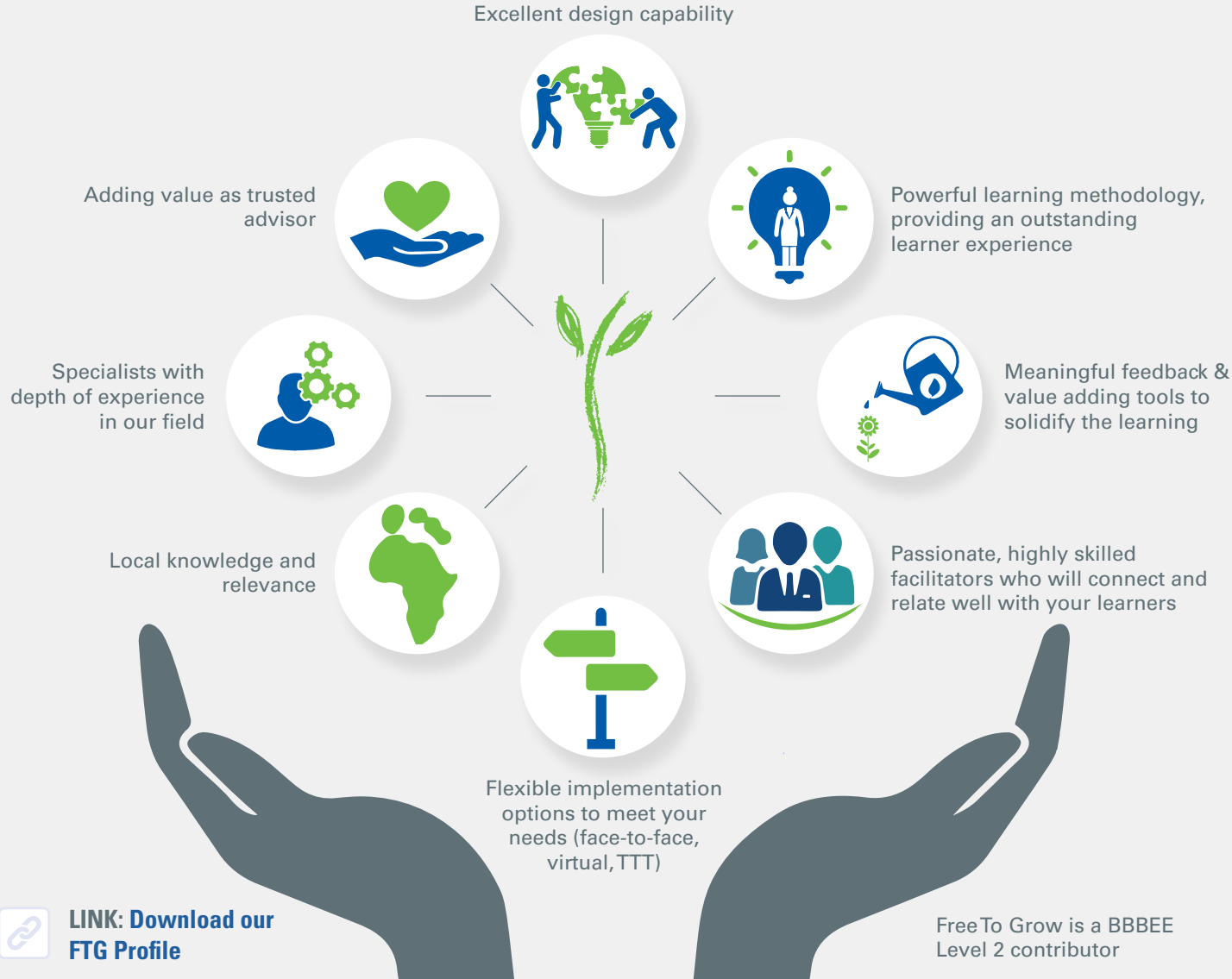
Zainab Mushi
Head of Human Resources, Commercial Bank of Africa Tanzania Limited



Why Free To Grow?

FREE TO GROW

31 YEARS 36 COUNTRIES 1 532 ORGANISATIONS



Companies we have assisted in their leadership development journeys



To explore how we can shape **Coach 2 Excel** to work for you, contact **Alinda Nortje**, Founder & CEO of Free To Grow | alinda@ftgsa.co.za | www.freetogrow.com