

COACHING CONVERSATIONS.

Don't Tell, Coach

December 2019



COACHING CONVERSATIONS

NEW PRODUCT LAUNCH

WHAT IS IT AND WHO IS IT FOR?

- A brand-new stand-alone product. For leaders and managers who coach at work as part of their job
- Provides learning resources to provide knowledge of the fundamental skills required to have successful coaching conversations
- Involves an actual assessment of real coaching conversations
- If your conversations meets our standard, we'll issue you with a digital badge to share on social media and feature as part of your CPD, CV etc.

Individuals
can purchase
on the
website

Also
available for
employers
via a
subscription

Develop your coaching knowledge

Coaching Conversations uses our high quality, carefully curated online resources to improve coaching capability.

Individuals develop at their own pace.



Get assessed on your coaching conversations

Submit a recording of actual coaching conversations and we assess performance against our standard.

No written assignments.

Gain recognition

Coaching Conversations rewards individuals with a digital badge demonstrating that they are a leader who has great coaching ability.

Promote skills to help career progression.

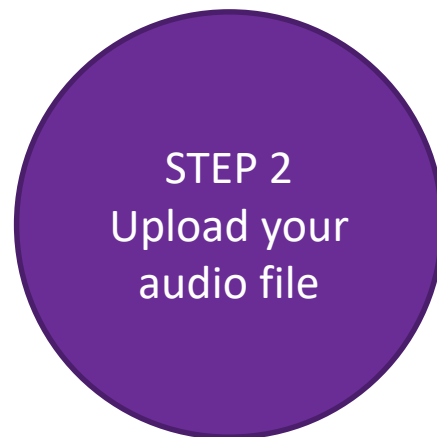


COACHING CONVERSATIONS

HOW IT WORKS

RESOURCES AND AN ASSESSMENT OF A REAL COACHING CONVERSATION

- Our approach is straightforward
- A way to upskill and gain recognition, without written assessments



The screenshot displays the 'Coaching Conversation' page. At the top, it features a red header with the title and a subscription end date of 'Until 31 July 2020'. Below this, there's a section for 'Learning resources' and 'Upload conversation'. The 'Upload conversation' section is highlighted with a purple underline and contains three numbered steps:

- 1 Upload coaching conversation**: Explains that users must upload a 20-minute audio recording of a coaching conversation. It includes a 'BROWSE' button next to a file selection field.
- 2 Conversation assessment**: States that the submitted audio recording will be assessed by an assessor.
- 3 Your results**: Indicates that users will see their results and be able to download their badge once the conversation is evaluated.

Below the steps, there are several 'COACHING ESSENTIAL' articles with images, such as 'Coaching Essential: Questioning', 'Coaching Essential: Keeping a future focus', and 'Coaching Essential: Structuring the Conversation'.

COACHING CONVERSATIONS

WHAT IS INCLUDED


WHAT DO OUR RESOURCES LOOK LIKE?

- 1 x Introduction to Coaching
- 5 x Coaching Essentials
- 3 x Coaching Spotlights for every Coaching Essential. Each with their own video to show examples in practice

Coaching Essential: Structuring the Conversation

As coaches, we are accustomed to using models and diagrams to understand and configure our clients' worlds and psychological processes. We use them both during our professional training and in our practice with clients to understand their thinking and processing.

J. Bird & S. Gornall, 2016



Homepage > Learning > Coaching Essential: Structuring the Conversation

Coaching Essential: Structuring the Conversation

GROW Coaching Model

Developed by Whitmore (2002), GROW is an acronym for Goal, Reality, Options, Way Forward, and is a popular coaching model with which to frame questions and structure coaching sessions. GROW is primarily a problem-solving and goal-setting model that focuses on performance and outcome. Starting with the 'Goal' phase (Where are you going?), the coaching manager and team generate possible solutions until the team member has

ing manager does not need to be an expert in the team al questions to elicit, for example, goals, problems and t. However, the coaching manager needs to take care to be at they fail to allow their team member to guide the

Need Help?

Just ask us anything

[Contact Us Now >](#)

Other resources

[COACHING ESSENTIAL: Coaching Essential: Questioning](#)

[COACHING ESSENTIAL: Coaching essential: Making the conversation purposeful](#)

[COACHING ESSENTIAL: Coaching Essential: Building Rapport](#)

O	W
Options	Way Forward
Help the team member generate and evaluate options to find out what is possible	Help the team member establish and commit to actions for a way forward


ing questions

- What else could you do?
- What exactly will you do to reach your goal, and when?

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WATCH AN EXAMPLE CONVERSATION

Spotlights




g to a tion

most steps to s clearly als. Clearly u want to u establish its or is you need p accomplish ething vital. bert Panel,

LOAD

AN PLE ATION




Reflection on Learning

'Powerful questioning will help the client reveal, realize and understand how to resolve the issue without threatening or "pushy" dialogue. Listen to what the client is saying and not saying; this will help you come up with questions that ignite reflection. When clients comes up with the solution on their own, they are more likely to take action through heightened awareness.' Vargas, R, (2019)

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WATCH AN EXAMPLE CONVERSATION



A Model in Action

'I like to use the GROW model to help frame a coaching conversation. It's simple and intuitive. With practice, it can become second nature for how you engage and guide employees. Managers can use the GROW model to help employees solve problems, establish and reach career goals, address issues or simply make better decisions.' Coats, C, (2018)

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WATCH AN EXAMPLE CONVERSATION

YouTube GB Search




1:26 / 4:03

COACHING CONVERSATIONS RECOGNITION


OUR FIRST 'REAL' DIGITAL BADGE

- Also known as a Digital Credential issued to all those who meet the standard
- The badge is valid for life and issued automatically via email
- Once you gain your badge, you will be able to view it in your account profile and easily share the badge on social media – a great way to showcase your achievement with the Institute of Leadership & Management
- The criteria for the badge is publicly visible, so others can see what your badge represents

Coaching Conversations



ISSUED TO
jayludditt@gmail.com on the 04 September 2019


ISSUED BY

[The Institute of Leadership and Management](#)
 Since 1947 we have carried out extensive research into the knowledge, skills, attitudes, behaviours and values of great leadership. We use our expertise to continually raise standards and to help others develop and grow.

DESCRIPTION
 Accredited for Coaching Conversations

CRITERIA
 This badge is awarded upon successfully meeting the Institute of Leadership & Management's standard for great coaching conversations.

TAGS
[accreditation](#) [coach](#) [coaching](#) [leadership](#)

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COACHING CONVERSATIONS PRICING

Recognition for team leaders/supervisors/ line managers

- Access to the resources for 12 months and 1 assessment
- Individual fee: non-TILM member £175 per person
- Individual fee: TILM member £125 per person
- Retake the coaching assessment £50 per submission
- Corporate solution Volume discount
- Take up membership £100 year one Preferential fee

