

# MANAGER AS COACH ROADMAP

Your **6 Step** guide to  
building a coaching culture,  
by training in-house  
**Managers as Coaches.**



InnerLifeSkills  
coaching methodology

*Empowering you to Empower Others!*

[www.innerlifeskills.com](http://www.innerlifeskills.com)

# WELCOME



The InnerLifeSkills® (ILS) trainer team.

The expert guidance that has gone into this roadmap is the fruit of over 20 years of research, testing and refinement. We meet and often exceed, international best practice.

We want you to become an even more successful manager and we want your organisation to be a stronger happier place of business with increased EVP Employee Value Proposition.

**What would the world look like if managers empowered rather than carried staff, if teams took more accountability and easily went into proactive action?**

Well we can tell you how this looks, because we see the managers that we've trained as coaches changing their workplace cultures! As a consequence, clients report on measured improvements in talent retention, talent promotion rates, team engagement, significant meeting effectiveness, reduced conflict, boosted morale, increased performance and strengthened EVP. This is why we become long-term valued partners in our clients training and development objectives.

**When leaders become coaches, they build cultures of positive, proactive, solution-focused engagement!** With international coaching skills in your leadership toolbox, you can ignite positive change, shift staff to new perspectives, accelerate talent development, excavate real solutions and drive sustainable accountable action.

We look forward to talking about your specific needs, and customising a training to suit you.

C.J Page

Managing Director

InnerLifeSkills Coaching International





# Successful MANAGER AS COACH

## 6 STEP ROADMAP for organisations

### 1. DO THIS RESEARCH

Before you begin your journey, make sure that you...

- Know what organisational coaching really is.
- Know what your primary objectives are.
- Have a choice of several ICF internationally accredited courses to choose from.



### 2. SET MILESTONES

In our experience, building a coaching culture works when its Top Down (senior buy-in first).

1. Train Managers as Coaches.
2. Use coaching skills to win stakeholder buy-in.
3. Build a formal coaching initiative - managers coach 1-3 talent pool members each, for 12 months.
4. Create a coaching culture - use coaching in workplace conversations.

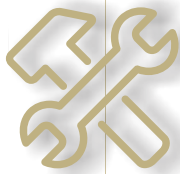
### CAUTION POSSIBLE ROADBLOCK!!

Academic (government) courses are predominantly theoretical. Choose an ICF accredited course for more practical, skills focused training. Seta courses are also often not pure coaching, but confuse the word mentor and coach.



### 3. TRAIN MANAGERS

Train Senior Managers and Middle Managers in a 12 hour intensive, practical coaching Skills course. Then apply these skills to dramatically improve: goal setting, meeting effectiveness, proactive workplace conversations, action plans, productivity, delegation, team engagement and accountability.



### 4. DRIVE IMPLEMENTATION

Training that is not implemented is a waste of resources and time.

A coach training initiative needs to be more than a 12-hour training. It needs **follow-up**, **measures** and **champions**.

We have real success in hardwiring coaching skills so that they are immediately used after training and then implemented for many years after the training.



### 5. CREATE COACHING CHAMPIONS

ILS clients that have the most success with building their coaching culture quickly, apply steps 1-4 and also create a few in-house coaching champions.

Coach Champions are trained in more than our 12 hour Manager as Coach, they are given Professional Coach 74 hours training. Some clients even train champions to Master Level 162 hours, with our ICF internationally accredited ACTP qualification.



### 6. TRAIN TRAINERS

To install coaching training on-going, we also offer a license to train your own in-house coach trainers, so that you can easily scale the numbers of your in-house managers as coaches.



# IMPORTANT RESEARCH

“ A recent CEB (Gartner) survey showed that good coaching leads to improved employee engagement, retention and performance. Specifically **employees receiving fair and accurate feedback and coaching from their managers performed 40% better than employees who did not.**

**Coaching based management styles dramatically improve the EVP (Employee Value Proposition).**

“When job candidates view an EVP as attractive, the organization can:

- Reduce the compensation premium needed to hire these employees by **50%**
- Reach **50%** deeper into the labor market to attract passive candidates

Organizations that effectively deliver on their EVP can:

- Decrease annual employee turnover by **69%**
- Increase new hire commitment by **29%** ”

<https://www.cebglobal.com/insights/employee-value-proposition.html>

## ENTERPRISE SCALE CLIENT CASE STUDY

“ **91%** of our SA Senior Leaders have been trained as Coaches. **70%** of Talent Delegates being coached got promotion and moved into bigger roles.

**85%** of Global HR leaders have also been trained (Africa, EMENA, APAC & Americas).

**ILS Manager as coach approach is yielding positive results.** ”

Samuel Chakela Uti (DSV): Director Talent Management Africa.

## CLIENT VOICES

DIRECTOR OF HR  
AVENG GRINAKER LTA



Laralee Aldridge

“ ILS Coach has helped me become a **dynamic leader**. Instead of solving problems for my team every time they approach me, I coach and empower them to find solutions themselves. This has made the team far more effective.”

LARA LEE’s new coaching skills helped her to earn a promotion from Executive to Director of Human Resources.



In 2014 ILS and our client Uti made the top 5 for the prestigious international ICF Prism award, for successful organisational coaching initiatives.

## SOME OF OUR ESTEEMED CLIENTS



# Accreditations and Credibility:

International ICF ACTP accreditation for our ILS Master Coach Program and ACSTH and CCE accreditation all of its module short courses.

Comensa Members.

30,000+ students in over 27 countries.



“ Be committed; be present and be prepared to see your life taking a whole new meaning. Studying coaching through ILS is a lifetime opportunity to be embraced. Make the most of it! ”

*SHONI KHANGALA Founder CEO of Potential Exponents. Former Senior Manager at the Robben Island Museum. Master's Degrees: in Marketing from (Scotland); Tourism Development and Management from New Buckinghamshire University; Post Graduate Diploma in Marketing, (IMM); Diploma in Business Management and Diploma in Personnel Management; Bachelor of Science degree. ILS Life and Business Master Coach, ILS Enneagram Coach and ILS Trainer. COMENSA's Ethics Portfolio Committee.*



GROUP HR MANAGER

Tlhonopo Modisane

“I can now **help people to become the best of themselves**, by creating awareness and by assisting them to find their own solutions.”

## Consolidated client feedback for ILS training

**ILS Trained 350+ Coaches for UTi. UTi SA SENIOR MANAGERS and ExCo team reported...**

“A hugely beneficial and inspiring course.”  
“So enlightening and refreshing. Long overdue...”

“Everything was useful.”

“Great course. Well-done.”

“Awesome course, and has added immense value.”

**“10++ out of 10!”**



**STORZ General Manager SA feedback...**  
“On behalf of ‘The Team’ Thank you for all your coaching and guidance in helping us to move towards a more productive, professional and happier team. We have really benefited from your workshops and look forward to working with you again.”

### AWARD-WINNING LEADING FINANCIAL PLANNING COMPANY

“ ILS has equipped us with practical coaching skills that has taken our client relationships to the next level. **The results have been staggering.** This is an investment in your business that you won't regret. Our financial planners have reported the ease with which they now handle sensitive client situations, drawing from their ILS tool box.”

Kim Potgieter  
Chartered Wealth Solutions



We do hope that you've enjoyed this  
ROADMAP.

To ask about our schedule of public courses for  
the year ahead, or about bringing our training  
to your organisation.

EMAIL: [info@innerlifeskills.com](mailto:info@innerlifeskills.com)

All the best,

The InnerLifeSkills® team.



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