

# Introduction to Coaching & Mentoring

A strong and vibrant coaching community



## Coaching and mentoring are highly effective development approaches, based on the use of one-to-one conversations to enhance skills, knowledge, and performance of individuals.

Coaching aims to produce optimal performance and improvement at work, it focuses on specific skills and goals, although it may also have an impact on supporting individuals develop improved social skills and confidence.

Mentoring tends to describe a relationship in which a more experienced colleague shares their knowledge to support the development of a less experienced member of staff. It calls on the skills of questioning, listening clarifying and reframing that are also associated with Coaching.

Mentoring works best when they move beyond the directive approach of a senior colleague “telling it how it is” to one where both parties can learn from each other. It is a learning opportunity for both participants, encouraging sharing and learning.

WME have a suite of development programmes to support leaders and managers in beginning, or developing, their coaching and mentoring expertise, and enabling organisations on their journey towards developing coaching and mentoring cultures across the organisation.





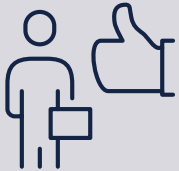
## Coaching Masterclass

Explores how to develop your coaching style to support you in discussions with your teams. An excellent way of building awareness and developing skills where an organisation is striving to embed a coaching culture.

**A three-hour virtual seminar for up to 50 leaders and managers.**

**WME Member: £650 +VAT | Non-WME Members: £780 +VAT |**

**Coaching Pool Members: £620 +VAT**



## The Manager as a Coach programme (MAC)

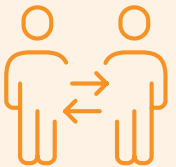
For managers who wish to develop their coaching skills.

The Live Labs (similar to action learning sets) help deepen knowledge and skills, support application and embedding of a coaching and mentoring culture within teams and across organisations.

**A series of three x 3 hours virtual workshops for up to 12 delegates**

**WME Member: £2,200 +VAT | Non-WME Members: £2,640 +VAT |**

**Coaching Pool Members: £2,100 +VAT**



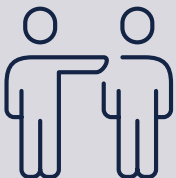
## Introduction to Coaching Programme

This programme is for those without management responsibility to increase their personal influencing skills. Clients have also used these to support those starting out in management and delegates on the MAC programme often request this programme for their team members – helping to embed a coaching culture throughout the team, service area and organisation.

**Two x 3 hours virtual workshops - 12 delegates. All employees**

**WME Member: £1,100 +VAT | Non-WME Members: £1,320 +VAT |**

**Coaching Pool Members: £1,050 +VAT**



## Introduction to Mentoring Programme

Do you, or any of your team, have specific professional skills and experiences that you would like to share with others? Mentoring is a great way to help others develop and progress, as well as connecting and reinvigorating your own learning and development.

**Two x 3 hours virtual workshops – 12 delegates. All employees**

**WME Member: £1,100 +VAT | Non-WME Members: £1,320 +VAT |**

**Coaching Pool Members: £1,050 +VAT**



## Live Lab - for delegates who have attended the Introduction to Coaching and Introduction to Mentoring Programmes

The Live Lab session is designed to provide participants with the opportunity for further learning and reflection on coaching experiences since their participation in “Introduction to” Programmes.

They are an excellent way to refresh, revisit, deepen knowledge and skills, support application and embedding of a coaching / mentoring culture within teams and across organisations.

**A 3-hour virtual session – up to 6 delegates**

**WME Member: £550 +VAT | Non-WME Members: £660 +VAT |**

**Coaching Pool Members: £525 +VAT**

The sessions are delivered virtually. All programmes can be delivered in person, or with a blended approach, e.g., virtual workshops and in person live labs. For prices to suit your requirements, or to book any of the above please contact [info@wmemployers.org.uk](mailto:info@wmemployers.org.uk)

# Coaching Masterclass for Leaders and Managers

## Aim:

An introductory coaching masterclass for leaders and managers. It is for those new to coaching or is a refresher for those who have some previous experience.

The key aim is to explore how developing a coaching style can support your effectiveness as a leader and manager.

You don't need to be a qualified coach to use some fundamental coaching tools and skills to enhance your effectiveness as a manager. In the context of remote and hybrid working, and the increasingly uncertain and complex challenges facing our communities and organisations, leaders. A coaching approach can encourage team members to be proactive, problem solve, create ideas, and contribute more fully. It can contribute and influence cultural change.

This masterclass will provide some fundamental coaching tools, ideas, techniques, and perspectives. We will explore how, through your actions and behaviours as a leader and manager, you can model influence and strengthen the people you work with and help to embed a coaching culture within your organisation.

## Outline:

The session content will include:

- the fundamental skills of coaching
- improving your communication style to have productive conversations with others
- a simple framework to structure coaching conversations
- feedback, challenge and having 'difficult' conversations
- embedding employee wellbeing and resilience conversations
- the use of coaching skills in different leadership and management contexts
- recognising and moving out of work drama

## Outcomes:

Delivered through a mixture of presentation, discussion, group work and practice sessions, this masterclass will give you useful practical tips and the opportunity to practice some essential coaching skills that could impact your effectiveness as a leader and manager.

## Duration:

A three-hours virtual seminar

## Delivery Approach:

An on-line workshop

## Audience:

Leaders and Managers

## Delegates:

Up to 50 delegates

## Investment required

**WME Member:** £650 + VAT

**Non-WME Members:** £780 + VAT

**Coaching Pool Members:** £620.00 + VAT





# The Manager as a Coach Programme (MAC)

## Aim:

Bringing coaching skills to our management 'toolbox' can help us to work more constructively and collaboratively with our teams, increase our personal and interpersonal effectiveness as managers, and contribute and influence cultural change.

A coaching approach can encourage team members to be proactive, problem solve, create ideas and contribute fully.

## Outline:

An inter-active deep dive programme allowing delegates to really explore, practice and embed their learning.

This programme will provide you with fundamental coaching tools, ideas, techniques, and perspectives. We will explore how, through your actions and behaviours as a manager, you can model influence and strengthen the people you work with and help to embed a coaching culture within your organisation.

Delivered through a mixture of presentation, discussion, group work and practice sessions, with feedback, you will start to develop the essential coaching skills to impact your personal and interpersonal effectiveness as a manager.

During the live lab session, we will be modelling a coaching approach, providing another opportunity for you to experience coaching in practice. You will have the opportunity to further develop your skills and practice through:

- sharing and reflecting as a group
- having a safe space to continue practicing coaching conversations
- witnessing coaching in action

## This Programme will cover:

### Workshop sessions:

- The context of constant change and change models
- Fundamental skills of coaching.
- A simple framework to structure your coaching conversations.
- Use of coaching skills in different contexts.
- Recognising and moving out of work drama.
- Feedback and challenge.
- Embedding employee wellbeing and resilience conversations.

## Live Lab session:

Prior to the session, participants will be asked to share some reflections with the facilitator.

Now you've had chance to practice your coaching skills in your day-to-day role ...

1	What aspect of "manager as coach" is working well for you?
2	What aspects of coaching are you finding most challenging?
3	Are there any specifics you'd like to cover in the Live Lab session?

## Outcomes:

### By the end of the programme, you will:

- Understand and practice the fundamental skills of coaching.
- Be more confident in applying these coaching skills in different management contexts, such as team meetings, formal 1 to 1 meetings, corridor conversations in order to improve the focus and effectiveness of your communications.
- Be more confident in giving and receiving constructive feedback.
- Built connections with other managers.
- Increased your personal and interpersonal effectiveness as a manager and your ability to influence and strengthen the coaching culture in your organisation.

## Delegates:

Up to 12 delegates per workshop. The Live Labs are for 6 delegates each which allows for smaller numbers and a more tailored and personal experience.

## Duration:

2 x ½ days workshops and a ½ day live lab.

## Delivery Approach:

An on-line workshop

## Audience:

Managers wishing to develop their coaching skills

## Investment required:

**WME Member:** £2,200 + VAT  
**Non-WME Members:** £2,640 + VAT  
**Coaching Pool Members:** £2,100 + VAT

# Introduction to Coaching Programme

## Aim:

Coaching can help us increase our self-awareness, think about things in different ways, gain new insights and perspectives on issues, and make change.

You don't need to be a qualified coach to use some basic coaching tools and skills to enhance your personal effectiveness. You don't have to be a manager to have impact and influence. In the context of the increasingly uncertain and complex challenges facing our communities and organisations, managers don't have all the answers and we all need to contribute to find and implement the best solutions for our communities and ourselves. Coaching skills can help us all to increase our personal and interpersonal effectiveness, to empathetically engage with peers, colleagues, and managers, be positive members of teams, and influence cultural change.

## Outline:

This programme will provide you with some fundamental coaching tools, ideas, techniques, and perspectives. Delivered through a mixture of presentation, discussion, group work and practice sessions, you will start to develop the essential coaching skills to impact your personal and interpersonal effectiveness.

## We introduce some fundamental coaching skills and explore how you can use these to:

- Effectively coach yourself
- Support peers and colleagues and be a great team member
- Have productive conversations with others
- Maximise your positive impact and influence within your role, including with your manager
- Take ownership of your personal effectiveness
- Be a great role model for others, helping to embed the coaching culture within your organisation

## Outcomes

### By the end of the programme, you will have:

- Started to understand the areas within your control and influence
- Ways of creating rapport and connection with others
- An understanding of the effectiveness of different types of questions
- An understanding of how to give and receive effective feedback
- An understanding of different mindsets and how to shift perspectives
- How to recognise and avoid work-based drama
- Some basic tools and techniques to increase your personal effectiveness within your role

## Duration:

Two half day workshops

## Delivery Approach:

An on-line workshop

## Audience:

All employees

## Delegates:

Up to 12 delegates

## Investment required:

**WME Member:** £1,100 + VAT

**Non-WME Members:** £1,320 + VAT

**Coaching Pool Members:** £1,050 + VAT



# Introduction to Mentoring Programme

## Aim:

Do you have specific professional skills and experiences that you would like to share with others? Mentoring is a great way to help others develop and progress, as well as connecting and reinvigorating your own learning and development.

“The best teachers are those who tell you where to look – but don’t tell you what to see.” – Alexandra K.Trenfor

This programme explores and develops the essential skills for mentoring and provide tools, ideas and techniques for carrying out the role of a mentor within your workplace or wider region. We will explore both formal and informal mentoring relationships and, if relevant, the practical aspects of joining the West Midlands Coaching and Mentoring Pool.

## Outline:

The sessions will be delivered through a mixture of presentation, discussion, group work and practice sessions. There are also additional reading materials and guidance for becoming a formal mentor on the WMCMP.

## The programme will cover the following areas:

- What mentoring is and the benefits of being a mentor in your organisation.
- Introduce and practice the core skills of mentoring.
- The phases of a mentoring relationship and the importance of contracting.
- Your identity as a mentor and developing your mentor profile.
- The structure of a typical mentoring session.
- Potential pitfalls and challenges, including power dynamics and ethical issues – keeping things on track.
- If relevant, practical guidance and information about joining the West Midlands Coaching and Mentoring Pool.
- Your next steps.

## Outcomes

By the end of the programme, you will have:

- Have explored and developed the essential skills for mentoring.
- Be clear about what you can offer as a mentor and be ready to create your mentoring profile.
- Be able to explain the practicalities of an effective mentoring relationship.
- Understand the mentoring process and steps to be taken for effective contracting.
- (Understand the practicalities of signing up to the West Midlands Coaching and Mentoring Pool site.)
- Be clear about the next steps to being a mentor within your organisation.

## Duration:

Two half day workshops

## Delivery Approach:

An on-line workshop

## Audience:

All employees

## Delegates:

Up to 12 delegates

## Investment required:

**WME Member:** £1,100 + VAT  
**Non-WME Members:** £1,320 + VAT  
**Coaching Pool Members:** £1,050 + VAT



# Live Lab Sessions

## Aim:

Live Lab sessions are designed to provide you with the opportunity for further learning and reflection on coaching or mentoring experiences.

This is the opportunity to check in with your peers from the first workshops and further practice your skills, helping to embed them into your day-to-day role.

We will be modelling a mentoring and coaching approach throughout the session, providing another opportunity for you to experience mentoring, and/or coaching in practice.

The session will be loosely structured around....

- Check in and update
- Sharing and reflecting as a group
- Having a safe space to continue practicing coaching or mentoring conversations
- Addressing practical aspects of registering and participating on the WMCMP

We recommend that coaching and mentoring introduction programmes are all followed up with live lab sessions to truly embed learning.

## Outline:

Although they all follow a common structure, each Live Lab session will be different and tailored to the needs of the participants. The facilitator will also share additional specific content and coaching/mentoring tools in response to individual requests and queries.

## Outline: Live Lab for Introduction to Coaching:

Prior to the session, participants will be asked to share some reflections with the facilitator.

Now you've had chance to reflect and practice your coaching skills in your day-to-day role....

- What aspects of taking a "coaching approach" are working well for you?
- What aspects of coaching are you finding most challenging?
- Are there any specifics you'd like to cover in the Live Labs session?

## Outline: Live Lab for Introduction to Mentoring:

Prior to the session, participants will be asked to share some reflections with the facilitator.

Now you've had chance to reflect and practice your mentoring skills in your day-to-day role.

- Where are you in relation to your thinking and the practical aspects of joining the West Midlands Coaching and Mentoring Pool?
- What are the next steps for you?
- How confident are in using the key mentoring skills? (Active listening, questions and playing back)
- What would you like to explore further in the Live Labs session?

## Outcomes

### By the end of the Live Lab, you will have:

- Increased confidence and ability to use the skills in your day-to-day role.
- Built connections with your colleagues and other coaches and/or mentors.
- Increased your personal and interpersonal effectiveness and your ability to influence and strengthen the coaching and mentoring culture in your organisation.
- Addressed any practical aspects of joining the West Midlands Coaching and Mentoring

## Duration:

3 hours delivered online.

## Delivery Approach:

The Live Labs are for 6 delegates each which allows for smaller numbers and a more tailored and personal experience.

To be held approximately 1 month after the workshops to allow for learning to take place, however the best date for your organisation will be agreed at booking e.g., a quarterly live lab might work better for you.

## Audience:

For all employees who have completed the Introduction to Coaching or Introduction to Mentoring Programme.

## Investment required:

**WME Member:** £550 + VAT

**Non-WME Members:** £660 + VAT

**Coaching Pool Members:** £525 + VAT



**The sessions are delivered virtually.  
All programmes can be delivered in person,  
or with a blended approach, e.g., virtual workshops and in  
person live labs.**

**For prices to suit your requirements,  
or to book any of the above, please contact  
[info@wmemployers.org.uk](mailto:info@wmemployers.org.uk)**

