

A 16-HOUR LEADERSHIP COACHING PROGRAM

Coaching for Leaders

The Performance Edge — Program Outline

FROM TASK MANAGER → TO PERFORMANCE MULTIPLIER · IN TWO DAYS

THE BIG IDEA

**Promoted for doing the job.
Now expected to **grow the people**
who do it.**

THE GAP

Most managers were promoted for doing the job well — not for developing the people who do it now. That's the gap this program closes.

THE SHIFT

Across **16 immersive hours**, leaders trade the instinct to **'fix'** for the skill to **unlock** — building teams that perform, stay, and grow without them.

THE EVIDENCE

Three numbers that make coaching **non-negotiable.**

50%

Higher internal mobility

at organizations with strong coaching cultures.

— LINKEDIN WORKPLACE LEARNING

Top 10

Global skill ranking

of leadership & coaching-driven capabilities.

— WEF FUTURE OF JOBS

100%

Of CEOs want coaching

— yet most never receive it.

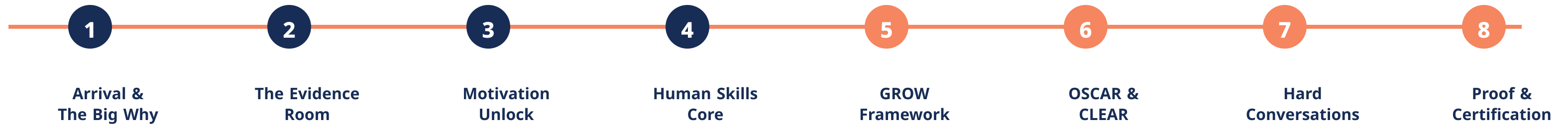
— STANFORD RESEARCH

YOUR JOURNEY · AT A GLANCE

The whole 16-hour arc — in under two minutes.

DAY 1 · FOUNDATIONS

DAY 2 · MASTERY & PROOF



START · HOUR 0

Walks in a task manager.

FINISH · HOUR 16

Leaves a certified performance multiplier.

DAY 1 • PHASES 1 – 4

Foundations — from 'why' to 'how to listen'.

PHASE 01

Arrival & The Big Why

Walk in a task manager. Leave with a clear picture of the performance multiplier you're about to become.

WIIFM • WHAT'S IN IT FOR YOU

Instant clarity on why this matters for your next promotion, not just your next team meeting.

PHASE 02

The Evidence Room

WEF, LinkedIn, World Bank, HBR & Stanford — including the MENA coaching gap.

WIIFM • WHAT'S IN IT FOR YOU

Ammunition to defend coaching to your own boss — backed by data, not gut feel.

PHASE 03

The Motivation Unlock

Map Daniel Pink's Autonomy, Mastery & Purpose onto your most disengaged employee.

WIIFM • WHAT'S IN IT FOR YOU

A zero-cost way to re-energize your hardest team member — no budget approval required.

PHASE 04

The Human Skills Core

Trust, the 3 Levels of Listening, silence, and high-yield questioning — practiced live.

WIIFM • WHAT'S IN IT FOR YOU

People will start telling you the truth before problems become crises.

DAY 2 · PHASES 5 – 8

From frameworks to **live proof** — under pressure.

PHASE 05

Your First Framework — GROW

Goal · Reality · Options · Will — run twice in role play, with real scenarios.

WIIFM · WHAT'S IN IT FOR YOU

One repeatable conversation for any employee, any goal — starting tomorrow morning.

PHASE 06

Levelling Up — OSCAR & CLEAR

Two more models: high-stakes decisions, and emotional / burnout-prone moments.

WIIFM · WHAT'S IN IT FOR YOU

The right tool for the moment — never stuck using a hammer on a screw again.

PHASE 07

The Hard Conversations

The 5-step meeting architecture + Full Cycle Method for excuses, blame & pushback.

WIIFM · WHAT'S IN IT FOR YOU

A script — and an exit ramp — for every excuse thrown at you.

PHASE 08 · CAPSTONE

Proof & Certification

SBI feedback, Radical Candor, and a live, unscripted capstone integrating every model.

WIIFM · WHAT'S IN IT FOR YOU

Leave **knowing** you can do this — plus a certificate & a dated action plan.

THE DETAILED FLOW · DAY 1

Foundations, Motivation & the GROW Model.

#	MODULE	WHAT HAPPENS	WIIFM — WHAT YOU GAIN
1	The Performance Edge	Welcome & executive overview of the shift from task manager to performance multiplier.	See exactly what this room turns you into by Day 2.
2	The Science & ROI	Global research proving coaching drives the bottom line — incl. the MENA coaching gap.	Data you can use to justify this to your own leadership.
3	Motivation 3.0 (AMP)	Daniel Pink's Autonomy, Mastery & Purpose — mapped onto a real employee.	Re-engage your most checked-out employee for free.
4	Core Competencies	Trust, the 3 Levels of Listening, silence, and high-yield questioning.	People start bringing you problems early, not late.
5	The GROW Model	Goal, Reality, Options, Will — drilled through two rounds of role play.	One repeatable conversation for any goal, any employee.

THE DETAILED FLOW · DAY 2

Advanced Models, Tough Talks & Capstone.

#	MODULE	WHAT HAPPENS	WIIFM — WHAT YOU GAIN
6	OSCAR & CLEAR	Consequence-driven and relationship-driven models for high-stakes and emotional moments.	The right framework for the moment, every time.
7	Meeting Architecture	The 5-step coaching meeting, plus the Full Cycle Method for excuses and pushback.	A script and an exit ramp for any excuse thrown at you.
8	Capstone & Certification	SBI feedback, Radical Candor, and a live capstone coaching session.	Proof — on the spot — that you can do this under pressure.
TOTAL PROGRAM TIME			16 hrs
16 hours across two days — research, guided practice & role play.			

WHAT MAKES IT DIFFERENT

Five reasons this **isn't** another training day.

01

Real Frameworks, Not Fluff

GROW, OSCAR, CLEAR, SBI, and the Full Cycle excuse-handling method — all drilled live, not just presented.

02

Backed by Global Research

WEF · LinkedIn · World Bank · HBR · Stanford — every module anchored in evidence, not opinion.

03

Regionally Relevant

Dedicated content on the MENA coaching gap — positioning coaching as a competitive differentiator in the region.

04

Practice-Heavy Design

20-minute role plays and workshops woven through every module — leaders leave having **done** it.

05

A Capstone That Proves It

Participants run a full, unscripted coaching session integrating every model — before they graduate.

A HOOK FOR EVERY AUDIENCE • 1 OF 2

Same program. **Two different reasons to say yes.**

AUDIENCE PROFILE • THE BUYER

HR & L&D Leaders

"Stop buying training. Start buying retention."

Coaching cultures see up to **50% higher internal mobility** (LinkedIn) — a metric you can put straight into your next budget review.

"One program. Every manager. One shared language."

GROW, OSCAR, CLEAR & SBI become a common operating system for performance conversations across the whole org.

"Proof of learning, not just attendance."

Every participant leaves **certified**, having passed a live, unscripted capstone — not just sat through slides.

AUDIENCE PROFILE • THE PARTICIPANT

People Managers & Team Leads

"Leave with a plan for Monday, not just notes from Friday."

Every leader walks out with a named framework, a named employee, and a scheduled date to use it immediately.

"Never freeze in a tough conversation again."

The Full Cycle Method and SBI feedback give you a script — and an exit ramp — for excuses, blame, and pushback.

"Motivate your team without touching the budget."

The AMP framework unlocks Autonomy, Mastery & Purpose — **no bonus required.**

A HOOK FOR EVERY AUDIENCE • 2 OF 2

The **sponsor** who signs. The **team** who benefits.

AUDIENCE PROFILE • THE SPONSOR

C-Suite & Business Sponsors

"A performance investment, not a training day."

Tie the spend to **reduced attrition, faster onboarding & stronger sales conversion** — Kirkpatrick Level 4 metrics that matter to you.

"Close the gap your competitors haven't."

Regional research shows most MENA organizations still run on command-and-control — coaching becomes your employer-of-choice differentiator.

"Nearly 100% of CEOs want this for themselves." —

STANFORD

If it's non-negotiable at the top, it shouldn't be optional for the managers running your frontline.

AUDIENCE PROFILE • THE BENEFICIARY

The Wider Team

"Your manager is about to start asking, not telling."

Employees get more ownership over their own goals and options — not more instructions handed down.

"Feedback that builds you up, not catches you out."

SBI and Radical Candor make feedback specific, fact-based, and focused on your growth — not blame.

"A louder voice in your own career."

Coaching cultures correlate with more internal mobility — meaning more visible paths to your next role.

THE MARKETING HEADLINE



From **task manager** to **performance multiplier** — in 16 hours.

POSITION IT AS

A performance and retention **investment**, not a training day.

LEAD WITH

ROI data — WEF, LinkedIn, Stanford.
Frameworks by name: **GROW, OSCAR,**
CLEAR, SBI.

CLOSE ON

The takeaway every participant leaves
with: a live action plan — **ready for**
Monday morning.