

Leader as a Coach





Promote innovation and individual responsibility within your organization.

Given the fast-paced changes in the workplace, companies and their leaders are challenged to reconsider and evolve their leadership models. Hierarchical leadership models no longer align with the modern work and leadership ethos. Cooperative and dynamic leadership methods, based on support, trust, and autonomy, are gaining increasing importance.

This poses new challenges for leaders, such as:

Leading teams in hybrid work environments

Attracting and nurturing talent, and retaining employees

Establishing an open and appreciative feedback culture

Guiding intercultural and cross-generational teams

Rely on the effectiveness and implementation of established coaching approaches to sustainably address these challenges.

The efficacy of coaching.

Coaching has been utilized for decades, both in personal and professional contexts, to support individuals in various developmental processes. Coaching is based on the premise that the coachee already holds the solution to their problem within themselves. By utilizing specific questioning techniques, the coach assists the coachee in addressing their personal concerns while taking on a process-oriented role. Systemic coaching questioning techniques and methods are not only applied in pure coaching processes but are increasingly integrated actively into everyday work and leadership practices.

Coaching methods as a leadership instrument.

By employing specific coaching techniques, you can approach your daily leadership tasks in new ways and learn to

Foster an open communication and feedback culture

Build trust and develop employees

Identify dysfunctional team dynamics

Empower teams and motivate them even in challenging times

The “Leader as a Coach” program

Our 32-hour program, "Leader as a Coach," supports you in acquiring profound coaching methods to further develop your leadership approach sustainably and promote cooperative and appreciative collaboration with your employees. In just four modules, we equip you with content and approaches from prevalent coaching practices to drive a healthy work and leadership atmosphere within your organization.

Whether you are new to coaching and leadership or actively driving transformative changes within your organization, our program is tailored to different levels of expertise. The program format can be flexibly adjusted to meet your needs and can take place either virtually or in a hybrid format. All sessions are conducted and guided by our qualified coaches.

Module 1: Emotional Intelligence & Self-Leadership

- Enhancing personal reflective abilities
- Promoting self-awareness and its impact on one's leadership style
- Identifying one's own "purpose"

Module 2: Learning Coaching Skills – Part 1

- Introduction to coaching and differentiation from other interventions such as consulting or therapy
- Recognizing coaching needs
- Common coaching approaches (e.g., active listening, powerful questioning, etc.)

Module 3: Learning Coaching Skills – Part 2

- Building trusting relationships
- Utilizing reflective feedback
- Application of the TGROW model

Module 4: Conflict Management & Team Dynamics

- Communication models for constructive conflict resolution
- Identifying dysfunctional team dynamics
- Group reflection (e.g., Coaching Session Framework, effective goal-setting, and responsible leadership)

Key program details:

- **Format:** Workshop (virtual or in-person) & Peer Learning between modules
- **Recommendation:** We suggest an additional 4-6 hours for individual coaching for personal reflection on the learnings
- **Total Workshop Duration:** 32 hours per cohort
- **Virtual Format:** 8 sessions of 4 hours each → for virtual formats, we recommend limiting each workshop day to a maximum of 4 hours
- **In-Person Format:** 4 sessions of 8 hours each
- **Target Audience:** Leaders and aspiring leaders
- **Cohort Size:** We recommend 9 to a maximum of 12 participants per cohort



Looking for inspiration?

If you're unsure whether this program meets your organization's needs, we are happy to advise you on introducing your leaders to this topic.

Who we are

We are **bettercoach**. We are competent. We are transparent. We are **authentic**. We care about **leadership** and believe in co-creative, fair, and honest relationships. We dive deep because this delivers impactful solutions that last long-term. We embrace change as everything must **change to grow**. Our goal is to transform lives and businesses.

We are **40 leaders** from Germany, Austria, India, Spain, the UK, and Pakistan, and we work with the biggest enterprises in Europe. Together with our coaches from all over the world we work on **our mission to support people on their path to fulfillment at work**.

Our satisfied clients



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