



Online Coaching Programme

Introduction

This is an online programme designed for managing directors, chief executives, C-Suite executives, general managers and executive directors who seek to obtain coaching support, knowledge and skills to achieve their maximum potential; both professionally and in their personal lives.

The Programme has been developed by the **Martin Oduor-Otieno Leadership Academy (MOOLA)** and will be facilitated by International Coach Federation (ICF) accredited coaches and experienced leadership practitioners.

Goal of the Programme

This programme intends to demystify coaching as a leadership tool by exposing the leaders to the nuts and bolts of executive coaching while providing them with a platform for practical application.

Learning Outcomes

By the end of the programme, the participants should be able to:

- Demonstrate an understanding of the theory and practice of coaching
- Apply coaching lessons to enhance their leadership effectiveness
- Engage more productively with their teams and stakeholders
- Handle the dynamics of the workplace and home environments effectively
- Develop and implement workplace coaching programmes
- Create and embed a workplace coaching culture

Programme Design

The Programme is designed to ensure that participants learn with minimal interruption (if any) at the workplace. The programme is delivered through our e-learning platform.

Participants are expected to engage with each other and with the facilitator virtually, undertake agreed assignments and tasks and propose how lessons learned may be applied to create a coaching culture in their respective organizations.

Programme Modules

- Understanding coaching
- Types of coaching
- Coaching models
- Coaching Tools
- Coaching as a leadership tool
- Creating and embedding a coaching culture
- Developing and implementing workplace coaching programmes
- Measuring impact/Return on coaching investment
- Experience Coaching (Practical)

It is estimated that participants will take three (3) weeks per module and four (4) weeks on designing their workplace coaching programmes.

Learning and Delivery Model

The Coaching Programme is designed based on the 70:20:10 Learning and Development model developed by Morgan McCall, Michael M. Lombardo and Robert A. Eichinger. To apply this model, we use a combination of lectures, case studies, videos, experiential learning, expert insights, simulations and group discussions.

Programme Assessment

Progress is evaluated and monitored through assignments, group presentations, group discussions, reflection papers, assessments and a workplace coaching programme design to be submitted and presented to a group of evaluators.

Post-intervention Evaluation

Upon completion of the programme, The Leadership Group will undertake an in-depth evaluation of participants' performance to establish if change has taken place. This will be aided by regular debrief and feedback sessions. A report on the participants' performance in the programme will be presented to the organisation where required.



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