

Building a Coaching Culture

Ideal for All employees
within the organisation



Coaching.
Humanised.

This solution encapsulates TTM's methodology developed over years, after receiving feedback from many companies who found traditional coaching helped the individual, but did not lead to growth for the organisation.

Target audience

- All employees in the organisation – regardless of level or position– who have passion towards coaching and helping others.
- Ideally, the coaches should be selected on voluntary basis, and best have of 5+ years of experience.



Duration

- **Digital Sessions:**
9 Segments – each of 90 min
- **Coaching Practice Assignment:**
a minimum of 6 coaching hours
- **Coaching the Coach:**
4 coaching sessions by TTM coaches – each of 60 min (individualized learning)

BUILDING INTERNAL COACHING CAPABILITIES

According to a CIPD case study 41% of coached members got promoted to higher position compared to 15% of the non-coached staff.

THE NEED TO DEVELOP A COACHING CULTURE

The modern workplace is rife with change and uncertainty. This has made coaching, whether internal or external, a necessary strategy for supporting leaders as they navigate new challenges. Following internal coaching best practices could help organisations to foster a coaching culture and build a strong line of leaders ready to tackle new situations. It's the wisdom of "Give a person a fish, they eat for one day; But if you teach them how to fish, they eat for life".

The goal is to create an environment where coaching is the norm that fosters trust among employees and between employees and management. In this way, coaching is necessary for building and maintaining trusting, successful relationships within organisations and with external partners. Only when these relationships are working in synergy, all parties see more personal and professional organisational growth.

Our coaching capacity building journey is made of more than just the educational session. It includes activities focusing on increasing the amount of practice done by the audience, which are the most important element for becoming an effective coach.



THE DIGITAL SESSION

This is the primary knowledge building session, where the audience will learn the principles of coaching, and the coaching process, material and more. This will be made of 9 Segments – each of 90 minutes, delivered digitally.



COACHING PRACTICE ASSIGNMENT

Coaches will be asked to deliver 6 coaching hours during a period of 2 month, where they document and record their findings and highlight challenging coaching incidents, where they need more support from TTM coaches.



COACHING THE COACH

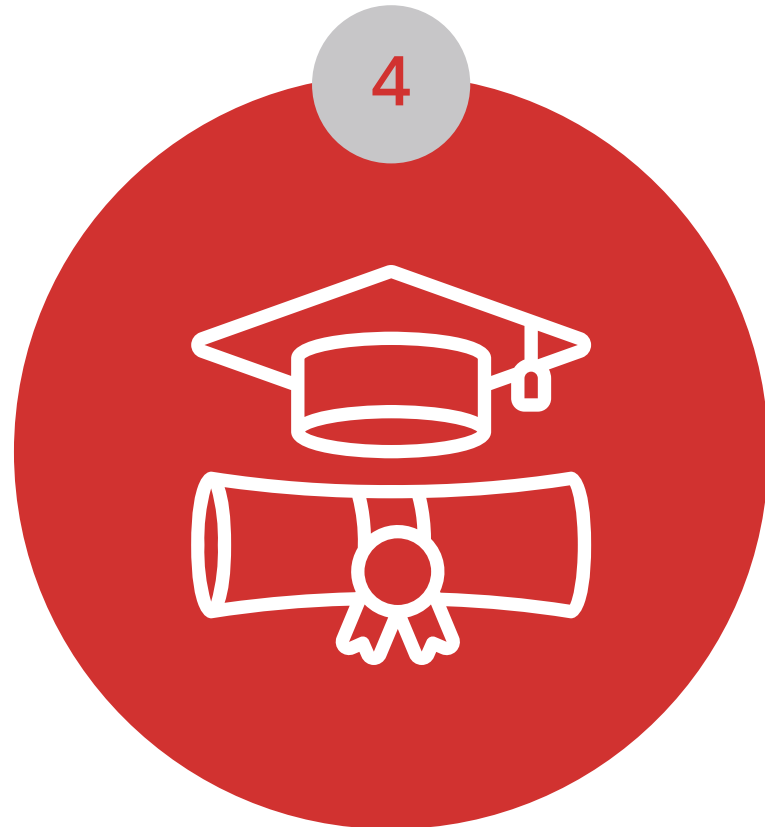
In order to support the coaches during their Live Practice, they will have access to 1:1 Coaching sessions by TTM certified coaches. TTM coaches acts as a mentor to coach the members individually. Each coach will receive a total of 4 coaching sessions – each of 60 minutes, delivered digitally.

Attend the Sessions

Practice, Reflect and Document

Get Coached

You Are Ready!



The Details of The Digital Session

The 9 segments are structured according to the Global Principles of Coaching using the unique GROW® coaching methodology. The segments will be focused on the below areas:



PRE-REQUEST (PASSION) STAGE

Show Passion Towards:
The coaching Process
(understand the
learning process)

Show Passion Towards:
Growing self and others
(build your credibility)

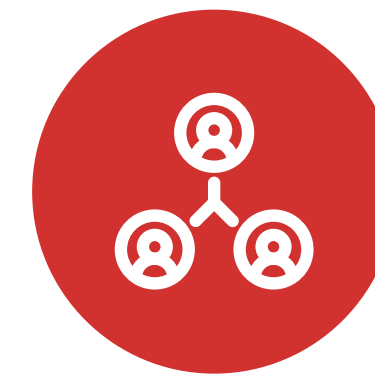


PREPAREDNESS STAGE

Understand the preferred
learning styles of your coachee

Know about your coachee
skills, behaviors, challenges
and relationships

Be prepared with your
coaching tool kit



PRESENCE STAGE

LMS – Mobile App. Access
to Micro Content

Videos – Audio Learning Shots

Gamification and A.I.
Based Learning

Articles, Tips, Do's / Don'ts
Digital Cards



PERSISTENCE STAGE

Document the outcomes
of the coaching session

Observe the coachee
movement to make
the improvement needed

Be persistent in making
the change happen – ensure
commitments

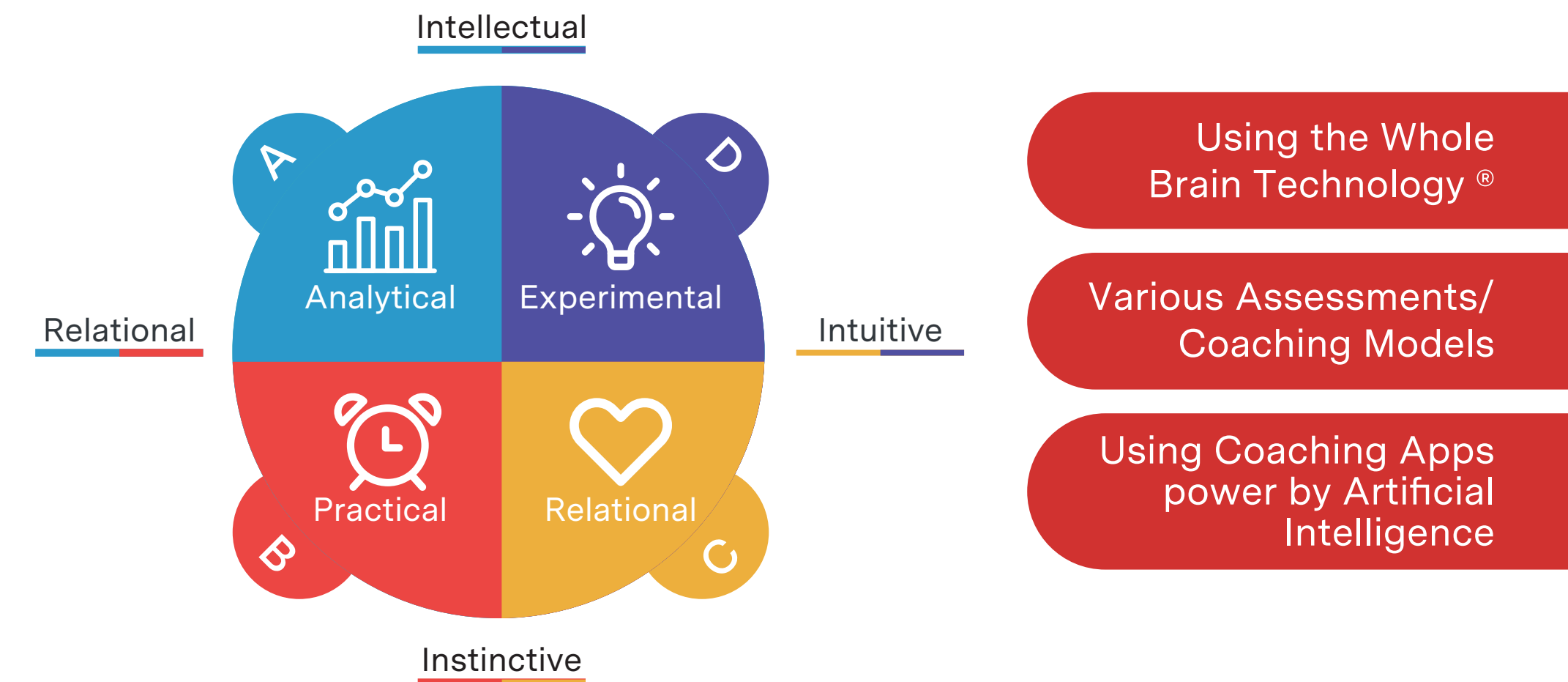
MATCHING & FINE TUNING USING WHOLE BRAIN TECHNOLOGY

TTM coaches understand the pivotal role played by the brain in both the client's and the coach's capacity to adapt effectively to meet the demands of a situation and to successfully navigate crisis and transition. The coach can provide the ongoing relationship that stabilizes situations and facilitating changes in the client's brain. The very extensive research into the brain combining the work of many neuroscientists such as Paul Maclean who was the first to give systematic thought to the evolutionary development of the brain defining the Triune Brain, Roger Sperry's lateralization theory, and later by Ned Herrmann to define how the brain works as a whole, not just work out what each bit does.

Change that will last originates in the limbic system through emotions being fired that will create and support the neural pathways upon which change depends. The emotions are especially aroused during crisis, and during transition they need consolidating in new pathways.

From a brain-based point of view, the primary coaching task TTM follows is to create the optimal conditions for brain change. The coaching relationship is the foundation for the work of the client's brain in making sense of their unique situation. Meaning and sense-making are crucial to this process. The attachment emotions of trust and joy facilitate change. The survival emotions of fear, anger, disgust, shame and sadness inhibit change. Surprise creates possibility and potential.

TTM Coaching Methodology



Effective coaching needs to manage energy in the coaching session in order to create shared 'sense making'. Mindfulness training is good way of doing this (Hall, 2013). It allows the brain to start functioning in such a way that the mind can entertain a 'plane of possibilities' (Siegel, 2010) that makes transition possible, overcoming the confusion or rigidity that is characteristic of a mind grappling with crisis.

Enough understanding of brain and behaviour gives the coach a body of professional knowledge that has worldwide applicability as the underpinnings of coaching technique and method. At the same time, Applied neuroscience offers coaches the opportunity to become the coach not only to the individual or team but, as an expert in brain and (emotionally driven cognitive) executive behaviour, to the whole organisation.

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