

Professional Sports Coaching for Business

Professional Sports Coaching for Business is the ultimate and most effective form of performance coaching for generating behavior change and results. It teaches transferable best practices from professional sports coaching that directly apply to business.

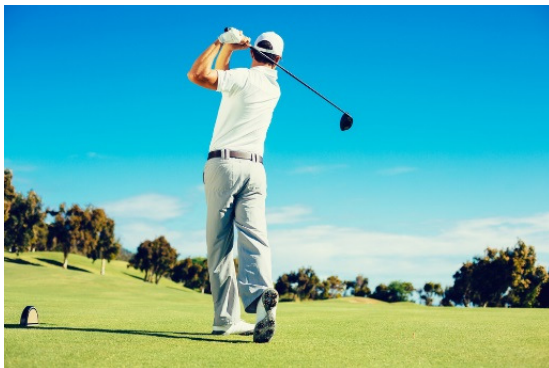
Sports Coaching is a paradigm shift. Unlike traditional coaching programs, it has a strong focus on **how-to** methodologies, such as how to effectively observe, provide precise, candid and value-added advice, and build skills.

The program utilizes interactive activities, coaching demonstrations, skill building exercises and easy-to-use coaching tools to build coaching capabilities that are proven to improve player performance and results. The modules of the Sports Coaching program are:

Introduction

Introduces the goal of *Professional Sports Coaching for Business* and related concepts, including:

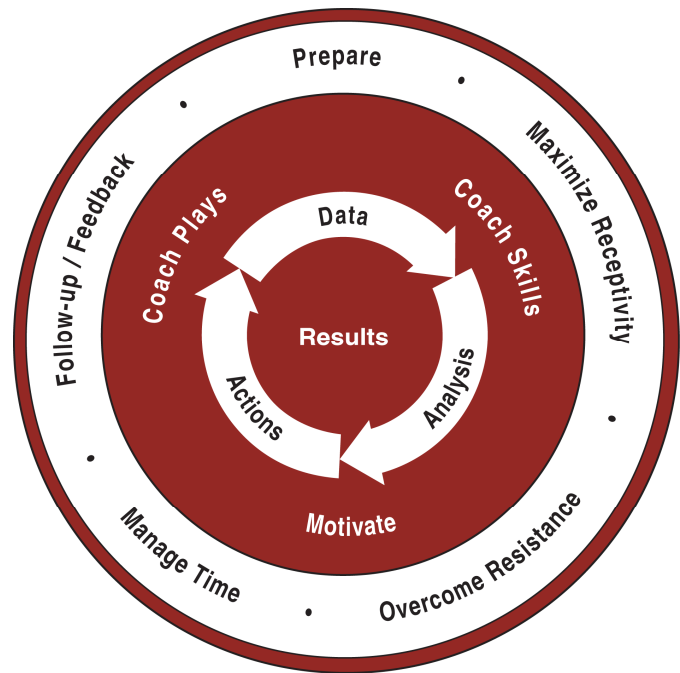
- The importance of performance coaching
- Every coaching intervention should have an outcome to improve performance and results
- Why traditional coaching efforts have not achieved desired results
- Why and how the program uses transferable best practices from professional sports coaching adapted for business
- How to achieve Executional Excellence by making coaching a daily practice
 - [Benefits of Effective Performance Coaching Workshop](#)



Module 1: Conceptual Model

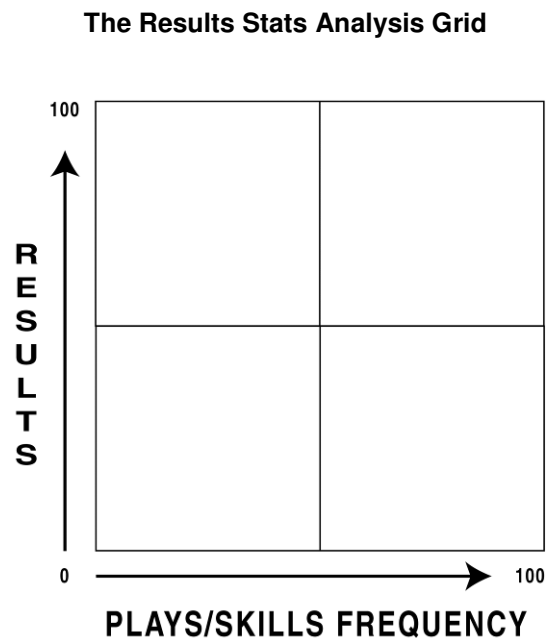
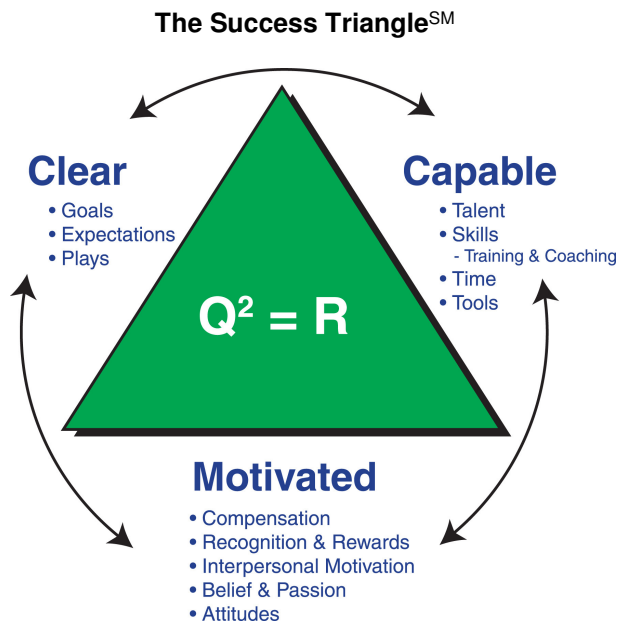
Introduces the “language” of sports coaching and the key components of the program as presented in the Professional Sports Coaching for Business Model.

- Sports Coaching terminology
- The Big Five Coaching Activities



Module 2: Analyze Data

How to use two simple and proven tools – the success triangle and the results stats analysis grid to more effectively analyze performance.



- The Success Triangle Workshop
- Analyzing Results Stats Workshop

Module 3: Coach Plays

How to take the classic coaching “sit down” to a new level of effectiveness, as well as how to build plays targeted to business-line objectives.

- Four Behavioral Change Categories
- Importance of prioritization and focus on the skills that will have the greatest impact on performance
 - [Focused Five Sales and/or Service Skills Workshop](#)
- The importance of Granularity in Coaching and of obtaining specific, granular commitments
 - [Get Granular Workshop](#)
- How to Build Plays targeted to achieve specific performance objectives
 - [Building Plays Workshop](#)
- The Four Steps to take the classic coaching sit-down to the next level
 1. Maximize Receptivity
 2. Provide Feedback Regarding Data
 3. Joint Analysis Regarding Performance Levels
 4. Agree Upon Prioritized Game Plans
 - [Specific Questioning Workshop](#)
 - [Coaching Plays Skills Practice](#)



Module 4: Coach Skills

How to effectively observe players; provide them with specific, candid and value-added feedback; and build their skills using various skill building options. Contains three sub modules:

1. Observations – How and what to observe

- Prioritizing What to Observe Workshop
- Practice observing in several scenarios
 - Face-to-Face Skill Observation Workshop
 - Two-Sided Audio Skill Observation Workshop
 - One-Sided Audio Skill Observation Workshop
 - Face-to-Face Skill Observation Skill Practice
- Use of prompt sheets

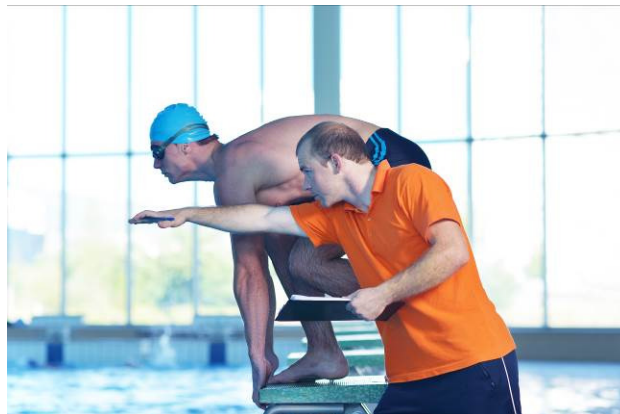
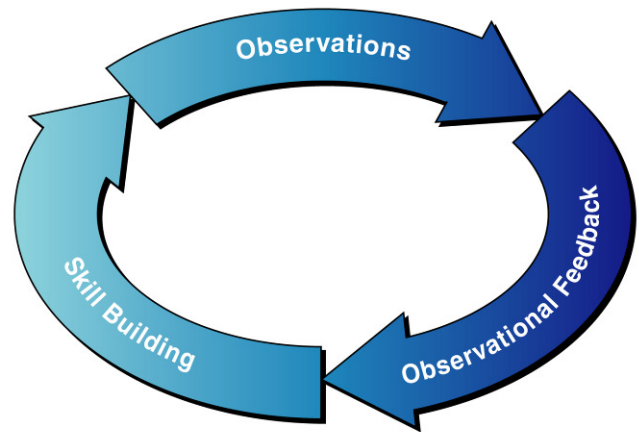
2. Observational Feedback – How to provide specific, value-added observational feedback

- The critical importance of Honesty in Coaching
 - Pre-Positioning Honesty In Coaching Scriptwriting Clinic
- The Four Steps of Observational Feedback
 - Observational Feedback Skills Practice
- Pre-positioning Honesty in Coaching

3. Skill Building – How to build skill

- The Four Steps of Skill Building
- Deconstructing skills and transferring knowledge
- Practice building skills for each scenario
 - Skill Building Skills Practice with Coach Alone
 - Skill Building Skills Practice with Expert Role Model and Coach
 - Skill Building Skills Practice with Audio/Visual and Coach

The Coach Skills Loop



Module 5: Motivate

How to inspire and motivate players to achieve their personal best.

- Interpersonal motivation: the actions of the direct coach have the greatest impact on player motivation
- Dream building and setting high expectations
- Importance of belief and passion
- Attitudes and motivation
 - [Motivate Workshop](#)

Module 6: Follow-Up and Feedback

How To effectively Follow Up to Maximize Player Performance and sustain the Coaching Process

- Follow-up and feedback objectives
- Follow-up **because you care** and want to help your players to be the Best of the Best
- Overcoming the Fear of Follow-Up (FOFU)
- The three sources of follow-up information
- The Importance of the Coach's Log
 - [Coach's Log Workshop](#)
- The Four Follow-up Possibilities
 - They did "it" and it worked
 - They did "it" and "it" didn't work
 - They didn't do it
 - They did something else that worked
- Guidelines for follow-up and feedback
 - [Follow-up and Feedback Workshop](#)



Module 7: Maximize Receptivity

How to create a responsive mindset to increased coaching, and maximize receptivity during all coaching interventions.

- Obtaining buy-in from coaches and players
 - [Sports Coaching Benefits Workshop](#)
 - [Launching Sports Coaching Scriptwriting Clinic](#)
 - [Pre-Positioning Honesty In Coaching – Part Two Scriptwriting Clinic](#)
- Communication techniques to maximize receptivity
 - [Maximizing Receptivity in Coaching Sessions Scriptwriting Clinic](#)
 - [Pre-Positioning Player Observations with Clients Scriptwriting Clinic](#)

Module 8: Overcome Resistance

How to successfully overcome players' resistance to increased coaching.

- Objections Categorizer and Correlator
 - [Objections Clinic to Anticipate and Prepare to Successfully Overcome Any Player Resistance to Coaching](#)

Module 9: Structured Time Management

How to use practical and effective methodologies to help ensure time for coaching

- Prioritization
 - [Critical Few vs. Minor Many Tasks Workshop](#)
- Batch Processing
 - [Batch Processing Workshop](#)
- Time Locking
- Training Time Bandits to cooperate with Time Locks
 - [Training Time Bandits Scriptwriting Clinic](#)
 - [Time-Managed Coach's Game Plan Workshop](#)



Module 10: Situational Skills Practice

Participants continue to build their coaching capabilities by applying the skills learned in *Professional Sports Coaching for Business* in a series of situational skills practices.

- [Numerous Skills Practice Scenarios Are Provided](#)

Advanced Modules

Modules 11 through 13 build on the earlier modules of *Professional Sports Coaching for Business*. Participants learn the nuances of the observational coaching process for coaching high performers, teams and coaches.

Module 11: Coaching High Performers

- Benefits of coaching high performers
- Challenges of/resistances to coaching high performers
 - Overcoming High Performers' Resistance to Observation Scriptwriting Clinic
- Ground rules for coaching high performers
 - Providing Observational Feedback to High Performers Skills Practice
 - Skill Building with High Performers Workshop
 - Circles of Five Workshop
- Motivating high performers
 - Motivating High Performers Workshop
- The Sports Coaching Model as it applies to coaching high performers
 - High Performer Follow-Up and Feedback Workshop
 - Overcoming High Performers' Resistance to Coaching Objections Clinic



Module 12: Coaching Teams

- Benefits of coaching teams effectively
- Coach's responsibility when coaching teams
 - Observing Teams Workshop
 - Skill Building with Teams Workshop
 - Motivating Teams Workshop
 - Team Follow-Up and Feedback Workshop
- The Sports Coaching Model as it applies to coaching teams
- Specialized team coaching concepts
 - Meeting Intervention Scriptwriting Clinic
 - Using Scheduled Meetings to Coach Teams Workshop
 - Circles of Five Workshop

Module 13: Coaching the Coaches

- The Sports Coaching Model as it applies to coaching the coaches
 - Observing Coaches Workshop
 - Providing Observational Feedback to Coaches Skills Practice
 - Skill Building with Coaches Workshop
 - Building A Positive Coaching Attitude Scriptwriting Clinic
 - Coach Follow-Up and Feedback Workshop
 - Coaching the Coaches Objections Clinic
 - Coaching by Telephone Workshop
 - Circles of Five Workshop



Structure:

The Modular design of *Professional Sports Coaching for Business* provides flexibility in structuring initial training and ongoing reinforcement. Cohen Brown works with each client to develop an implementation plan based on the unique needs of the organization.

Sports Coaching utilizes Cohen Brown's proven leader-led methodology, supported by video and a comprehensive Leader's Guide and Participant Workbook. It also includes Job Aids, Coaching Tools, At-A Glance Summaries and Coaching Demonstrations.

The Program includes over 50 interactive workshops and skill building exercises. Participants leave with a specific implementation action plan for immediately applying what they have learned. They continue to learn on the job and share their coaching experience and results during teleconference debriefings. The debriefings are also a forum for recognizing successes, surfacing and addressing challenges and reinforcing coaching skills.

Participants:

Sports Coaching is ideal for managers, leaders and coaches from all lines of business and support areas.

