



# COACHING FOR SUCCESS

MOTIVATING AND MANAGING *AND EVEN FIRING*  
FOR IMPROVED EMPLOYEE PERFORMANCE

MOTIVATE EMPLOYEES  
BY RECOGNIZING THEIR  
ACCOMPLISHMENTS DAY IN AND  
DAY OUT.

A successful manager creates an environment where employees, from the highest performers to those struggling to achieve, understand that YOU are there to serve them—to put them first—and bring out the best in them.



## The Modern Manager as Coach and Motivator

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This valuable program is designed to help you because your role as coach is crucial and delicate—to set expectations for performance, yet help each individual employee to nurture growth, development and achievement.

The training and techniques outlined in this program will help you and your entire organization succeed in the face of any obstacle, through using these 4 steps:

1. Improving your daily interactions with your employees
2. Helping employees perform at a higher level
3. Creating and managing effective teams
4. Providing skills necessary for working with poor performing and problem employees

## What are the important nuances for managers equipped with state-of-the-art coaching skills to positively impact employees on a daily basis?

### DID YOU KNOW:

Most underperforming employees do so because they lack a clear understanding of what is expected of them.

### *Remember...*

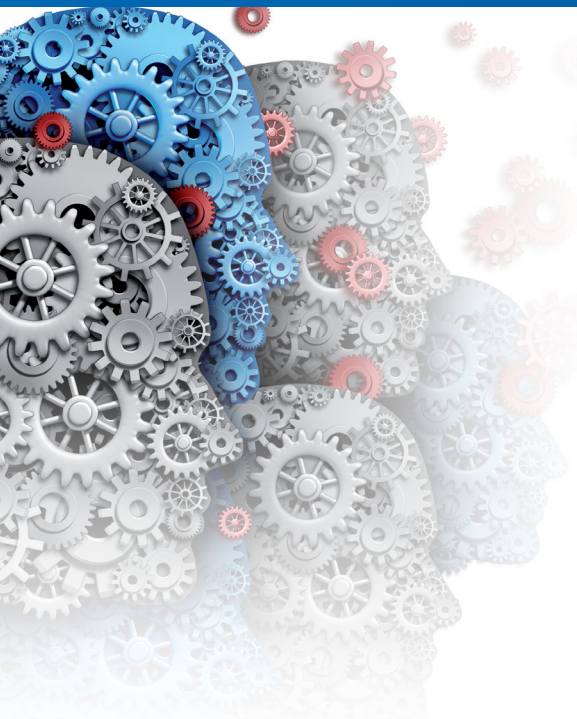
- Your most important job as a coach and manager is to assemble the best team possible to deliver on high expectations.
- A coach is a teacher and mentor who keeps his employees' interests in mind—in addition to the organization's business goals.
- Successful coaches utilize: Understanding, Clarity, Feedback and Motivation

## ***What DO employees want?***

TO FEEL WANTED—NEEDED—LIKE  
THEY BELONG—AND VALUED.

Providing recognition is a way you can show employees that they are valued.

When you show them you care about their success—that you understand what they desire—you can work strategically to position and motivate the members of your team to get the best out of everyone.



## The program teaches more about Training and Team Building

Team building is a delicate process. Anyone can put together a group of talented people, but it takes a dedicated team leader and a devoted coach to effectively bring everyone together. A good coach mentors team members, and puts employees in the right place to succeed. Training is especially important for new hires. Through training, professional development, and repetition, you can teach the brain to perform at the highest level, no matter what the situation.

*Many managers dislike doing employee performance reviews... here's valuable help!*

To be an effective coach, you must always know what your employees are doing, and how well they are performing. Properly assessing an employee's performance takes commitment from both you and the employee. For every hour spent face-to-face with an employee during a formal review, much more time is spent preparing.

Learn to recognize and understand what motivates your employees—it's key in any management structure.

### Problem Employees:

## SUPPORT, TRAIN—AND MAYBE TERMINATE

Ignoring poor performance can become infectious and affect the entire team and your organization. Continuing to keep such employees is a disservice to your other employees. The Coaching for Success program uses this 4 "action-oriented" approach.

### The good news:

Happy employees work efficiently, are more creative, and bring their own passion to the job when you ask it of them. They are not just there to cash a paycheck every week. Give them a reason to be proud of what they do, and they will surprise you by exceeding every expectation you have for them.







John Tschohl is the Founder and President of Service Quality Institute, the global leader in customer service.

**He has authored numerous books:**

- **Achieving Excellence Through Customer Service**
- **Empowerment: A Way of Life**
- **Moving Up**
- **Loyal for Life**
- **The Customer is Boss**
- **e-Service, and**
- **Cashing In**

John Tschohl has been called a "customer service guru" by Time, Entrepreneur Magazine and USA Today.

## Leader's Guide package

After 45 years of experience, Service Quality Institute is the global leader in helping organizations create a service quality culture built around managing, coaching, motivating and encouraging employees in order to have improved employee performance.

**COACHING FOR SUCCESS** is a program that is easy to implement.

### **Leader's Guide**

The 180-page Guide contains everything you need to plan, organize and teach. Easy-to-follow scripted workshops, preparation checklists, room layout ideas, discussion questions and answers, training tips, and video scripts are available for the leader. Leader Guide includes Participant Manual text so the leader doesn't have to jump between Participant's Manual and Leader Guide. Two videos cover the specific objectives for the entire program.

**The COACHING FOR SUCCESS program has three components:**

- 1) Two DVDs (totaling approximately 55 minutes of vignettes and instructional information)
- 2) A Leader's Guide
- 3) Participant Package (Participant Manual, Technique Card, Certificate of Accomplishment, Performance Standards). The 4-color 8 ½ x 11" Participant Manual is the activity guide and resource for each participant. It includes 126 pages of techniques, strategies, exercises, activities, and assessments.

The Participant Manual material is rich in examples, illustrations, and strategies that support and expand upon the video segments and exercises in each section.

### **Implementation: One-Day Seminar**

Designed to be implemented in 2 sessions conducted in a single day. The session is designed to last six–seven hours, and seven–eight hours in developing countries or markets.

### **Alternative Implementation: Two Sessions**

If you find it difficult to allocate an entire day for your complete management team to participate in the training, you can break the program into two sessions conducted over two half days.

### **Bottom line:**

Everyone wants to be appreciated, valued and recognized. Your employees perform exemplary work every day. How often do you recognize them for their efforts? How often do they even know that you were paying attention? With this training, you can improve all aspects of managing by effectively coaching your employees.



A better customer experience.

Shoppers, Inc.

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