



THE MARK DAVID CORPORATION  
A Logical Approach to Human Development

*Establish a culture of coaching!*

## 2-Day Coach Approach® Workshop TRAINER GUIDE

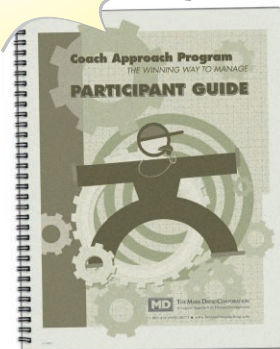
Any manager, any trainer can effectively launch this course!

A Complete  
Trainer Guide Package!



### Trainer Guide

Step-by-step teaching guide that walks you through the course



### Participant Guide

Participant materials packed with hands-on activities!



### On-the-Job Training Tools

Reinforce the new skills learned with Mark David's premier coaching tools!

The 2-Day Coach Approach® Workshop Trainer Guide walks you through the workshop with

- A quick-reading workshop **preparation** section to save time
- A **detailed agenda** with suggested timeline to stay on track
- Teaching **tips** and principles to engage participants
- **Step-by-step directions** for each workshop section to facilitate with confidence
- References to supporting **PowerPoint slides** to add to presentation excitement
- Suggested **training dialogue** to connect with participants
- Individual and group **activities** to involve participants

Using Mark David's easy-to-implement **Trainer Guide**, you will teach your managers how to coach their teams, establish an easy-to-implement, 12-month coaching system and more!

### Show your managers how to

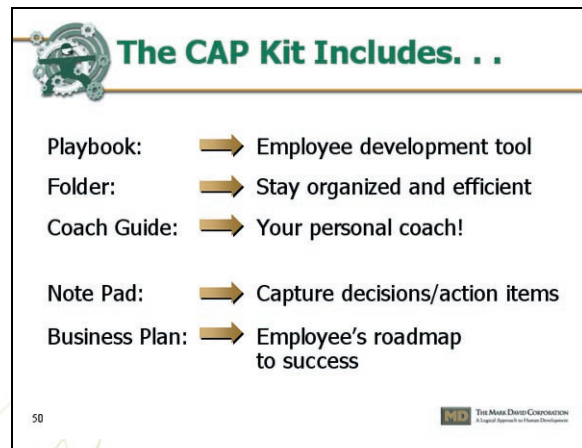
- Provide effective performance feedback!
- Complete performance evaluations!
- Conduct effective one-on-one meetings!
- Develop team members to their full potential!
- Create an environment of increased productivity!

### Trainer Guide package includes:

- Trainer Guide (189 pages)
- PowerPoint presentation (77 slides)
- Participant Guide (\$29.99 value)
- Coach Approach® Program Kit (\$299.99 value)
- Coaching Illustrated® (\$22.99 value)
- Coaching Illustrated® Poster (\$14.99 value)
- Personal Business Plan (\$49.99 value)

**Investment: \$499 per package**

**A full-length PowerPoint slide presentation is included in the Trainer Guide package. (77 slides!)**



## Easy step-by-step directions walk you through facilitation of the workshop.

**HUMAN DEVELOPMENT GEAR**

10. SAY:

- Now I want each of you to outline your business/personal goals in your Participant Guide (page 5).

11. Read the instructions above Business Goals on page 5 aloud to the group.

12. Refer to slide #13. Tell participants to keep these directions in mind as they write.

**Mapping Out Your Goals**

- Identify a few business goals and a few personal goals.
- Make sure you specify your goals. Be specific by including deadlines and identifying each goal.
  - when/when?
  - what/what?
  - by whom?
  - how/when?

13. Give the participants time to write their goals and assign a date of when they want each goal accomplished.

14. While the group is writing, walk around the room and assist anyone who needs help or has questions.

15. Once participants begin to finish up writing their goals, ask a few people to share what they wrote (2 or 3 volunteers).

The Mark David Corporation

**ONE-ON-ONE ROLE-PLAY**

6. SAY:

- In this first part of the role-play, we will explore how to talk about Vision with an employee.

7. Have one volunteer come to the front of the room with you and sit face-to-face so the audience can see both of you.

Trainer      Volunteer

Other Trainees

8. Refer to slide #65. Tell the observers to think about the questions listed on the slide during the role-play.

**What to Ask Yourself As You Observe**

- What is the manager doing well?
- What would you do differently?
- What obstacles do you notice, if any?
- Is there any part of the role-play that you want to hear or see about?

Notice body language, tone of voice, use of questions, dynamics of relationship.

The Mark David Corporation

To learn more about this powerful tool, call 800.410.ANSR (2677).

Visit [www.bottomlinecoaching.com](http://www.bottomlinecoaching.com) for a complete course outline and learning objectives.