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University  
Global Thinkers. Engaged Leaders.

CENTRE FOR  
EXECUTIVE EDUCATION

# Manager as a Coach

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# Overview

Managers often assume a directive role, and act in a way that “tells” their team what to do. Being in a position of power, invariably managers take the advisory role, when it comes to people’s problems. As the employees don’t get the opportunity to solve their own problems, their development is stunted. Employees that don’t develop, become dependent, and never realize their full potential.

When Managers take on the role of coaches, employees learn and develop; their performance is improved, driving employee engagement and job satisfaction. For organizational success, managers, thereby have to be effective coaches, need to be curious & considerate, while helping their teams co-create their future. This shift from being a manager to a coach initially feels unnatural and awkward, but pays rich dividends. Coaching requires deliberate practice to get good at it, but this one skill, which is an investment in people, has a higher return, than just about any other management skill.

When Managers act as coaches, the ripple effect is felt throughout the organization; for as a coach they in still confidence in individual team members. As a leader, the manager also leads self and others, to success & achievement.

## Learning Outcomes

- Understand what is coaching , and what it takes to be an effective coach
- Learn how-to drive-up job satisfaction, job engagement, employee morale and motivation
- Apply coaching skills to different work contexts
- Build capacity to engage in more meaningful interactions
- Developing Metrics and KPIs to measure the effectiveness and ROI, of revamped coaching efforts

## Key Topics covered in the Programme

- Introduction to coaching; how it differs from therapy & counselling; science behind Mind Kinetics Coaching
- Every manager as a coach within an organization: from Victim to becoming a Leader
- The 3 dimensions to master, to become an effective Coach
- Letting go of beliefs that are no longer useful
- Engaging in coaching exercises utilizing various models such as GROW, SIP, and others
- Coaching Techniques: Becoming the Coach; Structure of a coaching conversation; Methodologies to adopt
- Active Listening and Asking powerful questions
- Handling mistakes; Objection Handling

## For Whom:

Managers from all functions and across the organizations



## Faculty

### Prof. Shivdasini Singh Amin

Dr. Shivdasini Singh Amin has over 24 years of experience in leadership development of executives and teams. She has over 18 years of experience and an educator in the area of management and currently is on the global team of instructors at Coaching and Leadership International Inc. She trains and mentors' coaches for CLI Inc. She is on the advisory board of some small and medium enterprises and consults with firms in the area of management and coaching.

Prof Amin is currently an Associate Professor at the School of Law, Mahindra University. She was an Empaneled Consultant & Coach, with firms like Lee Hecht Harrison and Dr. Reddy's Labs. She was also previously, Vice Chairman, Indian Society of Training and Development, Allahabad.

Dr Amin is a Life and Leadership Coach. She is a Master Certified Coach & Leadership Facilitator. She works with senior and middle level executives, senior and young entrepreneurs. She conducts Management Development Programs in the area of Emotional Intelligence, Organizational Development, Organizational Culture and its development, Conflict management, Power & Politics etc. She drives teams to collaborate towards enhanced performance with individual and group coaching assignments. She coaches industry leaders on Managerial Congruency, Mindset Matters, Emotional Intelligence, Trust and Power, Culture. She has coached mid and senior leaders, across different geographies and industries

She is also a Global Instructor and Mentor for all coaches training under Coaching Leadership International Inc., and has her Professional Certified Power Coach certification from CLI Inc. She also has DISC certification and is a Master Neuro Linguistic Programmer. She has her DIAMOND certification from Blair Singer Training Academy.

Dr. Shivdasini S Amin has a PhD from Jodhpur National University and an MBA from GITAM, Visakhapatnam and Bachelors in Economics from Mumbai University.

## Programme Details

**Programme Dates:** 17-18 June 2025 (TBC)

**Programme Mode:** 2 Days | In-Campus

**Programme Fee:** Rs. 40,000/- + GST Per Participant

# About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

## About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media, Centre for Sustainability, School of Design and Innovation and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.

## Some of our Clients



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