



**PRACTICAL EDUCATION FOR  
EXECUTIVES S.C.**

**COACHING AND LEADERSHIP**



*Men learn while teaching*

## What does the course consist of?

The ability to increase your personnel performance and search for long term goals is an important element of being a good manager or director.

Through coaching you may delegate activities to your personnel, allowing them to acquire more responsibility and commitment in their job, thereby allowing you to assign more time to the real meaning of administration.

While coaching your personnel, you can redirect your power to the achievement of better results in your team, and focus on what gives a better benefit in your participation in the company.

Through the Business Coaching course, the executive will be able to learn concise techniques to increase his personal results, direct synergistically the results of the personnel under his charge and to have better results within his organization.

This is achieved by initially evaluating the current state of the people who follow the coaching program.

It starts with personal leadership, and is integrated into organizational leadership. The coach is trained to detect the strengths and weaknesses of his team, and through precision language, he induces his personnel to develop the vision and commitment which lead to the obtaining of better results.

## Course objectives

- To lead the person to a deep and lasting change, helping him/her to discover tools which may help him/her assume his/her responsibility to successfully confront the challenge of continuous change.
- To lead the executive to a degree of high performance in his/her personal, professional and organizational levels, as well as in his general surroundings.

## Who is it directed to?

- ◆ Businessmen
- ◆ Boards of Directors
- ◆ Managers

## Results

- To obtain excellence modeling tools
- The formation of high performance teams
- Involvement of the personnel in the objectives to be achieved
- The ability to understand the communication with his personnel
- The ability to communicate with precision language
- To coach, set objectives, give feedback
- The ability to handle conflicts among employees, members of the team and customers.
- Reports with objective results. Unification of the strategies to be followed.

## Program

1. What is coaching?
2. How does it work?
3. A coach's abilities
4. Neurolinguistic programming and coaching
5. Using NLP tools to correct problems, set objectives and lead the team to an exceptional performance.
6. Rapport
7. Verbal package
8. Anchors
9. Creating the future
10. Perceptual positions
11. Feedback

- ☐ 60 hours, with individual or group counseling

Sincerely,

Lic. María Teresa Zavala Alarcón  
General Director

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