



COURSE SYNOPSIS

# Coaching for Performance & Development

2-day coaching leadership  
skills learning course for Managers

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Minds & Senses Coaching Academy PLT

## INTRODUCTION

Coaching isn't just about providing answers; it's about inspiring growth, clarity, action and results. In today's fast-paced workplace, effective coaching equips leaders with the tools to unlock potential, boost performance, create meaningful change for better results. Whether it's guiding a team through challenges or fostering individual development, coaching helps align goals and actions for long-term success.

This 2-day course is designed to give participants practical workplace coaching tools and approaches they can immediately apply. Through interactive sessions, case studies, and role-playing, participants will learn how to hold results-driven coaching conversations that drive higher performance and create a culture of empowerment.

## COURSE OBJECTIVES

By the end of the course, the participants will be able to:

- differentiate** coaching from other types of leadership conversations and clearly identify what coaching is and isn't.
- explore** a variety of coaching models and apply the G.R.O.W. coaching model for performance reviews and developmental conversations.
- create** a safe and empowering space for coaching by learning techniques to set clear goals, inspire awareness, co-create options, and encourage action.
- practise** and **demonstrate** essential coaching skills through case studies and exercises, focusing on real-world workplace scenarios.

## LEARNING OUTCOMES

By the end of the course, the participants would have gained or been able to:

- describe** what coaching is and isn't and identify coaching opportunities in the workplace.
- explain** different coaching models and their practical applications.
- apply** the G.R.O.W. coaching model in performance reviews and developmental conversations.
- distinguish** between team and group coaching approaches, using the right techniques for each scenario to enhance performance.
- conduct** impactful coaching conversations by setting goals, asking the right questions, evoking awareness, giving actionable feedback, and ensuring accountability and results-driven.

## LEARNING MODULES

### Module 1: Introduction to Workplace Coaching

- *Ice-breaker: What coaching is and isn't?*
- *Exercise: Identifying coaching opportunities in the workplace*
- *Overview: Performance and developmental coaching*
- *Coaching models, including G.R.O.W model*

### Module 2: Coaching in Performance Review Meetings

- *The G.R.O.W. steps in the performance review*
- *Exercise: Objective setting, feedback giving, coaching questions*
- *Role-play: Case study for performance review coaching*
- *Supervised coaching: Guided practice sessions*

### Module 3: Team and Group Coaching

- *Differences between team and group coaching*
- *Discussion: Real-life scenarios for team and group coaching*
- *Demonstration: Conduct team coaching using G.R.O.W. model*
- *Exercise: Coaching practice for team and group scenarios*

### Module 4: Developmental Coaching Conversations

- *PDP/IDP for developmental goals*
- *Exercise: Setting clear and purposeful coaching goals*
- *Exercise: Asking useful GOAL-setting questions*
- *Mock coaching: Setting clear coaching goal and outcomes*

### Module 5: Creating Awareness for Growth

- *Exercise: Creating awareness with scaling techniques*
- *Exercise: Asking REALITY awareness creation questions*
- *Coaching practice: Mock coaching and peer coaching practices*
- *Supervised coaching: Creating awareness coaching session*

### Module 6: Managing Progress & Accountability

- *Co-creating a coaching plan with empowerment*
- *Exercise: Asking OPTIONS & WAY FORWARD coaching questions*
- *Peer coaching: Building a results-driven coaching plan*
- *Exercise: Summary and learning actions*

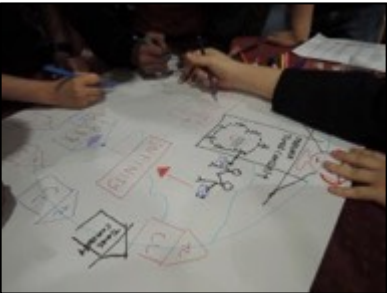
## LEARNING METHODOLOGY

This instructor-led course uses interactive methods like discussions, case studies, and role-playing to help participants confidently apply their learning in the workplace.

## WHO SHOULD ATTEND

Senior Managers, Heads of Departments, middle level managers, Team Leaders, Supervisors, and anyone responsible for leading and coaching teams.

## HOW PARTICIPANTS PARTICIPANT AND LEARN



## SOME OF THE CLIENT TESTIMONIALS

“We were delighted to partner with Simon in the creation of the coaching program. He was able to bring his passion and expertise for coaching into our business and work alongside our Head of L&D to bring all the principles of coaching to help construct powerful frameworks and tools, giving us a sustainable, scalable solution to internal coaching certification.”

Chief Executive Officer, Evolution Wellness Holdings Pte. Ltd.

“Thank you for facilitating various training programs for our sales team and key distributors. It has given the sales team a good basic fundamental understanding of their roles and what they can do to make a difference in the business. Well done.”

General Manager SEA, AB Mauri

“Simon, thanks for bringing my team to the next higher level of sales success. It’s our pleasure to have you as our partner!”

General Manager, BAKELS Malaysia

“Thank you for co-designing & delivering a successful “D&I” program for us. We love your dedicated approach to program design & delivery. I personally like the way you teach and demonstrate effective ways of connecting difficult conversations with coaching solutions. The learners now are not only get to learn what and how coaching helping them every day, but also embracing the value of being Coach-Leaders to their people and the Organization.”

Organization Development Manager, Samsung Electronics Malaysia

“Being an experienced coach, Simon was able to gain my trust quickly and thus delve into my inner self and how to mitigate my negative feelings. I am now a better person and feel better.”

Vice President, Rubber Cluster Services of FGV Holdings Berhad

“Thanks a lot, Simon. Your coaching sessions helped me learn coaching skills systematically. I’m glad to see my young engineers have improved their technical competencies and independence at work.”

Engineer Manager, Infineon Technologies Kulim

“My team has portfolio growth despite pandemic. Done pretty good for cross-selling and have a stable team with no resignation in 2020. Many thanks to your coaching which helps me see from the satellite.”

Senior Vice President, Marsh Insurance Brokers (M) Sdn Bhd

“Simon is a very mindful and systematic coach. I’ve enjoyed my sessions. Simon helped me to crystalise some of the ideas I have.”

Senior Manager of Camera & Commercial Printing Division, Canon Marketing (M) Sdn Bhd

“Simon is very good at leading me to think and kind to share real-life experiences to make my learning more meaningful and fun.”

Acting Head of CS, Samsung Malaysia Electronics (SME) Sdn Bhd

## TRAINER PROFILE

# Simon Yap

*Sales Leadership Coach*

*Certified Trainer, Facilitator, Coach Trainer*



Simon Yap is a distinguished **Sales Leadership Coach, Certified Trainer, Facilitator, and Training Evaluator**, holding the prestigious **Professional Certified Coach (PCC)** credential from the International Coaching Federation (ICF) USA. He was awarded the **Best Executive Coaching Provider** at the HR Vendors of the Year 2019 Awards by Human Resources Online Magazine Singapore. He was also featured in Britishpedia as one of the **Successful People in Malaysia & Singapore** 6<sup>th</sup> edition, 2024. With over 2,000 coaching hours, Simon has been instrumental in the growth and development of C-suite executives, heads of departments, segment leaders, and high-potential talents.

Simon's specialisation in business-to-business (B2B) sales and leadership coaching began during his tenure at Unilever Foodsolutions Asia in 2005. In his role as sales capability development lead for the SEA region, he collaborated with Country Heads, Sales Directors, and Sales Trainers to develop and execute leadership and salesforce strategies. His extensive training, coaching, and mentoring of sales managers and trainers spanned across Malaysia, Singapore, Indonesia, Thailand, Vietnam, and the Philippines.

Bringing over 20 years of experience in SME and MNC sectors, Simon's background includes chemical sales, training consultancy, direct sales, pharmaceutical, and food service industries. His diverse corporate experience in sales, business development, training, consultancy, human resources, and coaching enables him to adeptly guide clients through change management processes and overcome adversities to achieve outstanding performance. His sought-after programs encompass **Value-based Selling, Coaching for Performance & Development, Turning Vision Into Action, one-on-one, team and group coaching, and Train the Trainer program aimed at developing in-house coaches.**

Simon has served a broad client base, including food service, FMCG, insurance, healthcare, pharmaceutical, fitness, business services, industrial products, government-linked companies, and non-profit organisations. Some of his clients include FrieslandCampina Professional APAC and China, Mamee Food Service, KitchenAid Asia, URC Snack Foods, Canon Marketing, Samsung Malaysia Electronics, Marsh Insurance Brokers, HSBC, Ambank Group, and Fitness First Asia.

Coaching, facilitation, and training are Simon's passions. He loves what he does.



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